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**THE ROLE OF VIRAL MARKETING ON ADVERTISING FOR
PRODUCT PROMOTION IN INDIA: EMERGING ISSUES &
CHALLENGES**

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ABSTRACT

Viral marketing, viral advertising, or marketing buzz are buzzwords referring to marketing techniques that use pre-existing social networking services and other technologies to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of viruses or computer viruses .The emergence of "viral marketing," as an approach to advertisement, has been tied to the popularization of the notion that ideas spread like viruses .Among the first to write about viral marketing on the Internet was the media critic Doug Rushkoff. The assumption is that if such an advertisement reaches a "susceptible" user, that user becomes "infected" (i.e., accepts the idea) and shares the idea with others "infecting them," in the viral analogy's terms. As long as each infected user shares the idea with more than one susceptible user on average (i.e., the basic reproductive rate is greater than one—the standard in epidemiology for qualifying something as an epidemic), the number of infected users grows according to an exponential curve. Viral target marketing is based on three important principles- Social profile gathering, Proximity Market Analysis, Real-time key word density analysis. By applying these three important disciplines to an advertising model, a VMS company is able to match a client with their targeted customers at a cost effective advantage.

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The ultimate goal of marketers interested in creating successful viral marketing programs is to create viral messages that appeal to individuals with high Social-Networking -Potential (SNP) and that have a high probability of being presented and spread by these individuals and their competitors in their communications with others in a short period of time. The term "viral marketing" has also been used pejoratively to refer to stealth marketing campaigns—the unscrupulous use of astroturfing online combined with under market advertising in shopping centers to create the impression of spontaneous word of mouth enthusiasm. The basic criteria of viral marketing are messenger, message and environment. In India, Viral marketing is growing and effect the marketing environment to place their product and services in customer's perception. Successful viral marketing relies on a solid understanding of social media. Most viral marketing messages are hosted, shared and even created with the tools of social media. Viral campaigns can be seeded in a number of ways, including Email marketing & online advertising, to ensure maximum audience. A challenge of viral marketing in recent time is very complex. As the concept depends on the customer's psychological impact, it is not an easy task to put each marketing concept into the mind if a customer. One example of successful viral marketing is Hotmail, a company, now owned by Microsoft that promotes its service and its own advertisers' messages in every user's e-mail notes.

Keywords: *Social-Networking-Potential (SNT), Potential -Messenger-Message (PMM), Viral Marketing (VM) Environmental Perception (EP), Word of Mouth (WoM)*

1. INTRODUCTION

Viral marketing, viral advertising, or marketing buzz are buzzwords referring to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of viruses or computer viruses (cf. memes and mimetic). It can be delivered by word of mouth or enhanced by the network effects of the Internet. Viral marketing may take the form of video clips, interactive Flash games, advergames, eBooks', brand able software, images, or text messages. The ultimate goal of marketers interested in creating successful viral marketing programs is to create viral messages that appeal to individuals with high social networking potential (SNP) and that have a high probability of being presented and spread by these individuals and their competitors in their communications with others in a short period of time. The term "viral marketing" has also been used pejoratively to refer to stealth marketing campaigns—the unscrupulous use of

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astroturfing online combined with under market in shopping centres to create the impression of spontaneous word of mouth enthusiasm.

2. LITERATURE REVIEW

In the section of literature review, we the researcher trying our level best to justify the aforementioned title, “**The Role of Viral Marketing on Advertising for Product promotion in India: Emerging Issues & Challenges**” where the concept of viral marketing is by no means new. Word-of-mouth marketing, viral’s forefather, has been around for ages. The principle behind word-of-mouth marketing is simple; use influencers to generate peer-to-peer product recommendations or buzz. Prior to the advent of the Internet, however, this form of marketing was too disjointed to effectively benefit most advertisers. The effect of word-of-mouth was largely contained to specific geographic areas simply due to the lack of widespread social networks. Thus, the researcher have taken two expected hypothesis in order to justify the taken title followed by two variable i.e. viral marketing plays an important role in order to influence the customer’s affection towards the particular product if customer likes it (H_0) This product liking ness is depends upon , the concerned customer’s psychological attachment and infection in relation with product through the advertisement if he or she noticed it (H_e).Therefore ,we can say product promotion is mostly depends upon on the infection tendency of customer’s mind which influences the buying behaviour of customers in order to buy more & more product and ultimately the company having benefited.

3. AIM & OBJECTIVES OF THE RESEARCH

Without aim & objectives a research may not reach its findings, so we have taken the following aim & objectives i.e.

- To understand the process of viral marketing how affects the systems of marketing.
- To observe the usefulness of viral marketing in advertising for product promotion.
- To know about the psychology & product liking ness of customers
- To compare in between marketing planning & marketing strategy for product promotion through the viral marketing.
- To focuses on the effect and effect of viral marketing on product promotion through the media on advertisement.

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4. WHAT IS VIRAL MARKETING?

