Conformation message:

Hello "autoresponder code here"

Thank you for your interest in the Viral Marketing Crash Course.

It is very important that you confirm your subscription
so that we can start sending your messages.

Please take a minute and click the link below
to confirm.

"confirmation link"

We will send your first lesson as soon as we receive
your conformation.

Remember we value your privacy. We will never rent, share or
sell your email address.

"add your name here"

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Subject line: First Lesson - Viral Marketing Crash Course

Hello "autoresponder code here",

Welcome to the first lesson in Viral Marketing Crash Course.

Each day for the next 7 days you will receive a lesson
that will help you learn the how you can use viral marketing
to increase awareness and profits for your business.

In this first lesson let's talk a little about the different types of viral
marketing. As we dive in to the wonderful world of viral marketing
I want you to keep something in mind; a true viral campaign gets
forwarded because consumers are compelled to do so by the
entertainment or quality of the content, not because you bribed
them with a reward or something else.

In the beginning, e-mail was the main way that viral marketing was
passed along. Since then viral marketing has gone from a
marketing strategy to an art form and there are many ways to
accomplish your objectives and create a successful viral
marketing campaign. In this lesson we are going to go over the
different types of viral marketing tools (methods), so that you can
become familiar with them.

We are going to start at the very beginning with e-mail:

It was first but it is still around and still used. It is, however, getting a little harder to use as more and more government restrictions are placed on it. Still… it does work.

Newsletters: This is an extension of e-mail but it a very effective tool. If you include enough timely and valuable information, a good newsletter can drive up the number of visits to your website.

Blogging: Providing the tools on your website to enable bloggers to interact with one another is a terrific way to get the message about your product of service out there and being talked about. Bloggers have their ears to the ground for new products and services.

Chat Rooms: A chat room on your website can and does encourage interaction among your customers and that can't be a bad thing. Also, you can use the chat room to schedule special events like having an expert available to answer questions on a given day at a given time.

Ebooks: Share your ebook with your visitors and let them share copies of the ebook with their own visitors and other contacts. Include a nice blurb or ad for your most popular product with links to your website.

Software: Share a trial or "lite" version of your software with your visitors and just like with your ebook tell them that they can share copies of the software with their own visitors and other contacts.

Templates – Design your own website or other templates, include your own marketing information on them and give them away as free downloads or as an electronic package. Grant permission for recipients to pass them along.

Articles – Write articles about your niche topic. Include your website and contact information in the byline and grant permission for others to publish as long as they keep the byline in tact. Then people can use your contact on websites, in ezines, newsletters and other places where once again, viral marketing will speed the spread of information about your business.

Video Clips: This is one of the hottest types of viral marketing. Including cool video clips on your website will keep the interest up and increase traffic.

Flash Games: Although they are a little costly to start, they are an extremely effective tool to get your viral marketing campaign going. Once they are launched, they require nothing more from you.

Of course there are other methods for getting your marketing message to go viral, but we will get in to those later.

As we close this first lesson I want to touch on one of the main things that make starting a viral marketing campaign such a good idea. It is the simple fact that it costs a lot less to implement than traditional advertising and can be much more effective in a shorter period of time.

You will also want to keep in mind that viral marketing is just one basic components of your overall marketing plan. It should be linked with other strategies such as setting up squeeze pages to collect subscribers. When you take the time to combine viral marketing with other essential business building strategies it can help you increase awareness about your business, generate traffic to your web site, build a huge and solid customer base, add to your sales and go a long way in contributing towards your success.

We have a lot to go over in the next seven days if you want to learn how to use viral marketing to your advantage, so make sure you look for your next lesson soon. We will be talking more about using email to achieve your viral marketing objectives.

Thank you again for joining,

"add your name here"

"your email address"

"your URL here"

2

subject line: Second Lesson - Viral Marketing Crash Course

Hello "autoresponder code here",

It's time for your second lesson. I hope you found lesson one informative.

In this lesson we will be talking about using email to achieve your viral marketing objectives.

