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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Viral Marketing, The Youthful Power of Promotion

By Barrett Niehus

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<http://www.freetrainer.com>

A novel idea that has been successfully used offline is now becoming more and more prevalent to promote web sites and online resources. It is used to quickly generate notoriety, and for some web sites, is the key to phenomenal growth. The idea is simple, employ young people to become product promotions representatives. Before you balk at the idea, remember back to your youth. What type of T-shirts did you wear? How about the stickers that decorated your notebook and locker? Stickers, logos, and shirts are a very effective promotional tool, and in certain instances become a fashion necessity for young people. These tools can be used effectively to brand your web site, and attract thousands of off-line visitors.

To give you an example of the strategy, consider pimpit.com. Upon arriving at this site, you will first be asked if you would like to become a product representative. The representative kit costs approximately \$24.00, and consists of a T-shirt and a variety of stickers. You can also purchase banners, car stickers, and various decals depending on your level of interest. Visitors purchase the kits because of the attractive logo and the rebellious nature of the site name. However, all of these rep kits are promotional tools that further market the web page to the world, and they generate massive amounts of traffic.

Perhaps this idea does not apply and make sense for web sites that are more conservative. However, there are variations on the theme that can result in both massive traffic and growth. For my site, www.freetrainer.com, independent sales representatives are recruited to distribute Real Estate Software to various private and public investors. By asking visitors up-front if they would like to become a distributor, and by providing them with the tools necessary to promote the www.freetrainer.com web site, I am steadily growing our sales and daily traffic.

By using and recruiting representatives to market your product, you increase your off-line exposure and grow the brand awareness of your product. Regardless if a representative actively sells your product, of just wears the T-shirt occasionally, more people will be exposed to your logo and more people will visit your site.

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Create Wealth and Freedom with Real Estate. IP Ware Real Estate Investment Software allows you to analyze investments, create income, and secure wealth with real estate.

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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.



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