As viral Marketing is concerned, it refers to marketing techniques that use pre-existing social networks to produce & increases a brand awareness through a self-replicating to spread of viruses of computer viruses, Thus, Viral Marketing involves media that is so engaging that it gets passed along from person to person so that exposure grows exponentially. Word of-mouth was generally limited by the ability of the influencer to physically speak to another prospective customer, hence the term “word-of-mouth”. Enter the internet The Internet has radically changed the concept of word-of-mouth, so much so that the term “viral marketing” was coined by venture capitalist Steve Jurvetson in 1997. The term was used to describe Hotmail’s email practice of appending advertising for themselves to outgoing mail from their users. The assumption is that if such an advertisement reaches a “susceptible” user, that user will become “infected” (i.e., sign up for an account) and can then go on to infect other susceptible users. While email may have been the original catalyst; the advent of social networks, online communities and chat provide the ability to distribute information exponentially faster than ever before. Where word-of-mouth marketing could take weeks or months to reach a thousand people, viral marketing can reach hundreds of thousands or millions in a matter of days or hours. The spread of an effective viral marketing campaign is akin to an epidemic outbreak of a virus, limited only by the potency and relevance of the marketing message.

[Figure 1 Refers about the viral marketing affects people & its percentages]



5. FUNCTIONING OF VIRAL MARKETING

According to marketing professors Andreas Kaplan and Michael Haenlein, [8] to make viral marketing work, three basic criteria must be met, i.e., giving the right message to the right messengers in the right environment:

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6. MESSENGER

Three specific types of messengers are required to ensure the transformation of an ordinary message into a viral one: market mavens, social hubs, and salespeople. Market mavens are individuals who are continuously on the pulse of things (information specialists); they are usually among the first to get exposed to the message and who transmit it to their immediate social network. Social hubs are people with an exceptionally large number of social connections; they often know hundreds of different people and have the ability to serve as connectors or bridges between different subcultures. Salespeople might be needed who receive the message from the market maven, amplify it by making it more relevant and persuasive, and then transmit it to the social hub for further distribution. Market mavens may not be particularly convincing in transmitting the information.

7. MESSAGE

Only messages that are both memorable and sufficiently interesting to be passed on to others have the potential to spur a viral marketing phenomenon. Making a message more memorable and interesting or simply more infectious, is often not a matter of major changes but minor adjustments.

8. ENVIRONMENT

The environment is crucial in the rise of successful viral marketing – small changes in the environment lead to huge results, and people are much more sensitive to environment. The timing and context of the campaign launch must be right. Whereas Kaplan, Haenlein and others reduce the role of marketers to crafting the initial viral message and seeding it, futurist and sales and marketing analyst Marc Feldman, who conducted IMT Strategies' landmark viral marketing study in 2001, [9] carves a different role for marketers which pushes the art of viral marketing much closer to science.

Feldman points out that when marketers take a disciplined approach to viral marketing by targeting, measuring and continually optimizing their campaigns based on campaign metrics, viral marketing transforms the customer into a new sales channel, a new lead generation channel and a new awareness generating channel. Feldman's innovative re conceptualization of viral marketers went a long way towards making "viral marketing" a strategy that sales and marketing directors at Fortune 500 and Global 1000 companies could legitimately invest in.

This disciplined approach to Viral Marketing that Feldman first carved out, pointed the way towards measuring the ROI of every viral marketing campaign and thus making a real

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business case for investing in viral marketing. The customer-as-a-sales-channel approach to viral marketing went on to become the foundation for an explosion of technology enabled viral marketing services offered online, offline and in blended hybrid approaches.

9. THE SIX SIMPLE PRINCIPLES OF VIRAL MARKETING

Accept this fact. Some viral marketing strategies work better than others, and few works as well as the simple Hotmail.com strategy. But below are the six basic elements you hope to include in your strategy. A viral marketing strategy need not contain all these elements, but the more elements it embraces, the more powerful the results are likely to be. An effective viral marketing strategy:

9.1. Gives Away Valuable Products or Services:

"Free" is the most powerful word in a marketer's vocabulary. Most viral marketing programs give away valuable products or services to attract attention. Free e-mail services, free information, free "cool" buttons, free software programs that perform powerful functions but not as much as you get in the "pro" version. Wilson's Second Law of Web Marketing is "The Law of Giving and Selling"(<http://www.wilsonweb.com/wmta/basic-principles.htm>). "Cheap" or "inexpensive" may generate a wave of interest, but "free" will usually do it much faster. Viral marketers practice delayed gratification. They may not profit today, or tomorrow, but if they can generate a groundswell of interest from something free, they know they will profit "soon and for the rest of their lives" (with apologies to "Casablanca"). Patience, my friends. Free attracts eyeballs. Eyeballs then see other desirable things that you are selling, and, presto! you earn money. Eyeballs bring valuable e-mail addresses, advertising revenue, and e-commerce sales opportunities. Give away something, sell something.

9.2. Provides for Effortless Transfer to Others:

Public health nurses offer sage advice at flu season: stay away from people who cough, wash your hands often, and don't touch your eyes, nose, or mouth. Viruses only spread when they're easy to transmit. The medium that carries your marketing message must be easy to transfer and replicate: e-mail, website, graphic, software download. Viral marketing works famously on the Internet because instant communication has become so easy and inexpensive. Digital format makes copying simple. From a marketing standpoint, you must simplify your marketing message so it can be transmitted easily and without degradation.