During this lesson I want you to keep in mind that the main objective of an e-mail campaign is branding, in order to achieve greater branding success and maximum exposure for your offer you should do your best to craft your email message in a way that it encourages your readers to pass it along to others.

Producing a message with a quality offer or an incentive for passing it along is what viral marketing is all about.

Just suggesting that e-mail recipients forward your message to their friends and relatives is not viral marketing. A message at the bottom of your e-mail that reads "Feel free to forward this

message to a friend" is nowhere close to viral marketing at its best.

On the other hand, if something worthy of sharing, such as a valuable discount, vital information, additional entries into a sweepstakes, an added discount or premium service, a joke/cartoon, or a hilarious video, is included in the e-mail, viral marketing happens naturally and quite successfully.

The bottom line is that your message must be perceived as having value. Relevant or timely information, research, or studies are all good examples of content that might be viewed as potential pass-along material. Interactive content like a quiz or text can inspire forwarding, especially if it is fun. Personality tests, fitness quizzes, or compatibility questionnaires are all things that have been passed on by many people many times.

Why? Because they are entertaining and entertainment has value.

A good video is always going to achieve some pass-along value. After all online video is hot! It is a bit more of a time and money investment but the messages have a great appeal and rich media has the advantage of being new. The tech factor alone is often enough for the message to be perceived as valuable.

Email is the ultimate "word of mouth" marketing tool. If your email message is "viral" in nature, your customer can quickly and easily forward it to friends and family, spreading your message to an ever growing list of potential customers.

Look for another lesson soon! We will be talking about getting your buzz going!

Again, I appreciate your joining me for this short ecourse.

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3

subject line: Third Lesson - Viral Marketing Crash Course

Hi "autoresponder code here",

It's "add your name here", with your third lesson

Today let's talk about.......Getting a "Buzz" On

No not the one you get after a couple of cocktails! I'm talking about a viral buzz.

I'm not sure if you have noticed or not but viral marketing has matured quite a bit over the past few years. There seems to have been a shift to the web not just being seen by agencies and brands as another tick box for any ad campaign, which is significant enough, but now being the medium where a campaign is launched to create a buzz before a new product even hits the market.

Have you ever noticed that before a movie is released you will see clips and trailers which are used to generate excitement and activity before the movie hits the theaters? That's buzz.

Plain and simple buzz works! Just like it works for movies and big businesses, it can work for small and start-up businesses, as well. The planning stage of a viral campaign will set out objectives and develop the viral theme for a buzz. There are three core components to any viral campaign and businesses of any size can use them.

They are:

1. The creative material: the viral agent that embodies the message you want to spread in a digital format (image, video, text, etc). The trick is to put together material that people will be eager to share with their family and friends. Keep in mind when you are creating your content that people are much more eager to share something that is either fun, entertaining or informative rather than an advertisement.

2. Seeding: distributing and placing the agent online in places that provide the greatest potential spread. Direct viral material downloads or links on specialist viral third-party web sites in order to create awareness and spread before users get to the campaign destination site.

3. Tracking: Measuring the spread of the campaign to provide accountability and prove success. It is absolutely vital that you know what is or is not working. The only way to get that information is to track the results of your seeding.

Lessons have been learned, trends have been developed and there is definitely some science involved in creating a buzz successfully. The buzz technique is here to stay and, if used strategically, it can make a difference to the success of your business.

Just take some time and create a solid viral marketing plan using the steps above and it won't be long before you get your buzz on!

Look for another lesson soon! We will be talking about using ebooks to really go viral.

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4

subject line: Fourth Lesson - Viral Marketing Crash Course..

Hi again "autoresponder code here",

I hope you are learning a lot from the Viral Marketing Crash Course.

Today let's talk about using ebooks to really go viral!

An ebook that includes your marketing message and a link to your website is a proven technique in viral marketing. This method uses the multiplication effect to "explode" the distribution of your message by willing participants.

