

Inspiring Viral Marketing Campaigns

Description

Many articles have been written about the secret formula of viral marketing. Unfortunately, there isn't one. Using the **DRIP** formula (Differentiate, Remind, Inform, Persuade) is a way of increasing your chances of producing a viral campaign by maintaining a strong presence in the social conversation and providing engaging content for your audience.

- Differentiate the offering from someone else
- Remind people of a need, reassure the benefits of a previous transaction
- Inform, make aware (latest trends, catwalk news, celebrity events)
- Persuade (incentives, rewards, loyalty schemes)

Online PR and social media are key components in the way that reputations are enhanced or destroyed in the digital eco-system. People form views about individuals, organisations and brands from what they read, hear or see in the media. This may be directly or third hand, through word of mouth reviews or totally digitally. It is clear the mobile only internet population will continue to grow. At the end of 2010 there were 14 million. 788 million is expected by the end of this year. 37% use browsers and 25% access social networks or blogs. The viral campaigns of the future will embrace this acceleration of mobile technology.

Here are some of the best Viral Videos:

I love big trucks and I've owned a Volvo so this is my number 1

November 2013

Coming in at number 2 is this video by Evian

April 2013

One for the ladies, at number 3, is this series of videos. Watch them all and tell us your favourite.

February 2010

Category

1. Digital Marketing
2. Videos

Tags

1. Viral

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