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Short is better. The classic is: "Get your private, free email at <http://www.hotmail.com>." The message is compelling, compressed, and copied at the bottom of every free e-mail message.

9.3. Scales Easily from Small to Very Large

To spread like wildfire, the transmission method must be rapidly scalable from small to very large. The weakness of the Hotmail model is that a free e-mail service requires its own mail servers to transmit the message. If the strategy is wildly successful, mail servers must be added very quickly or the rapid growth will bog down and die. If the virus multiplies only to kill the host before spreading, nothing is accomplished. So long as you have planned ahead of time how you can add mail servers rapidly you're okay. You must build in scalability to your viral model.

9.4. Exploits Common Motivations and Behaviours Clever viral marketing plans take advantage of common human motivations. What proliferated "Netscape Now" buttons in the early days of the Web? The desire to be cool. Greed drives people. So does the hunger to be popular, loved, and understood. The resulting urge to communicate produces millions of websites and billions of e-mail messages. Design a marketing strategy that builds on common motivations and behaviours for its transmission, and you have a winner.

9.5. Utilizes Existing Communication Networks Most people are social. Nerdy, basement-dwelling computer science grad students are the exception. Social scientists tell us that each person has a network of 8 to 12 people in their close network of friends, family, and associates. A person's broader network may consist of scores, hundreds, or thousands of people, depending upon her position in society. A waitress, for example, may communicate regularly with hundreds of customers in a given week. Network marketers have long understood the power of these human networks, both the strong, close networks as well as the weaker networked relationships. People on the Internet develop networks of relationships, too. They collect e-mail addresses and favourite website URLs. Affiliate programs exploit such networks, as do permission e-mail lists. Learn to place your message into existing communications between people, and you rapidly multiply its dispersion.

9.6. Takes Advantage of others' Resources:

The most creative viral marketing plans use others' resources to get the word out. Affiliate programs, for example, place text or graphic links on others' websites. Authors who give away free articles, seek to position their articles on others' web pages. A news release can be picked up by hundreds of periodicals and form the basis of articles seen by hundreds of

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thousands of readers. Now someone else's newsprint or webpage is relaying your marketing message. Someone else's resources are depleted rather than your own.

According to Wilson (2000:3), all successful viral marketing strategies use most of the six principles as outlined above. Probably the best way marketers can 'go viral' with their current offer is to use a separate product that forces everyone who comes in contact with it to turn to the product or service the marketer is trying to sell. The Pro Shop, for instance, uses a screensaver that one can download for free to spread their brand. This is a good example of successful viral marketing in South Africa, since many golfers have downloaded the screensaver without a single effort from The Pro Shop to promote it (personal interview with Chettoa 2001). The Pro Shop only created a link on their Web site where one can download the screensaver for free.

10. VIRAL MARKETING IDEAS & EXAMPLES - 7 POWERFUL STRATEGIES

There are 7 powerful strategies which are helpful to generate ideas such as :

10.1. Organize A Referral Contest:

Organizing a referral contest has been an old-schooled viral marketing idea, yet it is still extremely effective. The thing about contest is that it can stir up people 's adrenaline and encourage people to work extra hard to promote for you.

10.2. Provide Free 'Viral' Online Services:

Whenever I talk about free viral services, I like to mention Google. Besides being a search engine, Google has really created tons of useful applications, such as Google Map, Google Doc, Google Analytics, Google Mail, etc. that we can use free. Whenever we use these applications, we are indirectly helping Google to establish its branding and increase its market awareness.

10.3. Target-Based Referral Program:

Another viral strategy that we adopt is target-based referral program, where we set a minimum target for our referrals to hit. In specific, when our members reach 20 referrals, they will receive free advertising credits EVERY MONTH. This is another strategy that has worked wonders.

10.4. Bait Post :

The idea of a bait post is to turn your blog post into an online resource that other people will link to. You must have seen in forums and Q&A type of sites such as Ask Yahoo! where

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people reference an external site for the answer to a particular question. That's an example of a bait post.

10.5. 'Sure-Win' Referral Program:

I have a client who pays people 5 cents to every email sent out to promote his business. I call this 'sure-win' referral program because regardless of whether people make any purchase, as long as you send out the email, you will be paid. He has been doing that since 2007 and have paid over \$20k to people. I'm sure this trick has worked well for him.

10.6. Video Marketing:

The power of video marketing is well known. If you can produce useful how-to videos for your niche site and publish them on You tube, those videos can bring you traffic for years.

10.7. Leverage on Social Networking

Last but not least is viral marketing through social networking. One good example is the use of Face book like. By encouraging people to like 'you on their Face book, you are exposed to all their friends who potentially have the same interest. Even though the exposure is short-lived, if some of their friends also start to like 'you, this thing can go very viral.

10.8. Breeding of Viral Marketing by advertisement

Viral Marketing plays a dominant role in the field of product promotion & it affects to another customer through a strong & close psychological attachment on the minds of consumers, because it spreads just like a virus of the disease of cancer and it mostly affected in the teen age customer, female & product oriented customers. Here a statistical data presented of various consumers while they exposed with viral marketing i.e when soft drink vendor trading in train, female exposed in jewellery show room, use of perfume, purchasing shares etc. here, the following models, graphs & charts as well as growth model presented for reader's sharp perception regarding the affect & effect of viral marketing in the minds of consumers.

