

This Free E-Book is brought to you by Natural-Aging.com.



Viral Marketing Tips: Greeting Cards

By Richard Lowe, Jr.

Viral Marketing Tips: Greeting Cards

by: **Richard Lowe, Jr.**

When we speak about viral marketing, we are not talking about the newest disease. We are not talking about a Mad Cow Disease variant or something that you need to be vaccinated for. In fact, we are not referring to a disease at all.

What we are talking about is literally the most powerful traffic generation technique available on the internet. Viral marketing is so powerful that it makes the search engines look small and insignificant in comparison. Even link exchanges, as powerful as they can be, wilt into oblivion in comparison.

What you do with viral marketing is create something, anything, that visitors will want to give to other people. This thing, whatever it is, contains a link and perhaps a short advertisement for your website, ezine or ebook. So far so good, this is just good marketing. The viral part comes in because the people who receive these items want to give them to other people, who in turn want to give them away also.

So you see? What you get is an explosion of marketing for a very small price. It's actually kind of like an avalanche, in that you throw a snowball down a slope and it just grows and grows until the whole mountain of ice and snow is tumbling down.

One very cool viral marketing technique that any web site can take advantage of is greeting cards. I'm sure you've run across these all over the web. You select a graphic (a drawing, photo or other image), perhaps a sound file and add some text. This is sent to one or more people via email. These people open the email and click on a link to view their card. They, of course, have the option from here to visit your web site and perhaps send additional cards to other people (or back to the sender).

If your cards are good enough, you can find this technique alone will generate an incredible amount of traffic. Of course, you have the same problem with greeting cards that you have with your web site – you have to get people to it to begin with. Once you do that, however, you will find that it becomes more or less self maintaining. The more traffic you get the more you generate. Just make sure that all

Viral Marketing Tips: Greeting Cards

of your greeting card pages are listed in the search engines, well displayed on your page (and perhaps all of your pages) and advertised elsewhere as much as practical.

In fact, it's a good idea to spend as much or more time marketing the greeting cards as the rest of your site, since these tend to create visitors exponentially, while your site is linear.

How do you put greeting cards on your site? First, pick a theme or two. If your site is about model railroads, for example, you might get some photos of trains and train sets; you could include vacation photos, cute animal pictures, scanned drawings or anything else that you feel would make a good card. Just remember to honor copyrights – make sure you have the right to make copies of the materials before you use them.

Once you have a theme or two, you need to find a greeting card service. I've experimented with a few options. I've tried hosting it entirely on my own site, and what I've found is it is difficult to maintain. I've

also tried it completely hosted on another site and found it is too restrictive.

The service that I settled upon is called CyberGreeting Network –

This company,

in my opinion, provides the best of both worlds (local and remotely hosted).

The pages, images and sound files are stored on your own web site. You can tailor these all that you want so they blend with your pages perfectly. This is the perfect freedom, and as long as you set up the form properly all will work fine.

How do you do this? You download a template file (as explained in their instructions) and modify it to suite your needs. This may require a little effort on your part (as well as some skill with HTML) but the end result will be worth it.

The remote part of the product (which is free, by the way) is the piece that actually formats and sends the card. You see, on your page you get the visitor to supply the answers to a series of questions in a form. The form data is submitted to a CGI routine which puts everything together into a greeting card. Your visitor simply answers the questions and presses submit. You pass all of this to the routine, which then sends the card to the destination.

I was able to get half a dozen pages of greeting cards working perfectly in an afternoon. These remain on my site, and serve me well by creating a steady, growing stream of traffic. I think you would do well to take a look and determine if this will work for your site as well.

Richard Lowe Jr. is the webmaster of Internet Tips And Secrets. This website includes over 1,000 free articles to improve your internet profits, enjoyment and knowledge. Web Site Address:

Weekly newsletter:

Claudia

Arevalo-Lowe is the webmistress of Internet Tips And Secrets and Surviving Asthma. Visit her site at

The History Of Greeting Cards - An Overview

By Gabriel Adams

Greeting cards started out as simple slips of papyrus, that were exchanged by both the Egyptians and Chinese as messages of goodwill. As the concept of greeting cards evolved, Europeans began to send them to one another for holidays such as Valentine's Day - and this occurred as early as the 1400's. Of course, these cards were handmade and expensive so not everyone could afford to send greeting cards for their holiday well-wishes.

Greeting cards really hit the mainstream in the 1850's, when commercial printing as well as the invention of the postage stamp started to allow people all over the world to send greeting cards to their loved ones. Now, greeting cards are a billion dollar business, with people purchasing and sending cards for holidays including religious celebrations, birthdays, and even just as a simple thank you or gesture of love. The two largest greeting card companies, Hallmark and American Greetings, offer cards that are perfect for any occasion, with themes and illustrations that are great for all tastes.

Of course, you don't need to buy your greeting cards in a store. Computers and home printers have made it easy to create and print out your own cards at home. Many people have also taken up paper crafts, and have taken to hand making their own greeting cards out of many different materials, with embellishments ranging from ribbons to beads. Some even go as far as to make their own paper, which is a time consuming process but definitely shows your recipient just how much you care. Hand painting and rubber stamping with ink can complete your homemade creation.

Greeting cards have evolved from an item used only by the rich to an everyday tradition. Whether you want to communicate with far-off relatives, or just let your sweetie know how much you love them - greeting cards make a great (and inexpensive) way to brighten up someone's day!

Get Birthday Cards and Greeting Cards.

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by Natural-Aging.com.

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