

Viral Marketing:
Top 7 Ways to Unleash a Virus in Your
Business

by Jinger Jarrett

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Preface

About this book

This ebook was inspired by Mark Joyner, the grandfather of internet marketing. Mark is a master of using viral marketing to market his businesses, and I have learned a lot from studying what he did, so much so, that I rank #1 on the search engines for the phrase “internet marketing for free”.

I never spend money on internet marketing, and you don't have to either. This ebook will show you some of the strategies I use to not only market my business but make money too.

Have a question or need support? Then check out my convenient support desk: <http://www.jingerjarrett.com/support/>. I'll answer your question as soon as possible.

Thank you, and I hope you enjoy this ebook.

Viral Marketing: Top 7 Ways to Unleash a Virus in Your Business

Although there are many ways to market your business online, I only use free techniques because they have the chance to go viral.

Viral marketing is a form of word of mouth marketing that becomes viral. What this means is that your campaign spreads like a virus. Viral marketing will allow you to reach market segments you might not otherwise reach.

Another advantage of using viral marketing is that as your message spreads, your marketing automates itself. By automating your marketing, you continue to drive traffic to your sites and make money without doing any work.

Below are seven ways to help you unleash a viral marketing campaign in your business:

1. Write articles.

This is, of course, my favorite internet marketing technique. The reason is that it allows me to:

-build valuable one way backlinks to my websites,

-increase my rankings in the search engines,

-brand myself as an expert,

-show my potential customers how I can solve their problems.

Showing my potential customers how I can solve their problems is the most important element of writing articles. The reason is that you are adding value to your products by giving information, and sharing with others what you know without asking anything in return. It also gives you an opportunity to show whether or not you may solve the customers' problems.

Most internet surfers are tired of sales pitches; they want information. Give good information.

2. Send out a press release.

Press releases are another way to build one way backlinks to your website. It's also a way to tell others about your business and show them what you can do for them. Online press releases allow you to connect directly with potential customers.

To write an effective press release, you want to concentrate on news about your business. Show others how you will solve their problems.

Like articles, press releases are often syndicated across many sites, and this allows your press release to go viral.

3. Build a Squidoo lens.

Squidoo is the brain child of best selling author and entrepreneur Seth Godin. A Squidoo lens is like a one page minisite on a specific topic or product. Lenses allow you to give as much information as you want about your products or services. It also allows you to rank well in the search engines because Squidoo ranks well in the search engines.

Squidoo lenses offer readers a chance to vote on lenses, as well as bookmark them. The social element of this site makes lenses highly viral. Create a good lens, and you may go viral quickly.

4. Participate in social marketing.

Social marketing is an easy way to connect with both potential customers and others in your industry. This is an opportunity to get out there and "strut your stuff." In other words, you have a chance to demonstrate your expertise.

Social marketing encompasses a wide variety of techniques, including social networking sites like Facebook and MySpace, blogging, social bookmarking and videos. All of these are highly viral because they are interactive.

5. Write free reports to give away.

Although this technique has been around a long time, it's also still effective. Mark Joyner used it with his free ebook, "Search Engine Tactics." (This ebook has been downloaded over one million times.)

The way to make an ebook go viral is to first put it in a format everyone may use. PDF (Portable document format) is the way to do this because Adobe works on any computer. The other thing you want to consider is making the report brandable.

What this means is that you allow others to add their details, or the affiliate links to your report. Those who want to give away your report use a "brander" to add their affiliate IDs, as well as a link to their websites if you allow it.

This gives others incentives to promote your report. More importantly, it gives them an opportunity to make sales. Branding increases the chances of your reports going viral.

6. Build a network of joint venture partners.

Although this technique takes the most work to do, it's also one of the most lucrative ways to market your business online. When you build a list of joint venture partners, you have the chance to reach more potential customers in your market. Not only will you reach more potential customers in your market, you also have the opportunity to gain new affiliates for those who want to sell your products or services.

The secret here is to provide as much support to your potential partners as possible. Make it easy to join your affiliate program and include plenty of viral marketing materials like articles, reviews, and brandable reports.

7. Use Tell a Friend Scripts.

A "Tell a Friend" script allows visitors to recommend your site to others. There is, however, a right and a wrong way to use this type of script.

The most important thing to remember here is to give your visitors an incentive for using your script. Ask them to recommend your site. In exchange, give them a bonus for recommending you. Make the bonus exclusive, something they can't get anywhere else.

One of the biggest advantages to using viral marketing in your business is that it is free, and once you create a successful campaign, it multiplies itself exponentially. Look for ways to market your business using viral marketing. A successful campaign will put your marketing on autopilot.