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11. STATISTICAL ANALYSIS OF VIRAL MARKETING

Paradigms of Viral marketing for Product Purchasing (Table-1)

Consumer Category	Age	Sex	Types of Choice	% of product purchasing
1.Student (Teen Age)	12 years to 16 years	Female	Blindly	23.15%
2.Student (College)	16 years to 20 Years	Male	Moody	27.25%
3.Female (House Wife)	21 years to 32 Years	Female	psychological	13.20%
4.House holder	35 years to 45 years	Male	As their needful	22.28%
5.Women	35 years to 45 years	female	Conservable	14.12%
N=06	Age in Average			Total =100%

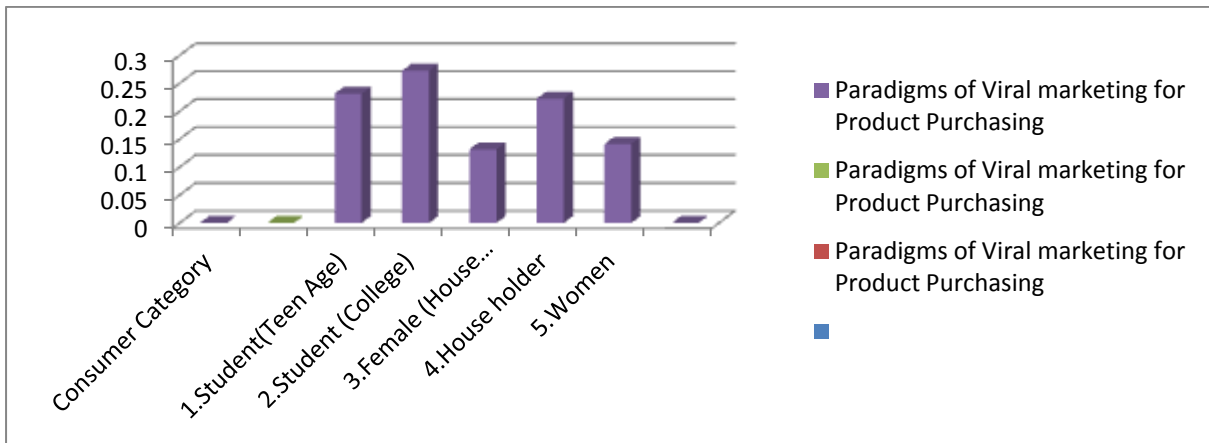
12. RESEARCH METHODOLOGY

12.1Hypothesis Testing:

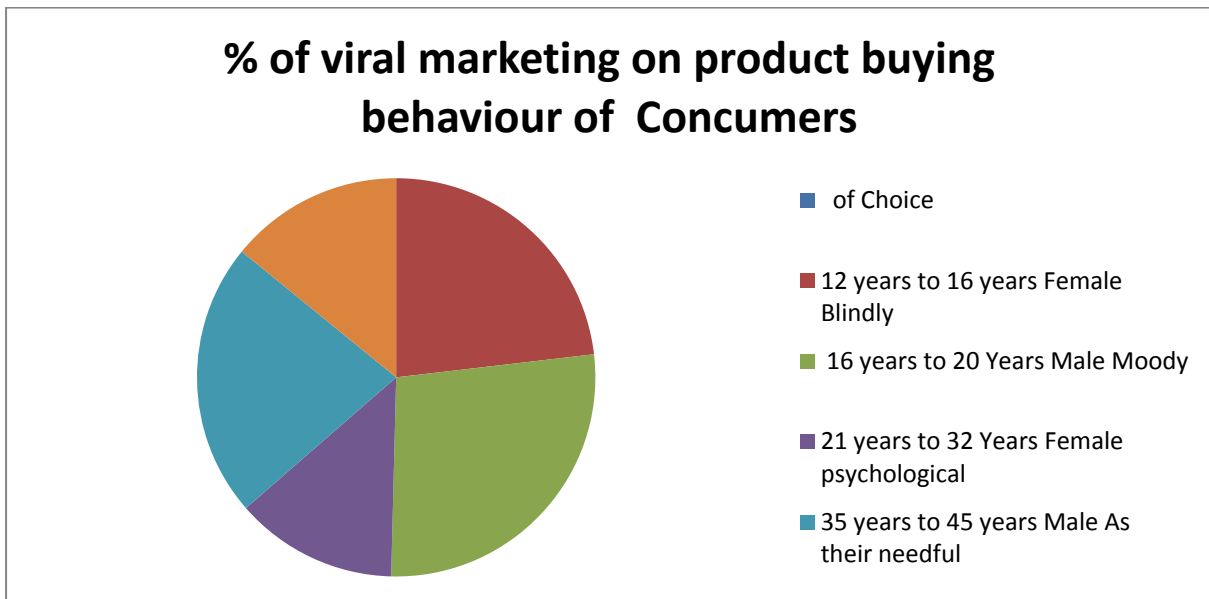
In the section of hypothesis testing, the researchers have observed that, the taken hypothesis is justified due to its significance in both the level of 0.1 and 0.5 level of alpha, because, the impact of viral marketing having a tremendous impact in the minds of consumers while they buy their desired product or things, it is only affect the psychology of consumers like a virus.

