

# The 6 Principals of Viral Marketing

By Keir Smith

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Two weeks ago I came across a web site that offered to teach you about viral marketing for FREE.

Now...not wanting to pass up what seemed like a decent opportunity.

I took the plunge and signed up for it.

Man oh man..this guy did not have a clue about what viral marketing was.

It's safe to assume that he was just after the email addresses..and not passing on quality content.

Anyways...after this experience I then decided that I would do a better job of showing e-business owners my 6 principles that your business must have in order to effectively use viral marketing.

You'll have a marketing campaign that will be spreading like wild fires.

Now who couldn't use that:-)

And now you will be a lot happier every day after today because of the success of your campaign.

As for the 6 principles..here they are:

1. Give away products or services
2. Provide an effortless transfer to others
3. Easily scales from small to large
4. Exploits common motivations and behaviors
5. Utilizes existing communication networks
6. Takes advantage of others' resources

1. "FREE" is your most powerful word you can use. Keep in mind you must give away QUALITY useful content and not just anything.

2. You must simplify your marketing message so it can be transmitted easily and without degradation. The medium carrying your message must be easy to transfer and replicate. Ex: get your free e-book at <httpxxxxxxx>

3. Your transmission method must be rapidly scalable from small to large.

4. Greed drives people. So does the need to be popular loved, and understood. Design a marketing strategy that builds on common motivations and behaviors for it's transmission and you will have a winner.

5. Social scientists tell us that each person has a network of 8-12 people in their close network of friends. A persons broader network may consist of hundreds or thousands of people depending on their position in society. Learn to place your message into existing communications between people and you rapidly multiply it's dispersion.

6. Use other resources to get the word out. Affiliate programs is a good example. Authors who give away free articles. A news release. Now someone else's newsprint or web page is relying on your marketing message.

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