Writing Articles to Unleash Your Virus

Writing articles allows you to brand yourself as an expert on your topic. It also allows you to achieve high rankings in the search engines by using keywords related to your topic. You also build valuable backlinks, which gives your articles authority and increases your rankings.

More importantly, it allows you to connect with your potential customer, those who are looking for what you have to sell. You also add value to your products and services. One way to do this, especially if you sell affiliate products, is to write product articles, which are reviews of a specific product.

The key here with writing articles is ultimately syndication. Syndication leads to a wider readership. The more people who read your articles, the more traffic and sales you have the opportunity to get.

Unfortunately, too many writers worry about the duplicate content penalty. The duplicate content penalty is misunderstood. The purpose of the duplicate content penalty isn't to ban sites who are trying to publish good content, it is to eliminate sites that are recycling content solely for the purpose of making a sale.

Instead of focusing on the duplicate content penalty, your focus needs to be on syndication. The more widely syndicated your articles, the more traffic and sales you get.

News sites are a perfect example here. Columnists syndicate their columns to as many new sites and newspapers as they possibly can. New sites don't get penalized for publishing this content. If anything, many of these sites, like AP and Townhall, rank well in the search engines. They get a lot of traffic because they build a following for their offerings.

If you want to build a wide following for your writing, there are a couple things you need to do.

First, start by writing and submitting articles to as many sites as possible. The easy way to do this is to use a submission service. These services generally prescreen the sites they send your articles to so you don't have to worry about your articles ending up on spam sites. Even if they do, you have no control over it unless you ask the site owner to remove your content.

You want to be consistent in your article writing efforts. Try to write and submit at least one article per day, more if you have time to write them. The more articles you publish, the more chances you have to get read as well as syndicated. It's the "Law of Averages."

Writing articles allows you to build a following of readers, subscribers, and ultimately customers. Your following will further help syndicate your writing and help you build a viral marketing campaign that will put your marketing on autopilot.

How to Use a Press Release

Before you ever write one word of your press release, there are two things you need to do.

First, you want to decide what the purpose of your press release is. Second, you want to decide what is newsworthy about your business.

When deciding the purpose of your press release, there are a few things you want to consider. So, ask yourself these questions:

What is the purpose of my press release: backlinks, buzz, or simply to drive traffic?

What is newsworthy about my business? i.e. product launch, new partnership, book release, etc.?

Am I trying to reach the press, or do I want to connect directly with my customer?

The first thing I want to make clear here with press releases is that they are like any other free internet marketing technique. If you want results, then you need to apply sustained effort. What this means is that you need to publish press releases on a regular basis.

Don't ignore the "no news" rule though. Make sure that what you are publishing is news. The better the news, the more buzz worthy it can become.

Start by answering the three questions above. Once you have answered these questions, then it's time to start writing your press release.

How to Use a Press Release

Start with your headline. The headline is one of the most important parts of any communication or written promotional material. This decides whether or not the communication is read. You want to create a sizzling headline.

Glance through newspapers, as well as online PR sites. Write down headlines that you find interesting and use these headlines to help you create your own.

Next, write the body. You will need to include the dateline. Keep your press release short. Usually it needs to be no more than 400 words, and this includes the resource box if you are publishing your release online.

Some PR sites will ask that you write an even shorter release. Make sure you check the sites you plan to submit to before submitting your press release. This way your release doesn't get rejected right off the bat.

The most important thing to remember here, especially if you are writing directly to potential customers is to include the "what's in it for me?" in your writing. What this means is that you want to pack as much information as possible into your release as possible, yet give potential customers a reason to want to visit your site.

Demonstrate clearly not only how your product is a solution to their problems but also show them why they need to visit your site. This will increase your conversions. Having a clear objective for your release, whether it's building your list or getting new customers will help you decide if your release accomplished what it was supposed to.

If someone sees your release, tries your product and likes it, he/she will tell at least four other people. This is how a viral marketing virus gets

How to Use a Press Release

started. Focus on your audience and focus on their needs. Then you will write and submit a press release that goes viral.

Build a Squidoo Lens

Squidoo is the idea of expert internet marketer and entrepreneur Seth Godin. The purpose of a lens is to allow the creator to present as much information as possible about one specific topic or product. Selling is encouraged, and for those who are serious about it, building lenses is a very lucrative income.

You don't have to be an expert programmer to build lenses either. This is an excellent business for the novice, and it's easy to get started.

Now, the purpose of this article is not to walk you step by step through the process of building a lens. You'll find plenty of video on You Tube to teach you how to do it. With Squidoo though, it's so easy to build one of these things, if you can read and follow instructions, you won't have any trouble at all.

The first thing you need to do is sign up for a Squidoo account. You will start off by creating your first lens. The important thing you want to do here is your keyword research. You will need to use keywords in the lens link, as well as in the tags for your lens.