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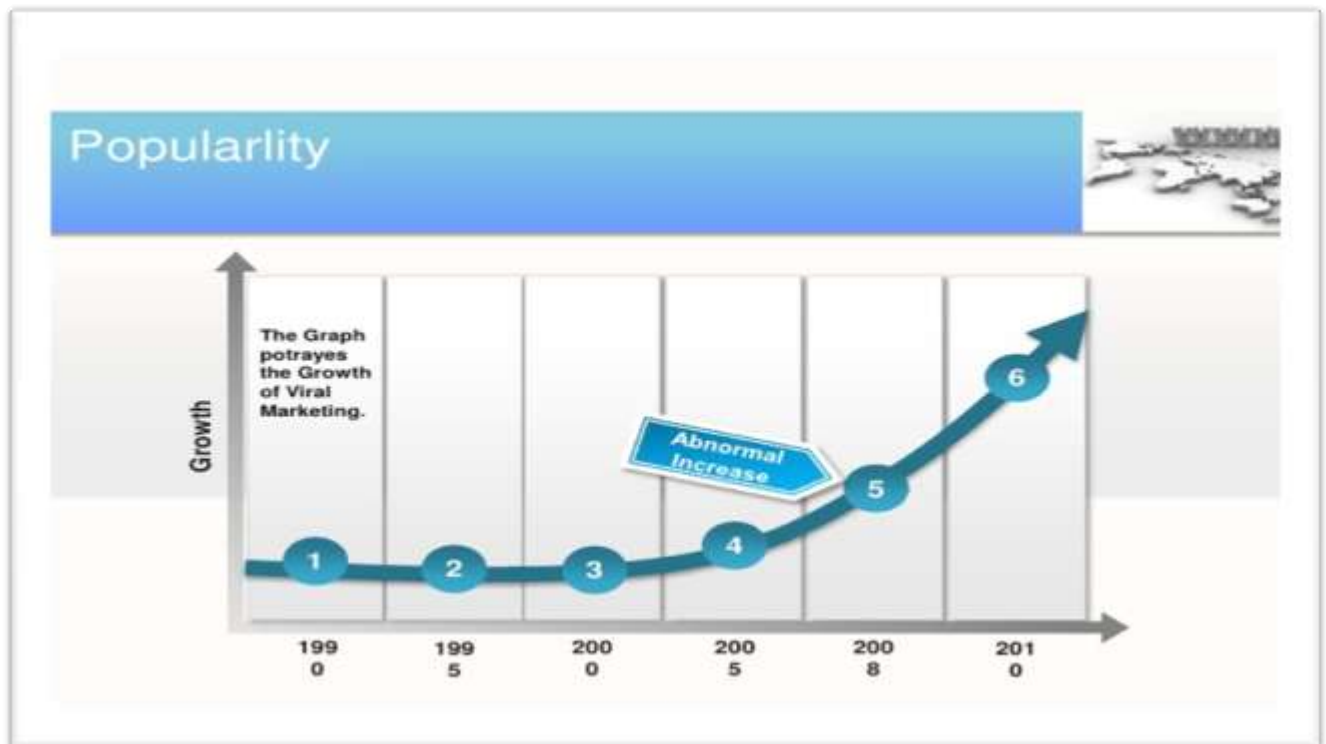
12.2 Graphical Model of viral Marketing: (Graph: -01)



12.3: Semiotic Model of Viral marketing in pie Chart (Chart:01)



12.4 [Figure: -3 The Growth of Viral marketing]



13. TYPES OF VIRAL MARKETING CAMPAIGNS

13.1. Pass-Along:

A message which encourages the user to send the message to one another. The crudest form of this is chain letters where a message at the bottom of the e-mail prompts the reader to forward the message.

13.2. Incentivized Viral:

A reward is offered for either passing a message along or providing someone else's address. This can dramatically increase referrals. However, this is most effective when the offer requires another person to take action.

13.3. Undercover:

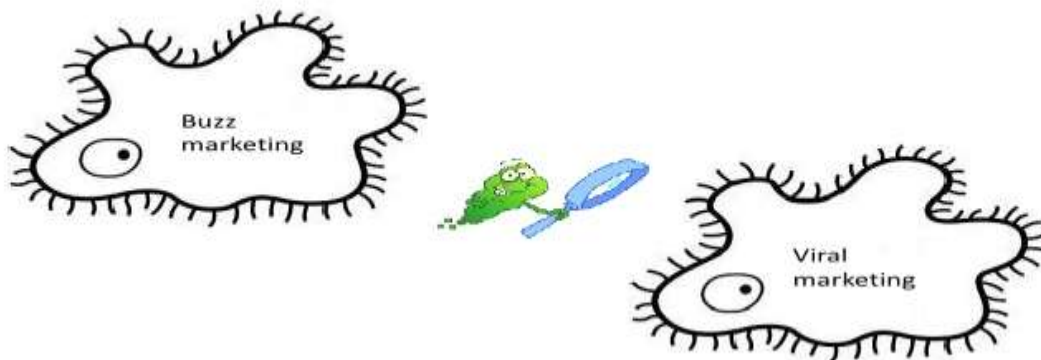
A viral message presented as a cool or unusual page, activity, or piece of news, without obvious incitements to link or pass along. In Undercover Marketing, it is not immediately apparent that anything is being marketed.

