

# Not Using Viral Marketing Could Kill Your Business

July 16, 2023

## **Creativity**

This is one virtue a site must possess to lead the race in the ruthless competition in the Internet based business. With so many competition and rivalry going on, every method of marketing must be employed and utilized.

It doesn't matter if you have a killer product or a fantastically designed website, if people don't know that you exist, it doesn't matter, and you are not going to make it big. Worse of all, you business could just get killed.

While there are so many methods and schemes used by so many e-commerce sites today, there are still some of those that can help you with an extra boost in the popularity ratings. One of these is the so called Viral Marketing.

While the term Viral easily depicts a virus, a word very much dreaded by all computer owners, it is not what it seems. You do not actually use a computer virus to spread your business; on the contrary it just might kill you. Everyone has had enough of all those pop up ads and spywares.

## **Viral Marketing Overview**

Viral Marketing also known otherwise as Viral Advertising is a marketing technique used to build the public awareness of one's product or company. They use many forms of media to reach out to the public without actually promoting the product by riding on in other forms of addictive means that could get a person hooked and be obliged or amused to actually pass it on, with the product or company advertisement along with it.

In a nutshell, companies ride on the idea that if people like

the content of a media they will pass it on to their friends and family. They sponsor the certain media, such as a cool flash game, funny video, amusing story and such, which one may pass on to another with the company brand or logo or the products description or any other content to help promote the company or its product.

Viral marketing has become a popular means of advertising and marketing because they are relatively low cost. To avoid being tagged as spam mail, viral marketing counts on the eagerness of one person to pas on the product. If a person sees the name of the person they know as the sender, they won't block it and open it as well.

Many companies offer incentives such as discounts and rebates when they help in spreading their viral marketing. They rely on the number of recipients a viral marketing gets from one person in determining the amount or number of incentive they can be attributed with.

### **Using Viral Marketing to Your Advantage**

The main and foremost advantage of viral marketing is that you get a lot of publicity and public awareness about your site and your company. You get to generate a flow of traffic that are potential customers. With a little ingenuity and imagination, plus some incentives or prizes, you can reach out to a great number of people and announce your existence.

Most every site and companies are catching on to the effectivity of Viral Marketing and Advertising. Not using it could kill your business. Along with other schemes and methods in promoting your site, like Search Engine Optimization and such, viral marketing could easily push you ahead in the rating games.

Viral Marketing could be a sneaky way to get people to know about you and your company. You get them to pass your advertisement along. They are also very low cost that not

investing in it could be downright a business suicide. All it takes is a great idea, a good addicting game, a funny story many ideas are still out there. Create a gossip or a buzz, many movies are promoted by using scandals and gossips to make them moiré popular. Remember the movie “The Blair Witch Project”?

Many big companies have tried viral marketing and have had many success stories with it. A classic example is Microsoft’s Hotmail. They were the first known big company to utilize the scheme and it has worked wonders for them.

Now it’s your turn to use viral marketing to work wonders for you. Act now and reap the benefits Viral Marketing will provide for you and your sales figures.

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## How To Monetize Your Traffic

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Establishing your own e-commerce site is not what it used to be. There are thousands of competitors who are all too willing to get a bigger piece of the pie. Every method you can find to boost sales will help.

We have to admit, most of us are in it for the money. We are not going to waste our time and effort just for the fun of it. Many sites will wait until hell freezes over just to see a profit. While there are some who take things lightly there are always those who would rather see the money.

It is common knowledge that without traffic we have no business. Like any business, without any customers you don’t get sales. Traffic represents all the people that gets a chance to see what you have to offer. The more people who see

your products the more people there would be to buy them.

Nobody builds a shopping site and doesn't want a profit. Sometimes startup capital which needs to be returned. With consistent traffic, at least we have a fighting chance to achieve that probability. Monetizing your traffic will optimize your chances of making the best out of it.

## **Making Money From Your Traffic**

The best and most proven method of making a profit from traffic is advertising. The internet generates millions of page-views every minute of everyday. Most people are searching for something. While some are just looking for information there is also a good percentage that are looking for something they need.

The internet has proven to be a reliable source for finding what was once an unsearchable product. The internet has made the world a smaller place, you can run your business from a remote tropical island and still find a buyer from Los Angeles.

Generating traffic is not an easy task. You have to compete against a great number of sites to generate a lot of traffic. If done successfully this could open a world of possibilities. One of the benefits is monetizing this traffic.

To get to the core of it, the more traffic you generate the more you are considered desirable, in the sense of good and reliable traffic is easily converted to cash. Basically, traffic equals profit. Advertising is the name of the game. With good advertising program you can use your traffic flow to your advantage.

When you have good traffic, you have a lot of potential customers who are willing to put money into your pocket. These is also traffic that can be redirected to sponsored links who are willing to pay you for the traffic you have generated.

This model is called “pay-per-click.” With every click a visitor of your site makes on an advertised link you will be paid. The more traffic you generate and the more clicks that are generated spell more revenue.

## **Affiliate Programs**

Another method of monetizing your traffic is affiliate programs. You can partner with other proven sites and online businesses to monetize your traffic by receiving a percentage of sales generated by the traffic coming from your site.

The basic idea is, traffic generated from your site will go to another site that can offer a product that you do not carry. Software keeps track of and records transactions that were made possible because of each referral link.

When purchases are made by customers referred by your site, you get a percentage of that sale. Affiliate programs give you the benefit of monetizing your traffic without the actual need of carrying or promoting a certain product.

There are so many ways and methods to monetize your traffic. All it takes is a bit of hard work and the desire to successfully launch a profit-earning site. The internet is a veritable source of information, many tips and guides are offered everywhere in how to monetize your traffic and make your site a good profit earner.