This is the same basic principle that was used by Hotmail to get established and grow into a house hold name. When the two founders set up their free email system, all the messages that were sent by subscribers had a text message at the bottom which identified Hotmail as the origin. People who sent emails to their friends advertised the free email site.

One of the best reasons for using viral ebooks as a marketing method is because is cheap. It doesn't take long to set up and it's even quicker if you use rebrandable ebooks that have been written by others.

Finding ready to go viral ebooks is pretty easy. Just use your favorite search engine and do a search. You will find more than enough rebrandable ebooks that are available on whatever subject you are interested in and that apply to your e-business. One method of distributing the ebook is to offer it to visitors in exchange for subscribing to your newsletter. If they pass it on to their friends and family it will promote your business for you.

Ebooks are capable of reaching a large audience and are limited only by the enthusiasm of the participants.

Ebooks are fairly easy to create. It's possible to produce your own ebooks by combining articles that you have written or have gotten from public domain sources, such as directories.

A common approach is to use material that has private label rights, including articles and reports that have been written

specifically for that purpose, for that niche. Using a portion of a larger work that you have prepared such as the first three chapters of a large ebook could also be used as a viral ebook.

Using ebooks as a part of your viral marketing campaign is one of many techniques that will have a cumulative effect on your business, by attracting more customers, subscribers and targeted visitors to your website. Start using them and you will soon find out that this is an excellent way to increase sales and awareness too!

Look for another lesson soon! We will be talking about how you can use online forums as a part of your viral marketing campaign.

We'd love to hear from you! Please let us know what you think.

"add your name here"

"your email address"

"your URL here"

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subject line: Fifth Lesson - Viral Marketing Crash Course

Good day "autoresponder code here",

Today, I want to share with you how you can use online forums as a part of your viral marketing campaign.

Forum marketing has been touted as a kind of free, organic, viral marketing. But because so many marketers go into forums purely with the intention of marketing products or services, their actions and attitude unwittingly causes the exact opposite of the desired effect.

Forums aren't marketplaces, but when used as such, the marketers' actions become offensive and will only inspire the wrath of fellow members and marketers, not to mention moderators who can ban them from the site with the click of their mouse.

In order to be effective, this kind of marketing carries a certain degree of commitment, responsibility and respect.

The first requirement is to take a personal interest in the main topic of the forum. Not only does that mean visiting it regularly, but it also means developing a good relationship with both other members and the moderators, as well as taking an active interest in helping others. Of course, it also means abiding by and all rules that exist.

By doing this, you can develop a reputation and, since it is human nature to work with a trusted colleague, business will naturally develop from this.

This type of marketing has already suffered some abuse and because of this, many forums have recently developed stringent rules designed to protect their members from abusive or overly-aggressive marketing tactics. One forum grants .sig files only after a member has created one hundred valid posts and another has disallowed ads in sig files altogether.

Marketers must respect that the purpose of a forum is to be a platform to exchange ideas on a given topic. It is not there to advertise products and services. By focusing on the topic and posting questions and answers, your reputation will grow and this creates the potential for sales naturally.

That's it for today's lesson. In tomorrows lesson we will talk about taking your viral marketing campaign mobile.

See you then,

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"your email address"

"your URL here"

6

subject line: Sixth Lesson - Viral Marketing Crash Course

Hello "autoresponder code here",

How are you? We're winding down to the end of
this short course. But we still need to go over
a few things.

Today we are going to jump right into how you can take your viral marketing campaign mobile.

Mobile devices, mobile phones and PDA's are one of the last great frontiers of viral advertisement opportunities. However, we have become experts at filtering everything, our air and water, our e-mail and pop-ups, and our mobile devices as well. We are good at filtering.

The very idea of unwanted advertising streaming through our Blackberries is annoying. Mobile devices are the ultimate opt-in medium and, therefore, a great way for marketers to connect with

users, if that's what the users want. "WANT" is the key word here. How should marketers approach the medium?

There are three main ways to achieve this. They are:

1. Offer exclusive content. Anyone can offer ring tones. It's the unique content, such as exclusive mobile images of new brand concepts, that drives interest and calls them out in other media like e-mail campaigns, newsletters, websites, etc. So a wireless campaign is most effective when it offers exclusive content for wireless devices.

