

08. Viral Marketing

'Thanks, for coming over. It's time to write my viral marketing section. If I have done my job properly; I should be starting to get the odd query, from potential customers across the whole of the UK. I thought, that it might be interesting for people to see how I set about, promoting my own business.'

'Sure. So. Why don't you define viral marketing for me.'

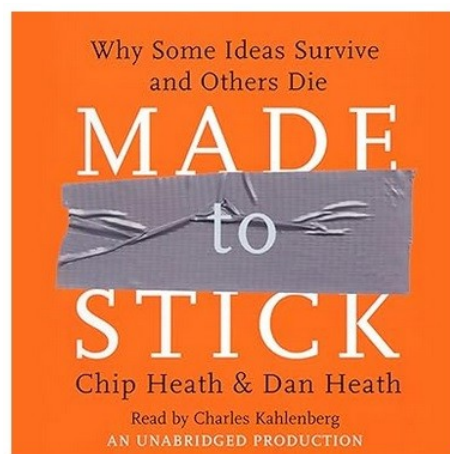
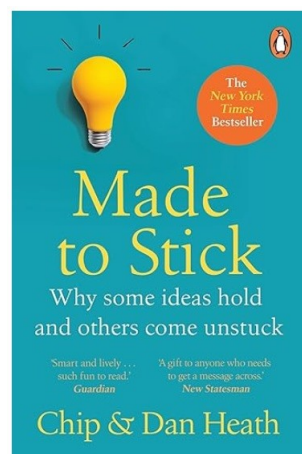
'Viral marketing is like regular marketing, except the customers do the selling for you. If you have a business that you have built up, over 20 or 30 years, there will be plenty of satisfied customers. Some of those customers, will refer you to their friends or work colleagues. A referral, in its most basic form, is viral marketing. Hopefully, this article will prove useful to lots of people. Maybe, content providers and marketing course designers. Here, is a real life case study in viral marketing.'

'You make it sound so simple.'

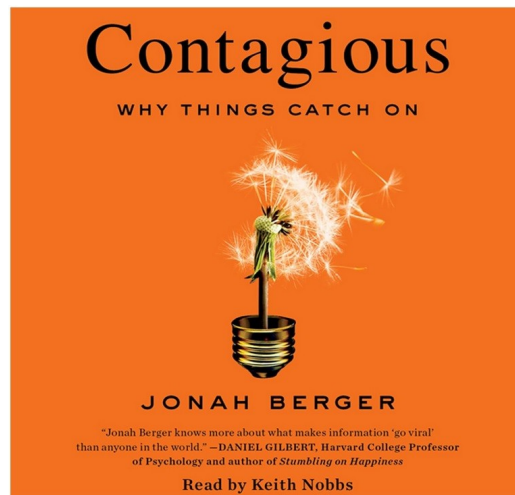
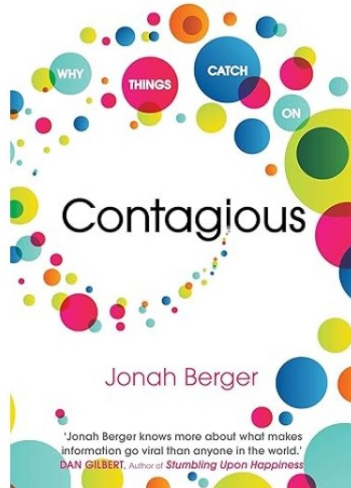
'The basic principles are. I know lots of people, who are technically brilliant. When it comes to promoting what they do – they suck at it. I can think of people, who even act against their own interests. They'll use a pay-as-you-go mobile phone, which they'll only switch on for a couple of hours per day. It's no wonder, that nobody wants the stress of doing business with them.'

'Yeah. It's like when I'm phoning up one of those call centres. You wait, hour after hour – before, someone tells you, that you called the wrong department! Then, when they transfer you, the line drops. It makes me so angry! Anyway. I'll get off my soapbox, now. Why don't you give me your simple guide for viral marketing.'

'I've been interested in psychology for most of my adult life. Several years ago, I came across this amazing book. It's called *Made to Stick*, by Chip and Dan Heath. I don't make any money out of it. I've listened to the Audible version, so many times.'



There are six key principles in the book. If you follow them, then you can take the dulllest presentation and make it memorable, to any audience. No more – Death by PowerPoint! Another great book, is *Contagious* by Professor Jonah Berger. The secret is to keep things as simple as possible. Choose a memorable name for your website. I didn't want that name to give any indication of what business I am in. That was very deliberate. The website name, needed to be completely meaningless.'



'Why do you want to make the website name, meaningless?'

'**Yellow Reindeer**, is easy to remember. It can mean, literally anything. A reindeer sanctuary, one of the latest vape products, some weird supernatural phenomenon. It's all about, drawing potential customers to my website.'

'Can you explain your website design to me.'

'Sure. The service providers can give you the tools, to design a slick website, in an hour or less. It will look good, compared to the sites, we used to produce in the days of dial-up modems. Unfortunately, with AI design, nothing stands out.

Chosing the website domain, took considerable time. I went to a domain seller and checked the availability of the domain that I was after. I tried lots of names and checked how easy they were to remember. That was really key. I deliberately used the same graphics for the key fob and my home page, to create a consistent brand.'



'Where did you get the clear plastic key fobs? They are well designed.'

'Amazon. The internal size is 50mm x 35mm, I think. The front graphic works well, with my domain at the top. www.yellowreindeer.com. The rear design, with *Reindeer Love Carrots* and the pictures of the carrots. That was just a bit of fun. Maybe, I could lose the carrots and have a QR code to the right. Not too sure if that isn't over kill. So long as they remember my web site name.'

'I liked, that when I went to your website, the graphic on the keyring was instantly recognisable on your home page. Also, your contact details are minimal.'

'I think that people, put way too much information about themselves, on line. The entire purpose of my website, is for potential customers to decide if they want my assistance. It all comes down to the phone call. Then we can go off site with whatever business ideas, the customer would like to discuss with me. Maybe I can help them. Maybe not. This is one human being, talking to another human being.'

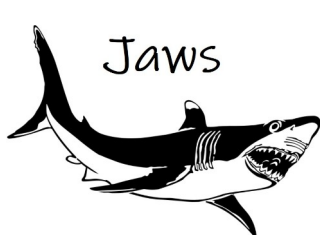
'What's with the reindeer?'

'I saw *Jaws*, the movie, at the cinema, recently. It was the 50th anniversary. Absolutely nail biting, from start to finish. I had to see it again, on the big screen.

Sharks are perceived by people as dangerous. The reality, is that deer are three hundred times more dangerous. Did you know that?'

'No way! Deer are more dangerous than sharks?'

'I'm quoting, from *Made to Stick*. Very few people, will ever encounter a great white shark. However, the chance of crashing in to a deer are high by comparison! Particularly, when you are visiting one of our National Parks.'



Rudolph
Three hundred times
more dangerous than
sharks! Really?

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Please feel free to use this article for your marketing course, or as part of a seminar on how to do viral marketing. Keep it intact and email it to your friends. Or print it out. This is a real life example. This is how viral marketing can be made to work, in the real World!