Don't sweat making your first lens. The easiest lens to make is a product lens. In this lens, you include a short description and then add four other modules. Make sure one of these modules includes a guest book. This will allow you to exchange links with other webmasters and raise the rankings of your lens.

You will need a text module for your product review, and don't forget to include images. Avoid the money modules, like Ebay and Amazon. You want to focus your potential customers on the product you are selling.

Build a Squidoo Lens

Squidoo lenses allow you to sell both your own products or someone else's. You may even do lenses on specific people. There are review lenses that cover specific products, and then there are lenses that cover specific topics. The point is to cover the topic or product extensively with lots of information.

Once you have created your first lens, then complete your default profile. As you create lenses, your lenses will be added to your profile so you don't have to worry about that. Each profile has it's own profile, so you may create different profiles about you and your business for your lenses. If you do a specific topic, make sure you make a lot of related lenses for that topic.

The secret to making a lot of money as well as going viral with Squidoo is to make a lot of lenses on your specific topic. To increase your chances of going viral, you will want to market as much as possible. Bookmark your lenses, as well as writing and submitting articles. Invite your friends to make lenses and share yours with them.

Remember, if you set up your lenses right, they rank high in the search engines, and they're a very viral mechanism. For those of you who don't want the hassles of owning domains or websites, this is definitely the easiest opportunity for you.

How to Use Social Networking to Achieve Success

Social networking is one of the many ways through Web 2.0 to make your business go viral. It includes sites like Facebook and MySpace, as well as tons of niche sites devoted to specific topics. What all of these sites have in common is that they are in some way interactive.

At the same time, social networking does overlap with certain elements of Web 2.0. Sites like YouTube, a video sharing site, allows you to build a profile, post comments on videos, upload your own videos, and even allow others to subscribe to your channel.

When planning to make your business go viral using social networking, you first need a plan. Choose which social networking sites you want to market on.

I recommend not signing up for more than three to five. If you want to get the best results, you will need to focus your efforts on only a few sites. This will help you get the best results.

One thing to remember is not to limit yourself to sites like Facebook and MySpace. YouTube is an excellent site to join, especially if you like video. There are others like Hi5 and Friendster that are similar to Facebook and MySpace. Because they attract different demographic groups, you have an opportunity to extend your reach online for free.

Once you have chosen the sites you want to market on, sign up for your account. Most of these sites are free. Complete your profile. Add as much information about yourself and your business as you can. Privacy is an important issue, and you want to protect your privacy.

If you intend to make money on the internet though, you will have to sacrifice some of your privacy for the sake of credibility. This doesn't mean to tell everyone everything about yourself. Just provide enough information to show that you are a real person.

The next step is to get out and "make friends." When making friends on any of these sites, the most important thing you want to remember is to choose people who share common interests, as well as business interests. You don't want to waste your time connecting with those who aren't interested in the products or services you sell.

The third step to marketing on these sites is to get out there and participate. Just putting up a profile simply isn't enough. You need to get involved. Look at ways to go viral on the site. Depending on the type of sites you have chosen, all it may take is a video, the right free report, or an application.

It's very easy for you to go viral on these sites simply because there are so many ways to do it. How you choose to do it is up to you.

How to Use Free Reports

Free reports are one of the easiest ways to go viral. Write a report that is topical and timely, and it may just be your ticket to success.

In fact, this is the technique internet marketing expert Mark Joyner used to start a viral marketing campaign in his business. His ebook "Search Engine Tactics," has been downloaded over 1,000,000 times.

Now, the problem for most people in using this technique will be that they don't think they can write. You don't really have to write anything. There are other ways to create your content.

Find someone who is an expert on your topic and have that person give you an interview. You may do it by phone or email. (Personally I like email because it's so easy to turn it into so many different formats.)

You may have the interview transcribed once it's over. Then you have both a written version as well as an audio version you may give away. Use software like Open Office to convert your documents to PDF (Portable Document Format). You'll find plenty of free software to record audios. Simply check out the software directories.

Another way to do this is to buy PLR (private label rights). Then you simply rewrite the information into your own words, convert it to PDF and then give it away. Make sure you rewrite it extensively before putting your name on it. You don't want to be accused of copyright violation, and you don't want to embarrass yourself by letting others know that you didn't write it yourself.

To get more from the free reports you give away, you want to make them brandable. Branding is where you allow others to add their affiliate IDs to the programs you may be promoting. If you are promoting your own

How to Use Free Reports

products or services, then you allow affiliates to add the IDs to your programs.

You will need software to do this but there is free software available on the internet to help you. Just do a search for "free pdf branding" or "free pdf branding software" to find tools to use.

Once you have created your free reports to give away, then you want to give them to as many people as possible. The more you pass your reports along, the more likely you are to make it go viral.

