VIRAL MARKETING IN INDIA: AN OVERVIEW

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Abstract:

Marketers have been using electronic tools for many years but the internet and new technologies created a flood of interesting and innovative ways to provide and enhance customer value. It describes any strategy that encourages individuals to pass away a selling message to others. Viral marketing is the key to marketing success in the 21st century and advertisement is one of the most important tools in the viral marketing tool. It identifies critical factor for viral marketing on internet based “WORD OF MOUTH” techniques and As well as differences between connected terms such as marketing buzz. The viral marketing strategy was first used in the marketing 1995, in a pre-digital marketing era, by a strategy team at CHAIT/DAY advertising in LA (now TBWA LA) for the launch of the first play station for SONY COMPUTERS ENTERTAINMENT. Technology makes the unfold of product knowledge from one person to a different quicker and a lot of economical. Viral marketing can help to build brand recognition instantly. It helps to increase sales, instant awareness. It ensures smart targeting and the high and fast response rate. Viral marketing helps to create demand for the product (goods & services) and increase sales. Thus, for its speed and effective penetration ability, viral marketing leaves you with no choice but to go for it.

Keywords: Viral marketing, Marketing Strategies, Issues, Origin in India and Principles.

Introduction:

The viral strategy was first used in marketing in 1995, in a pre-digital marketing era, by a strategy team at Day advertising in LA for the launch of first play station for SONY COMPUTER ENTERTAINMENT, later it goes every sector in business. Viral marketing is extremely very similar to “WORD OF MOUTH” marketing except it's conducted over the internet. One form of viral marketing is a recommend to friends to others. The marketing message spreads through the showing and passing between and to individuals.
The viral marketing plays a vital role in the business or company to promote their product (goods & services). Some of the authors say that viral marketing is Virus marketing; it spreads one message virus in the marketing.

The viral marketing comes under the social circle. This marketing helps to the producer to give information about his product (goods & services) with a free of cost. In this paper a viral marketing with the growth and evolution of the internet, electronic peer-to-peer referrals have become an important phenomenon, and the marketers have tried to exploit their potential through viral marketing campaign. Word of Mouth publicity is a centuries old marketing techniques. Technology makes the spread of product knowledge from one person to another faster and more efficient.

Viral marketing may be defined because the spreading or transfer of information about a brand or product during a short amount of your time among the mass media. It has worked o.k. for thousands of marketers and helped them in raising the expansion of their business. And in current digital age as individuals area unit extremely proof against social media that creates achieving it quite simple. Viral marketing is strictly what it sounds like marketing that spreads sort of a virus. This simple approach will facilitate in making plenty of positive impact throughout promotional product launches or campaigns. It helps to induce tremendous visibility, exposure, and higher traffic which end in increased sales revenue.

**Concepts of viral marketing:**

The main ideas of viral marketing is that the plan of action of making a method wherever interested, people will market to every different. In this age of user- generated media, social media isn't simply a marketing channel, it facilitates viral marketing. When web 2.0 media gift communication and sales opportunities for marketers. It brings with it a possible and worrying lack of management of marketing messages.

a) Production Concept

b) Selling Concept

c) Product Concept

d) Marketing Concept

e) Societal Marketing Concept
Objectives:

• To know the viral marketing on business promotions.
• To study the role of viral marketing in present era.
• To analyze the different types of viral marketing.

Methodology:

This study is based on secondary data, which is collected from some articles, journals and through the internet link etc...

Principles of marketing strategy:

• Gives away product (goods & services): Most viral marketing programs gives away valuable products or services to attract immediate attention. “Free is the most powerful word in the marketing vocabulary.

• Provides for effortless transfer to other: Simplify the marketing message so it can be easily transmitted easily and without degradation. Viral marketing works famously on the net because instant communication has become very easy and cheap. Digital format make copying simple, the medium that carriers your marketing message must be easy to transfer.

• Scales easily from small to very large: If the strategy is widely successful, mail servers must be added very quickly or the rapid growth will be bog down and die. The success of viral marketing campaigns is often difficult to predict.

• Exploits common motivation and the resulting urge to communicate produces millions of websites and billions of e-mail messages. Clever viral marketing plans benefit of common human motivations. Design a marketing strategy that builds on common motivations and behaviors for its transmission, and its sure to be a success.