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13.4. "Edgy gossip/buzz Marketing":

Advertisements and messages that create controversy by challenging the borders of taste or appropriateness. Discussion of the resulting controversy can be considered to generate buzz and word of mouth advertising. Prior to releasing a movie, some Hollywood movie stars get married, get divorced, or get arrested, or become involved in some controversy that directs conversational attention to them.

subsets ...



[Figure : 2 Refers on the Subset of viral Marketing]

13.5. User-Managed Database:

Users create and manage their own lists of contacts using a database provided by an online service provider. By inviting other members to participate in their community, users create a viral, self-propagating chain of contacts that naturally grows and encourages others to sign up as well.

14. METHODS OF VIRAL MARKETING

- a) Customer participation & polling services
- b) Industry-specific organization contributions
- c) Internet search engines & blogs

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- d) Mobile smart phone integration
- e) Multiple forms of print and direct marketing
- f) Outbound/inbound call centre services
- g) Target marketing Web services
- h) Search engine optimization (SEO) web development
- i) Social media interconnectivity
- j) Television & radio

15. VMS TARGET MARKETING IS BASED ON THREE IMPORTANT PRINCIPLES

- Social profile gathering
- Proximity market analysis
- Real-time key word density analysis

By applying these three important disciplines to an advertising model, a VMS company is able to match a client with their targeted customers at a cost effective advantage. The Internet makes it possible for a campaign to go viral very fast. However, the Internet and in particular, social media technologies do not make a brand viral; they just enable people to tell other people faster. The Internet can, so to speak, make a brand famous overnight.

15.1 Viral marketing advantages

- Cuts through the clutter of traditional advertising, allowing marketers to effectively reach the audience.
- Doesn't require a product with a wow factor in order to raise awareness, generate buzz, and kick-start peer-to-peer spread. Instead, the viral campaign's communication agent is the element that needs a wow factor or element of interest.
- Unlike traditional advertising viral is not an interruptive technique. Instead, viral campaigns work the Internet to deliver exposure via peer-to-peer endorsement. Viral campaigns, whether ultimately liked or disliked, are often welcomed by the receiver. The focus is on campaigns with material that consumers want to spend time interacting with and spreading proactively.

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15.2 Viral marketing disadvantages:

Viral marketing, like all marketing is hit or miss. However, viral marketing by nature is often more risky or controversial than traditional marketing. If done improperly viral marketing can backfire and create negative buzz.

15.3 Challenges:

- ❖ Web traffic.
- ❖ Patchy connection
- ❖ Low penetration of computers and laptops.
- ❖ Trolling and internet bullying.

16. THE FACE-BOOK MARKETING

A large and growing portion of some of the most valuable demographics is spending more of their time and attention on Face book and less on other channels and media. Not only are US college students and teenagers fully engaged in Face book, but adults, professionals, and people from around the world now constitute a substantial portion of the Face book user base as well. However, most marketers lack a comprehensive understanding of the vast array of explicit and implicit marketing channels Face book offers – most of which are viral. My goal here is to provide an introduction to what ‘s possible on Face book to the spectrum of marketers from brand advertisers to volunteer grassroots evangelists. Face book offers many ways to get the word out and bring the people in. Here ‘s how to get started.

16.1. Profile Page

The starting point for your presence on Face book is your profile page. Your profile page is basically a landing page that you design in order to convert your friends to engage with certain parts of your identity. Not only is your profile the page that you have the most control over, it’s the place where you can most deeply and authentically express your passion for the brand, company, or product you want to promote.

16.2. Face-book Groups

Groups are oldest and simplest way to build community around your brand or company on Face book. By starting a group, you create a central place for customers, partners, and friends to participate in conversations around your brand. Face book groups come with boards for posting discussion topics, photos, videos, and links right out of the box. You can also easily send news and updates to your group members as often as you like – messages arrive in their

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Face book Inbox. And the best part about Groups is you can create as many as you like for free.

16.3. Face-Book Pages

Pages were launched by Face book in November 2007 as a way for businesses of many types to easily establish a brand presence on Face book. Pages are a lot like groups, with some important differences: Pages are more customizable than groups. You can add HTML, Flash, or even Face book applications to your pages to extend their functionality and the depth of experience users can have with your brand. Pages get more prominent —Bumper Stickers| real estate than groups on the profile pages of your fans. There is no limitation to the number of fans in your group that you can message. Fans who join your group are NOT able to invite their friends to be fans of your Page. Fans must either —Share your page with their friends, or their friends must observe that they —are a fan| of your Page either via their profile page or News Feed. Face book has taken an active role in cracking down on Pages not created by authorized agents. Pages are a good option for small or local businesses that want to establish a presence on Face book. Like groups, they ‘re another free and easy way to do viral marketing.

16.4. Face-book Events

Face book Events is a free application developed by Face book that anyone can use to promote marketing events, sponsored parties, or even product launches, transactions, or company milestones.

