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## 10 Viral Marketing Ideas

By Hans Peter Oswald

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Viral Marketing is allowing people to giveaway and use your free product or service in order to multiply your marketing quickly over the internet. The idea behind viral marketing is that you include your ad with the freebie people giveaway or use. Below are ten high impact viral marketing strategies:

1. Allow people to reprint your articles on their web site, in their e-zine, newsletter, magazine or ebooks. Include your resource box and the option for article reprints at the bottom of each article.

Example: We give away all articles at <http://www.20six.de/secura> and <http://www.20six.de/secura1>

2. Allow people to use any of your freebies as free bonuses for products or services they sell. Include your ad on all your freebies.

Example: You can download Domainchecker at

<http://www.domainregistry.de/domainchecker.txt>

3. Allow people to use your online discussion board for their own web site. Some people don't have one. Just include your banner ad at the top of the board.

4. Allow people to sign up for a free web site on your server. Since you are giving away the space, require them to include your banner ad at the top of the site.

5. Allow people to add their link to your free web site directory. Just require that they return a link back to your web site, advertising your directory.

6. Allow people to provide your free online service to their web site, visitors, or e-zine subscribers. They could be free e-mail, e-mail consulting, search engine submissions, etc.

Example: You can download <http://www.domainregistry.de/submission.html>

7. Allow people to give away your free software. Just include your business advertisement inside the software program.

8. Allow people to give away your free web design graphics, fonts, templates, etc. Just include your ad on them or require people to link directly to your web site.

9. Allow people to place an advertisement in your free ebook if, in exchange, they give away the ebook to their web visitors or e-zine subscribers.

10. Allow people to give away your free ebook to their visitors. Then, their visitors will also give it away. This will just continue to spread your ad all over the internet.

Example: You can download the ebooks at <http://www.domainregistry.de/ebooks.html>

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### **Viral Marketing...Is Your Website Infected?**

**By Bret Forster**

Viral...Viruses...Infections...not pleasant subjects for most situations. Unless you're discussing Viral Marketing! Viral marketing techniques can help you create huge increases in both targeted traffic and customers for your website. In this article we'll briefly discuss some of the most effective methods of Viral Marketing.

Before we discuss the different Viral Marketing Techniques, let's clarify what Viral Marketing is. Viral Marketing has nothing to do with computer viruses, causing damage to someone's computer or

## 10 Viral Marketing Ideas

property, or using deception to create traffic and customers. Viral Marketing includes using legitimate techniques like viral opt-in email, viral ebooks and reports, viral ecourses, and many more!

Let's discuss some great examples of Viral Marketing...

Jimmy D. Brown, the Master of Viral eBook Marketing, has created an Internet Business Empire using free and paid-for viral eBooks and eReports! He creates eBooks and eReports and then allows his affiliates and customers the ability to brand them with their own website and affiliate links. His website, Profits Vault Monthly, offers a monthly membership where he creates a great new eBook product each month. He then allows his members to brand the website links with their own affiliate program links. You can find out more about his program at:

Creating Viral eBooks and eReports and distributing them to your affiliates and website visitors is one of the most effective ways to create viral traffic explosion on your website!

Free Viral Opt-in Ezines -

Viral Opt-in Ezines are another great Viral Marketing technique that uses a very powerful combination. Opt-in Email newsletters or ezines combined with word-of-mouth marketing. The ezine can be HTML-based, email-based, or website or BLOG-based. The key element that makes the ezine viral is getting your subscribers involved. Allowing your subscribers to participate in discussions, creating content, etc. can create a viral word-of-mouth traffic stampede to your website!

Free Viral Reprint Articles -

Viral Reprint Articles are short articles that you allow other webmasters, affiliates, and ezine publishers to reprint or use on their website for free. The only rule for the use of your viral article is that they have to leave your resource box at the bottom of your article. This resource box includes your website link. This creates a viral effect because your viral article gets passed around the Internet on websites and ezines.

Free Viral eCourses -

Last but not least, there's Viral eCourses. Viral eCourses are divided into a series of articles and lessons and are published on an autoresponder. When a person e-mails the autoresponder address, he will receive his first lesson via e-mail within seconds or a few minutes. Then usually every one or two days they will receive the another lesson until the e-course is complete. I've seen e-courses that have ranged from one lesson clear up to 52 lessons long. The most common are 7 lesson or 7 day e-courses. Viral eCourses are extremely popular! Allow other webmasters to use your viral eCourse full of useful information, and watch the highly-targeted web traffic epidemic occur.

In this article, we have covered several Viral Marketing techniques. But we haven't even scratched the surface! Use your creativity and come up with some other great ideas. Just don't discount the power of using Viral Marketing!

## 10 Viral Marketing Ideas

Bret Forster has been doing business on–line for over 4years. His website,

offers

the Secrets of How To Unleash Your Own Marketing Virus That Generates More Traffic, More Customers And More Money In Record Time – Or Your Money Back Guaranteed! Visit his website at

for details and get a FREE 5–Day eCourse on Creating Your Own Web

Traffic Virus!

Viral Marketing...Is Your Website Infected?

Viral Marketing - Making Your Site Sell Itself

Viral Marketing

Viral Marketing 101 – Not Using It Could Kill Your Business! Here's How To Capitalize On It.

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