VIRAL MARKETING: AN OVERVIEW

PRAKRITI AASHIWAL

DEPARTMENT OF COMMERCE AND MANAGEMENT.
D.C.V.RAMAN UNIVERSITY.
KOTA BILASPUR.

ABSTRACT

In this research paper I research on viral marketing. With the growth and evolution of the Internet, electronic peer-to-peer referrals have become an important phenomenon, and marketers have tried to exploit their potential through viral marketing campaign. Word-of-mouth publicity is a centuries-old marketing technique. Technology makes the spread of product knowledge from one person to another faster and more efficient.

KEY WORDS: Viral, Marketing, Word of mouth (WOM), Online Marketing, Social Networking Sites (SNS).

REFERENCES

- Fadhley, S. 2000. Viral marketing well set for a bright future. Precision Marketing 4 12
- Viral marketing: a powerful, but dangerous marketing tool H.B. Klopper
- Midcomet

A multi-stage model of word-of-mouth influence through viral marketing☆ Arnaud De Bruyn a,✉, Gary L. Lilien b
- Wikipedia