16.5. Face-book Notes &Photos

Notes and Photos are two Face book applications that allow you to share blog posts and pictures with your friends. You can use these features to post content about your brand, but be careful to always do it authentically – don’t be spammed. If your photo albums are all company logos, for example, you ‘ll lose a lot of credibility.

16.6. Face-book Messages:

The rise of Face book Messages as a popular alternative to email has confused many —old people. Nevertheless, Messages can be a powerful vehicle for targeted marketing on Face book. Messages are like email, except a lot less fully featured – Face book offers no way to search, sort, filter, categorize, or star messages. While Face book ‘s default privacy settings prevent you from seeing the full profile page of most Face book users, Face book allows you to send messages to users you have no connection with.

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16.7. Face-book Marketplace

Marketplace is Face book 's classifieds listing service. You can post a for-sale ad or wanted ad in any of your networks for free. However, if you want to post your ad in multiple networks, you have to pay \$1 per network per listing. Like with messages, spamming up the Marketplace will get your account deleted and your ads removed. It's most likely not worth your time to try to evade their systems. Unlike other Face book-developed applications, Marketplace does not get heavily used by most members. My Marketplace ads have only yielded a few leads. However, unlike Craigslist, which is anonymous, all Marketplace responses are tied to real Face book accounts. When you receive a response to your Marketplace listing, you can see the respondent 's profile page even if they 're not your friend.

16.8. Face-book Share / Posted Items

Face book Share is a Face book application that lets you promote any Group, Event, Photo, Link, or Application you come across by a) giving it real estate in your —Posted Items|| list on your profile page, or b) sending it directly to your friends 'Inbox. By posting it on your profile page, you can direct some clicks to the shared item. However, while this is an effective promotional tactic, it's not as targeted as sending it directly to friends 'In boxes. Those messages are more likely to convert into valuable clicks.

16.9. Face-Book Networks

Face book Networks are like group pages for everyone who 's a member of an Educational, Work, or Geographical network. While no Face book members —own|| any pieces of network pages, network pages offer 1) another way for users to discover events, posted items, and marketplace listings, and 2) discussion forums and walls which any members can post to. Network pages are probably the most commonly accepted places to spam in Face book. While you can post there, keep in mind that your messages may be considered spam even if they 're real and relevant.

16.10. Face-book Platform Ad Networks

When Face book launched the Face book Platform in May 2007, they also made a promise to allow application developers to monetize their applications however they like and keep 100% of the revenue. This market green-field led to the birth of a new niche of ad networks dedicated to serving the inventory created by Face book Platform applications

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16.11. Face-book Platform Application Sponsorships

Advertisers looking for more integrated opportunities inside Face book applications can consider approaching application developers and negotiating a sponsorship directly. For example, beverage companies have sponsored —drink-sharing applications, while contact lens companies have sponsored —winking applications.

17. SPONSORED FACE-BOOK GROUPS

Before Face book Pages launched, the only option available to advertisers wanting to establish a certified presence on Face book was through the Sponsored Group program. Sponsored Groups are Face book Groups with the ability to customize the HTML of certain regions on the page. Surprisingly, the cost to rent a Sponsored Group on Face book starts at US \$100,000 a month. Not surprisingly, the number of Sponsored Groups purchased over the years has remained small. I expect Face book to phase out Sponsored Groups as they seek to bolster Social Ads and Pages.

18. WHY THIS KOLAVERI DI?

This is a Tamil song from the soundtrack of the upcoming Tamil film 3, which is due to be released in 2012. Written and sung by actor Dhanush, the song was composed by music director Anirudh Ravichander. A down tempo dance Gaana-Ballad song, "Why This Kolaveri Di" has been described as "genre bending" by critics, built around an ancient South Indian folk rhythm. Its instrumentation consists of nadaswaram, shehnai, saxophone, urume and thavil drums, acoustic guitar and keyboards mixed with electronic synths and scratches. The vocals utilize the singing style of Tamil folk culture. Lyrically, the song revolves around the film's main protagonist being dumped by his girlfriend; the song is sung by the character in a drunken state, with many of the lines nonsensical. The song was officially released on 16 November 2011, and it instantly became viral on social networking sites for its quirky "Tanglish" (portmanteau word of Tamil and English) lyrics. Soon, the song became the most searched YouTube video in India and an internet phenomenon across Asia. Within a few weeks, YouTube honoured the video with a Recently Most Popular Gold Medal Award for receiving a large number of hits in a short time.

19. WHAT IS THIS KOLAVERI KOLAVERI?

- Kolaveri means "murderous rage" i.e. 'sudden and tremendous anger against someone'

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- "Why this Kolaveri Kolaveri Di" It means "Why are you so angry with me??" These are words of a
- The boy whose love has been rejected by the girl whom he loves so much and from the heart.
- Lyrics of this song track have words from Tamil and English general slangs used in India. This 4:08 minute sound track and backgrounds core is composed by Anirudh Ravichand.

20. HOW DID KOLAVERI DI GO VIRAL?

Soon after the song was leaked, Sony Music India wanted to make the most of the advantage. Jack in the Box is the digital agency responsible for making the video go viral. According to Ninja Magic .in, the company aimed to market the video on YouTube, Face book & Twitter. Let's first talk about how the company managed to market the video on Face book. Sony Music India's South page has about 200k fans. And most of them are Tamils. So, posting about the video on Face book page attracted viewers, comments, likes & shares. In turn, YouTube views of the video started going up.

