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100% Effective Natural Hormone Treatment
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Viral Marketing Secret Weapons

By Ron Hollingsworth

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- Give something of value away (e-book)
- Offer something worthy of its distribution (discount or incentive)
- Make it easy to give away
- Your contacts list
- Write articles and convince others to post it as free content
- Tell-a-friend- inexpensive technique
- Post easy-to-email articles and encourage people to forward it to friends

Word-of-mouth or "viral marketing" as it has been coined in the last few years has been easily recognized as one the best advertising techniques because it is, well, free. Like viruses, this rapid reproductive advertising method can explode your message across the Internet faster than Anna Nicole Smith on a binge.

When you spread the word about a great product or service your recommendation will have a greater impact, especially if something of value is being given away free. "FREE" is the most powerful marketing technique in the book. Hotmail took advantage of this back in 1996 with the launch of it's free online email service. Every email sent contained an advertisement for a free email account. At 1.5 years after launch Hotmail had 12 Million subscribers, so this generated a nice tidy sum of cash. Right now you may be offering a "special offer" or discount on your products or services but when you give something of value away for free people stop and pay attention.

Make It Easy To Give Away

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The wildfire that is viral marketing will never spread if you don't make it easy to share. Viral marketing works very well over the Internet because communication is instant and easy spread. Think of the controversial Napster. When it came out back in 1999 no one knew of Napster. I remember turning the TV on one day and hearing about Napster on MTV, so I went to my computer to see what all the fuss was about. This program that allowed computer users to share and swap files within a few minutes took the music industry by storm. If you can create a message, whether it's a software program, a web site or an ezine, that is both compelling enough to spread but gives something of value, you better watch out because you just may get flooded with traffic.

Contacts

Everyone knows someone, right? The best and fastest way to get the word out is to tell your friends and colleagues. Networking the key to Internet success.

Write Articles

One of the best ways to promote your website and to "get it out there" is to write articles just as the one you are reading now. Doing so will develop credibility for yourself as an authority in the industry on which you are writing. To maximize the effectiveness, write ways your visitors can benefit from your information. Make it so compelling that they can't wait to send it to all of their friends. If you are an affiliate your articles should not have sales copy in the body of the article. When it's apparent that the article is associated with an affiliate program the reader may not take it as seriously because they know you are getting paid from it. Ensure that you have your resource or bio box attached to the bottom of the article and make it available for republishing.

Tell-A-Friend

You've seen them everywhere. The tell-a-friend form asking you to spread the word of this great product, service, or resource you've found. The Internet consumer who is passionate about a product or service is more likely to forward an email to others making this viral marketing technique a huge success. The great thing about the tell-a-friend technique is that there is practically no effort involved as it is very easy to set up. You just install some code to your site and sit back and do nothing. Do not make the error of adding these referrals to your opt-in subscribers list as you will be spamming them. You need to make the distinction between your opt-in list and the referrals you get from your tell-a-friend form. Never send email to the referrals you get unless they come to your site and subscribe through your subscription form.

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

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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.

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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,

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

Assault Weapons Legal

The Secret Affiliate Weapon: Weapon Of Mass Online Profits?

Battle At Sea

The Great Big Book of Internet Marketing

One Million a Year

Super Six PHP Scripts

Secret Copy Writer



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