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Viral Marketing - Making Your Site Sell Itself

By Gabriel Adams

Do you remember making snowmen when you were a kid? Remember how you started with a little ball of snow, and kept rolling the ball until it became a large ball? Did you ever roll your ball of snow down the hill and watch as it got bigger and bigger and bigger!?

Well, that's how viral marketing works. You start a viral marketing campaign, give it a push, and it goes under its own power, getting bigger and bigger. Of course, all the while it is creating traffic to your website and generating sales for you. Quite an attractive setup, huh?

Truth be told, a successful viral marketing campaign requires some time, effort, and investment to get it started, but if you do it right, it's worth it.

A good viral marketing plan could be broken down into three parts:

1– The bait To start with, you need a free gift that you can give away. It must be extremely valuable, because you want people to share it with their friends, etc. Some examples would be an ebook, a video, a forum, etc.

2– The hook Once you have created your bait that you're going to distribute to people (and they to others, and they to others, etc, etc), you need a hook. You need a way to bring all of these people who are enjoying your free gift back to your website to buy. If you're giving away an ebook, embed links to your website in the ebook. Depending on the product, you'll have to use different kinds of hooks - be innovative!

3– Marketing Yes, that's right! You have to market your viral marketing campaign. (This is the push that you give your snowball to send it rolling down the hill.) You have to promote your free gift, so that people start using it and distributing it.

Viral marketing can be an extremely effective marketing method - but it will require some time, effort, and lots of ingenuity on your part. Happy marketing!

We offer Internet Marketing & Link Building:

<http://www.evolution-internet.com/51/internet-marketing.aspx>

and Viral marketing:

<http://www.evolution-internet.com/57/viral-marketing.aspx>

for UK businesses.

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 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!

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

[WebTrafficVirus.com](http://www.webtrafficvirus.com)

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

<http://www.webtrafficvirus.com/>

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

Traffic Virus!

bret@profitavenue.com

Viral Marketing...Is Your Website Infected?

Viral Marketing

10 High-Impact, Viral Marketing Strategies, To Explode Your Sales...

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

10 Viral Marketing Ideas

The Great Big Book of Internet Marketing

One Million a Year
Super Six PHP Scripts
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