21. 0Kolaveri in Seven Viral Techniques:

21.1. Give away information:

Give away information to your customers and include back links to your site. You can post these books or special reports on eBook directories, give away sites and use JV partners to give to their list. Encourage people to pass the information along to their friends who have an interest in the topic. If your information is accurate and helpful, you'll find many people be passing the book to friends.

21.2. You can use a **Tell-A-Friend script** on your site. Essentially you give your customer and visitors away to easily share your website. Depending upon your market you may find that offering an incentive to tell a friend or two will encourage more traffic. Incentives can be free information that is delivered directly after the tell-a-friend script has been executed. Assure your readers that you do not collect email addresses when they enter their friend's address. They are not opting their friend into your enzyme.

21.3. Do you get **funny video clips** from friends and family? This is viral marketing. Although the clip may not be selling anything the concept of passing from person to person is viral. Now, putting your imagination to work, can you create an idea around your niche that would be interesting? Something that would be passed from person to person? All you need

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is a digital camera. Videos without the professional 'feel' lend themselves to authenticity. You only have to look at the popularity of reality TV to realize how much people like 'peeking' in on the lives of others.

21.4. Are you trying to get your information out to your public quickly? You can generate an **Internet Press Release** to draw in your readers. This is a method that can have far reaching effects when done with creativity and panache. Bring your readers to your page and send them out with a video or e-book to share with their friends.

21.5. Undercover marketing, done well, can be fun and intriguing. You create a mystery surrounding your niche. There are questions, mystique, a potential for danger and people keep coming back for more. It becomes fun and interesting. Your readers keep coming back for more and sending their friends to figure out the mystery. Yanik Silver has been doing this for sometimes with his Underground Marketing Seminar. He doesn't release the name of several of the speakers, the attendees are undercover agents and the information is highly confidential. The whole event is cloaked in mystery.

21.6. Social network sites are here to stay. They often evolve around a particular topic. Myspace, the most popular network site, is a general forum where people discuss anything from monkeys to marriage. The information on these sites is searchable. You can easily develop a list of people interested in your topic or niche and release funny exciting information that they are encouraged to pass along to their friends.

21.7. Buzz marketing is creating a 'buzz' about a particular subject, video, website or writing. In 2001 Morgan Westerman discovered a poem in the public domain that he published to the Internet. It was a feel good poem that people started passing from friend to friend. Then the Twin Towers collapsed and people in the U.S. started searching for answers and encouragement.

22. KOLAVERI FOR FUTURE MANAGERS

- As per the ET, The soup song has turned an anthem for the future managers in the country.
- All IIMs has accepted this song as the best examples of viral marketing. Indian Institute of Management, Ahmadabad (IIMA) has included this song in the subject "Contemporary Film Industry :a business perspective"

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- IIMA faculty Bharathan Kandaswamy has said, "I will discuss Kolaveri Di as part of session on social media and online tools when my class starts in December.

23. IMPLICATIONS FOR MANAGEMENT

Now is the time for marketers to return to their traditional roots and rely on well-grounded strategy. However, since the digital mediums are radical catalysts for marketing transformation, new marketing skills and ways of doing are required. Marketers must, however, realize that moving beyond the basics does not mean side-stepping the basics. Viral marketing, although something new in a different environment, is nothing else than word-of-mouth. Viral marketing, which may look like an unpleasant or unlikely metaphor at first (owing to the negative connotation of 'infectious'), will probably take a few years to win acceptance in the South African market, due to the nature of digital usage in the country. However, it will be essential to the success of many new organizations, due to its low cost and multiplier effect, if it is managed properly. Has the time not come for marketers to ask themselves if they can really control viral marketing? Are marketers not just people influencing viral marketing? If so, it would be more accurate to assume that consumers are in control of viral marketing. What then is the difference between viral marketing and word-of-mouth? The only difference seems to be the effectiveness of the medium, since messages can spread faster, more effectively and to more people through digital media than through traditional off-line media. Based on the above, marketers are urged to turn to the roots of marketing, using sound marketing principles and practices, instead of jumping on the bandwagon of just another buzzword. Marketers must rather focus their efforts on what they do and how they do it. Consumers will still spread messages themselves, whether it is called word-of-mouth or viral marketing.

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CONCLUSION

In conclusion, the above discussions are proving that viral marketing is one type of modern marketing concept by which a company can achieve its business target by the proper utilization of viral marketing strategy as the following way i.e

- Viral marketing is a credible marketing tactic that can deliver positive ROI when properly executed as a component of an overarching strategic plan. Marketers should utilize viral marketing when the messaging can coincide and support a measurable business goal. To understand the process of viral marketing how affects the systems of marketing.
- It observed the usefulness of viral marketing in advertising for product promotion.
- It impacts on the minds of customer about his/her psychology & product liking ness of customers
- It compared in between marketing planning & marketing strategy for product promotion through the viral marketing.
- It focuses on the effect and affect of viral marketing on product promotion through the media on advertisement.

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