• Utilizes existing communication networks: Learn to place your message into existing communications between people, and you rapidly multiply its dispersion. A person’s border network of friends, family, and association. Consists of scares, hundreds of people, depending upon have position in society.

• Takes advantages of other resources: A news release can be picked up by hundreds of periodicals and form the basis of articles seen by hundreds of thousands of readers.
Types of viral marketing:

- **Pass along**: A short note that will be sent on the other internet users and usually attached to the footer of the electronic message.

- **Blog marketing**: Blog marketing is any process that publishes or advertises a website, business, brand or services via the medium of Blogs.

  - **Incentive viral**: it call the user to talk action in order to be rewarded
  - **Undercover-marketing**: it occurs when people do not know they are being marketed to
  - **User managed info**: it refers to completely different info of prospects that clients generate themselves with the assistance of online service providers.

**Challenges are faced on viral marketing**:

- Customer communication through internet
- Good web marketing strategy
- turning a profit by attracting customers
- set everything up in the self imposed
Issues of viral marketing:

1. Issues of spam
2. Generally focuses on short term success
3. Hesitative publicity
4. Brand dilution
5. Association with unknown groups

Role of viral marketing:

Benefits Of viral marketing for Businesses:

1. Lower advertising prices:

It doesn't happen at the terribly starting however with time it'll sure weigh down your advertising prices as you've got already got enough exposure and buzz round the internet. Viral marketing is so a best way to lower down your advertising prices because it isn't expensive to launch however is extremely effective and quick in obtaining your message across your prospective consumers.
2. Remarkable growth:

Success in business rarely happens quickly. Viral marketing is one among only a few techniques which will produce explosive growth in little time. And once it hits people, it spreads very fast everyplace that positively affects your business’s sales and profit.

3. Builds more credibility:

As additional and more people within the entire network suggest and name your brand, your believability is increased among your audience. The loud and noteworthy buzz that's generated can sure facilitate boost your product or service recognition. Attention-getting videos on net may be simply embedded into web pages, journal posts and social networking sites. Your business recover comments and better traffic that works for your business on a positive note.

4. Better visibility:

Viral marketing helps in making higher visibility for your business.

If you develop an honest content marketing campaign that unleashes the interest (emotion) of your target market, increased visibility can solely result in increased growth of your whole.

5. Conversion:

The combinations of various marketing strategies whose objectives are unit targeted on achieving engagement together with your audience have their most convincing proof of ability in increasing traffic. Viral marketing is one among the foremost necessary ways to draw in clients and lift awareness of your brand the trust and transformation of prospective customer into potential customer of your company can come back someday later.

These were some valuable advantages of viral advertising for businesses. Viral marketing is an increasingly essential term for business organizations strain to unfold their message during a digital age.

Developing a viral marketing strategy

A viral selling strategy ought to be approached very similar to any another marketing strategy. Increasing brand exposure, reinforcing alternative marketing efforts, growing your opt-in-e-mail list, planning loyalty programs, driving web site or social media traffic, generating revenue.
Finding the creative thinking of viral marketing:

- Give away product or services by mistreatment techniques towards the people.
- Provides easy transfer to others.
- Scales simply from little to terribly massive scale.
- Exploits common motivations and behavior of a product.
- By taking advantage of alternative resources.

Viral advertising is a personal and, whereas coming back from an identified sponsor, it doesn't mean business pay for its distribution. It’s done through by social media and media websites like YouTube. Viral marketing makes platform flash glances, eBooks, whole in a position software, images, text message, email messages or web pages.

Conclusion:

People in India pass on and share fascinating and entertaining content online. Viral marketing is standard in India for its simple execution of marketing campaign and relative low-priced. It ensures smart targeting and therefore the high and fast response rate. Thus, for its speed and effective penetration ability. Infectious agent promoting helps to create a product instantly. Viral marketing may be a particularly once it involves event activation of brand. The entire product
ought to be created by increase of name awareness of the organization. Of these may be done through facilitate of publish of media and different accepts according to people awareness within the market.

**Suggestions of viral marketing:**

Media sort of a Radio, TV, Newspaper, direct mail etc. That which carry out the message to the massive range of audience. This fast towards the market possibilities for business. Currently a day’s message may be reached effectively it's capable to assist business to unfold viral message towards the mass market. It’s like virus and every one the product should be created by increase of brand awareness of the organization. Of these may be done through facilitate of publish of media and different accepts according to people awareness within the market.

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