Send out a mailing to your list. Don't forget to include your affiliates. This will give them an additional opportunity to earn money.

Post your reports to as many ebook directories and software directories as possible. Write articles as well as a press release and send them out to as many article and press release sites as possible. Make sure that you submit to sites specific to your industry. You will get better results.

The more people who know about your free report the more likely you may make it go viral. The secret to ultimately succeeding on the internet is to market as much as possible. Viral marketing is a free way to do it. Done right, your marketing will go on autopilot.

How to Build a Network of Joint Venture Partners

Joint ventures are probably the fastest way to get your offers to go viral. It is certainly the biggest. With the right joint venture partners and endorsements, you can quickly go from a zero dollar income to thousands, possibly millions of dollars in a very short time.

There are pitfalls though. Finding the right partners to work with. Making them an offer that will get them to want to work with you. Getting them to promote on launch day (especially when it's your first launch.)

Despite what has been said about making \$1 million in one day, this is something of a myth. Weeks of preparation went into getting ready to do this kind of sales, and the bottom line is that \$1 million in sales doesn't equal \$1 million in profits.

However, if you want to start making money quickly, and you want to start making a lot of money, joint ventures are the way to go. In fact, it's the easiest way to go viral because you are creating a lot of buzz in a small amount of time.

The fastest way to find partners to promote your products is to join some type of joint venture network or forum. This works well if you sell something in the online business, internet marketing, or make money online arena. If you sell unrelated niche products, i.e. anything outside of these topics, you will need to be a lot more creative. What I am about to show you is one way to do it.

Your first step is to compile a list of keywords related to your opportunity. The more general keywords you will use to find joint

How to Build a Network of Joint Venture Partners

venture partners. These keywords are the most competitive. The less competitive keywords that actually relate you may use to write articles to help you rank well for those terms.

Once you have compiled your list of keywords, then go to the search engines and do a search for each of the most competitive keyword terms. Find out who ranks the highest for your keywords. Visit their sites. See if they sell affiliate products. If they do, then you will want to contact them.

Also check to make sure they have a list. This is important because it will help you determine how serious they are about marketing. Having a list also means that the site owner has a ready made list of subscribers to promote to.

Use a spreadsheet or some other type of file to keep track of the partners you have contacted, as well as when. If you don't hear anything, then you may want to contact them again.

The most important thing to remember here is that when you contact them, you want to make them an offer they can't refuse. Show your potential partners exactly what is in it for them. Some will reject your offer because they are too busy or have other commitments. If you make a good offer though, you won't have any trouble finding joint venture partners.

Continue to build your list of joint venture partners and keep them motivated. You will make the sale.

How to Use Tell a Friend Scripts

Some will tell you that using a tell a friend script is spamming. Others will tell you that it is an easy way to build traffic to your site. Once you set it up, it's also an automated way to build traffic.

I know that both Mike Filsaime as well as Mark Joyner have both used this technique effectively to build traffic to their websites, and tell a friend is very viral. What you need to remember here is that whether you are using it on your own site, or letting others know about a product on another site, use this technique responsibly.

Now, if you want to use this technique effectively in your business, then there are certain things you need to do.

First, decide who your target market is. The more you know about who you are selling to, the better off you are because then you will choose the right incentive to give to your visitors.

Next, you want to give visitors an incentive for using your script. The number one rule of marketing 101 is to determine "what's in it for me?" for your potential customers. In other words, choose the greatest benefit your product offers and tell them about it.

Once you have determined what your offer will be to your visitors, then you need to set it up on your site. Your offer needs to complement what you sell.

No matter what you are offering, you want to make an offer that is exclusive to your site. Although you may use private label rights or resale rights to attract attention, you will do better if you offer something visitors can't get anywhere else.

How to Use Tell a Friend Scripts

Next, you need to integrate the offer and the tell a friend script into your site. If you haven't already chosen a tell a friend script for your site, you will need to find one. Some are as simple as copying and pasting a little code into your page. Others will require that you understand a little bit about PHP. Choose the best script for your needs and then set it up.

When you have everything set up on your site, you will want to test it. Nothing will erode your credibility or embarrass you more than setting up a script or product that doesn't work. Go through the same steps your visitors go through to get whatever the bonus is to make sure everything works properly.

A tell a friend script is actually worthless if you don't have traffic coming to your site already. So, you will need to drive traffic to your site first. Once you have a good flow of traffic to your site, the tell a friend will pretty much automate itself.

One final thought on using these scripts: this is also a good way to build your list. Instead of putting it on your site, you may want to put it on your confirmation pages and give visitors a reason to refer others to your site. In this case, this is where an exclusive bonus, like an audio, may help.

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