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'Viral Marketing' Or 'Butterfly Marketing' - What's The Difference

By Thomas Haselhorst

You have probably heard about 'Viral Marketing' but many online marketers haven't heard about

'Butterfly Marketing'. So what is Butterfly Marketing ?? It proves to be just as powerful in strategies then in the software itself. Below you will find a student and customer of the course. One Adsense Master marketer Michael Cheney of "Adsense Videos" applied some of pre-launch strategies and affiliate tools and JV strategies outlined in Mike Filsaime's Butterfly Marketing Manuscript to his launch.

"Mike – first off I just want to say thank you so much! The techniques I learned from Butterfly Marketing played a BIG part in helping me make \$63,249 in sales in 24 hours!! As I write this I'm still finding it hard to believe. It seems a lifetime ago that the BFM package landed on my doorstep and I started poring over it with my smile getting larger and wider with each new insight as I realized that as long as I APPLIED what I was learning the principles were going to make something BIG happen!"

Michael goes on and he explains how the Butterfly Marketing techniques have helped to gross over \$200,000 in 7 days!! The site got an Alexa ranking on Launch Day of 351! Michael has encountered one new subscriber every minute of every hour for the past week. So, what's so special about 'Butterfly Marketing'. Well, Michael explains it very well. Butterfly Marketing makes use of a step-by-step approach. Everything is explained step-by-step: Preparing sales material for Affiliates and Joint Venture partners. It also pays attention to the smaller details before launch that really pay dividends after launch.

So, overall Butterfly Marketing is foolproof marketing manual for newbies and experienced marketers alike. Everyone can have the same results as Mike Filsaime and Michael Cheney. The secret is out. It is rumored that the Butterfly Marketing Manuscript could become a New York times best seller virtually over night and would change the way people look at viral marketing not just online, but offline as well. Everyone can implement the same tactics and strategies outlined in Mike Filsaime's Butterfly Marketing Manuscript.

Learn why people are saying that this report changed the way marketing is done on the internet for good!

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Thomas H. is webmaster of submit–articles biz and is thrilled about the new Butterfly Marketing Manuscript you can find here

<http://www.submit–articles.biz/likes/butterfly–marketing>

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.



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