2. Make it useful and timely. Think about what would be handy and helpful to have on a mobile device. Last year, for example, Food Network enabled Sprint customers to download shopping lists for their Thanksgiving dinners. There was a lot of "Sprint-envy" going around among non-sprint customers.

3. Clearly define objectives. Usually, one of two business objectives drives successful mobile experiences: incremental revenue of brand intimacy. On the intimacy factor, a text message usually takes priority over almost any other form of communication. Why? Because we haven't yet been saturated with mobile spam, and this is what causes us to prioritize wireless messaging over voice.

Mobile marketing has been out there for a while but we marketers have new territory to explore. Video offers fantastic opportunities for engagement. Consumers already bypass their filters for highly useful or entertaining content and will do so for rich exclusive, compelling content.

I hope today's lesson was helpful to you.

Don't forget to check your mail tomorrow we will be talking about "Folksonomies" (tagging) as a viral marketing tool.

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subject line: Seventh Lesson - Viral Marketing Crash Course

Hello "autoresponder code here",

Well we have come to the final lesson in the Viral Marketing Crash Course. I sure hope you have enjoyed your lessons.

Today we are going to talk about folksonomies (tagging) as a viral marketing tool.

Folksonomy (also known as collaborative tagging, social classification, social indexing, and social tagging) is the practice and method of collaboratively managing tags to categorize content.

The fairly new consumer phenomenon is called "tagging". Tagging is powerful because consumers are creating an organizational structure for online content. Folksonomies not only enable people to file away content under tags, but, even better, share it with others by filing it under a global taxonomy that they created.

Here's how tagging works. Using sites such as del.icio.us - a bookmark sharing site – and Flickr - a photo sharing site - consumers are collaborating on categorizing online content under certain keywords, or tags.

For instance, an person can post photographs of their iPod on Flickr and file it under the tag "iPod." These images are now not only visible under the individual user's iPod tag but also under the community iPod tag that displays all images consumers are generating and filing under the keyword. Right now Flickr has more than 3,500 photos that are labeled "iPod."

You can also use Digg.com. All of digg's content is created, submitted, and judged by its audience. If your page, blog or online article is good enough to be "dug" by digg users, you could receive literally hundreds of unique visitors immediately. The best thing about digg is that it is so popular that many submissions can instantly dominate some keywords on search engines like Google.

Another site is Technorati.com. If you have a blog, Technorati should become one of your favorite search engines. Because many Technorati Tags are beginning to dominate the search engines. You can easily add your blog to technorati's tagging system. Just like digg, even if you only happen to get a small amount of traffic from technorati it will increase your site rank in the search engines.

There are many sites that can help you with "tag syndication." Web applications like TagCloud integrates RSS and tagging while wikipedia.org is method of allowing social webpage and content development. All these methods and many more have two great things in common

Tagging is catching on because it is a natural complement to search. Type the word "blogs" into Google and it can tell if you are searching for information about how to launch a blog, how to read blogs, or just what. Large and small sites alike are already jumping on the tagging train. They are rolling out tag-like structures to help users more easily locate content that's relevant to them.

Here are some other sites that you can visit to start using tagging as part of your viral marketing campaign.

A1-webmarks
http://www.a1-webmarks.com

All My Favorites
http://www.allmyfavorites.net

Ambedo
http://www.ambedo.com

Blinklist
http://www.blinklist.com

Socialmarker
http://www.socialmarker.com

And that is a very short list. There are literally hundreds of sites that
you can use to increase your visibility through tagging. I especially
like to use socialmarker.com, because it allows you to instantly
add your information to multiple sites without visiting and manually
submitting to each one individually.

Well, we've come to the end of this short course. I hope you have
learned the basics of viral marketing and that you will be able to
use the information to start your own successful viral marketing
campaign.

Good luck with all of your viral marketing ventures,

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business, accounting, and finance field.

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