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Marketing Tips - 7 Rules for Successful Internet Viral Marketing

The concept of viral marketing (the name, actually) takes inspiration from the way a virus spreads (or attacks!) computers or even humans (as in a viral infection). They spread rapidly and more often than not, destroy files and render them useless. Some viruses have other malicious intent of spying or even harming the reputation of people. However, when 'viral marketing' is being considered, it is nothing harmful and neither destructive. It is related to the rate at which the marketing strategy rapidly begins to pay off - and thus the relation to the 'viral' analogy!

Top Rule for Exceptional Viral Marketing #1: Exploit social networks

Social networking maybe really addictive but they are also places for effective viral marketing. People all over the globe use social networks and therefore for a better network, contact and exposure through viral marketing, social sites are the best places to exploit for good marketing strategies!

Top Rule for Exceptional Viral Marketing #2: Videos

The internet is all about sharing; thanks to the success of video sharing sites such as YouTube, internet marketers have realized the importance of viral marketing through innovative and interesting videos!

Top Rule for Exceptional Viral Marketing #3: Blogging

Blogging is the main tool for viral marketing. It is the blog with which the experts begin. Blogging allows more serious website traffic to your blog website and using just that you can divert the traffic to your main site!

Top Rule for Exceptional Viral Marketing #4: Free Stuff pays you back!

An important part of viral marketing is to give away free goodies that are related to the product or even the site. you can easily lure people for some free stuff and let it be known here that the amount spent on the free stuff will not only be recovered within a short time but will also be covered many times over!

Top Rule for Exceptional Viral Marketing #5: E-books

When into affiliate marketing, it would be great if you could let your visitors have a book for their information. The more comprehensive the book is made the better is it for viral marketing. E-books draw people's attention to a product more than what a picture and a brief description does.

Top Rule for Exceptional Viral Marketing #6: Review a Product

With the super flood of new products (and types) almost every other day, it has become a headache for people to judge the effectiveness of such products. Therefore, arises the need of product reviews. From the marketing point of view too, reviews if proper and to the point, will attract more traffic to your website than anything else.

Top Rule for Exceptional Viral Marketing #7: Content is God!

Time and again, it has been said and also will be mentioned here that it is the content that draws in maximum web traffic. If your website does not have solid content, it is of no use, even to employ viral marketing strategies. Viral marketing in your case might be beneficial for sometime but then, when thinking of a long term plan, it will fail utterly for sure!

Dr Simon Wade is a medical doctor and internet marketer with a passion for helping others in any way he can. Check out his website for many more <http://www.simonwadeonline.com> and free resources and powerful information to help you overcome the common problems people have when starting out with internet marketing or working a home based business. Get 7 FREE reports on PLR profits, SEO tactics, affiliate income, viral traffic, joint ventures and blogging for cash, web 2.0. Visit today <http://www.simonwadeonline.com>.