

What is Viral Marketing?

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Viral Marketing, as explained by DJS Research Ltd.

Viral marketing is an useful way of advertising or producing brand exposure - often via social networks. The technique spreads the brand or advert throughout the network quickly through word of mouth or using Internet based applications such as e-mail, blogs or social networking sites. It duplicates and spreads rapidly "like a virus" and a bonus is that it is often considered a cheap method of promoting a service, product or brand due to the minimal input and high level of exposure that the advertiser gets in return.

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