

# Viral marketing as part of marketing promotion mix

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**Abstract:** The study deals with collecting data and knowledge from which the individual tasks, elements, basic characteristics of viral marketing and its types and forms that are commonly used for the creation of viral campaigns are based. The questionnaire survey was aimed at finding out the relationship between respondents and viral marketing and mapping the views, views and experiences of respondents. The analytical part is devoted to the analysis of the development of viral campaigns and, in the examples, demonstrates their use in practice. At the end of the study there is a design part in which we find suggestions and recommendations for improving the use of viral marketing. These suggestions and improvements are tailored to new methods that combine with viral marketing innovations, along with the inclusion of the Internet and social networks that make viral marketing the most effective marketing strategy tool.

**Keywords:** viral marketing, marketing mix, promotion mix

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## 1. Introduction

Marketers use viral marketing as an important part of the entire marketing campaign. Packages, billboards, tags, inscriptions, protected notes, free samples, coffee or bread scents, television, disruptive online advertising - each of our senses is constantly attacked by both public and private marketing messages delivered through a growing social networking platform. So, there is no reason to believe that people have learned to block, select, or perceive such messages (Kirby, Marsden 2006). Viral marketing, unlike traditional marketing, focuses on personal branding or product experience. One of the reasons why viral marketing has been invented is that consumers and companies can talk about products and services, write without restrictions and without time limitation, that is, it never ends. They can engage passively or actively. A viral campaign is simply driven by consumers (Kirby, Marsden 2006).

## 2. Definitions of viral marketing

Viral marketing is a marketing process through which the use of the fact that a person is susceptible to sharing information that attracts him (Godin Seth 2006). It can be defined as a marketing tool that searches for existing social networks that will use it for subsequent brand, product, or service visibility, through viral processes, a similar epidemic (Wilde 2013). Responding to all authors, definitions that address the characteristics of viral marketing are consistent with the fact that in each definition is the subject of communication or management (Sven Wilde 2013). Kotler (2007, p. 199), defined viral marketing as "an Internet version of marketing, word-of-mouth e-mail, or other marketing actions that are so contagious that the customer wants to share with their friends" . "People sell information about your site to your friends and colleagues, or they refer to your content on your blog." Where Scott (2007, p. 167) identified it as a viral marketing phenomenon. The purpose of the viral marketing campaign is to create links that are appealing to the target audience, especially for social network users who are able to expand this information further (Stanek 2011). The world has been accustomed to operating on a local and linear scale, which means that most of our information relates to our immediate surroundings and direct experience, as long as our progress and growth (professional, personal, financial) is more predictable. Today the world operates on a global and exponential scale, meaning that the information on the other side of the world is as accessible as if it were to neighbors. Viral marketing is the natural advancement of our world, meaning information sharing at almost instant pace. The Internet was the beginning and the catalyst for a viral idea, but it was the social media that got the idea into the final phase (Akdeniz 2015).

### 2.1 History of viral marketing

The word "viral" has roots in the word virus. The term "viral marketing", therefore, viral marketing is derived from the properties and characteristics of viruses that are rapidly spreading and infecting. Virus infestation has long been shifted from person to person. Otherwise, it is not even in viral marketing when a message, link, or information moves like a virus from one person to another, either by word or media (Stanek 2011).

The concept was first used in 1997 to explain the above-average growth in the use of Hotmail, which has accumulated over 12 million people over a surprising 18 months, with the company spending less than \$ 500,000 on advertising. So the branding of this company as the basis of the current viral marketing will not be at all. What was the success of this business is no secret at all. It was an ad at the end of each email sent from this Hotmail, saying: Sent from my free account. Get Free Email Account with Us! (Akdeniz 2015).

The virus, as we all know, spreads very quickly, from person to person. And that's why viral marketing is named after him. The word "viral" is based on the word virus, so this type of marketing has the characteristics of the virus, but one of the most important, namely the speed of dissemination where information is transferred by word, internet, media from one subject to another (Stanek 2011).

## 3. Data and Methodology

The goal of the study is focused on the impact of the viral campaign and the viral marketing itself on the selected business. The aim of the thesis is to identify the facts that arise from the theoretical sources and their application in practice. The form of the questionnaire that served to collect the data that is evaluated in this paper was used to interpret the goals. Through the internet north docs.google.com, a questionnaire survey was created and

conducted to collect information as well as evaluate them from participating respondents. The questionnaire survey was launched in March 2016. This questionnaire was advertised through social networking and e-mail. The total questionnaire was filled by 165 respondents. The questionnaire was created in order to find out what the respondents had to do about viral marketing and whether they met with a particular campaign and perceived it. The data collection was carried out by spreading the questionnaire via the Internet form in which the evaluated information is located. The absolute abundance method is used to obtain the results of the questionnaire survey.

#### 4. Results and discussion

##### **Question number 4. Have you ever met viral marketing?**

The question was made to find out how many of the interviewed respondents have already met with this term, meaning that they register, know and know what is happening. Two responses were chosen or not. That is how we meet this concept, we assume that they know him and know what it means to answer yes. In the graph, we can see that up to 82.9% responded positively and a minor part of 17.1% did not recognize this term.

##### **Question number 5. Did you already have an advertisement that interests you?**

From the answers to the fifth question, we can say that most of the research sample has already spread the interest that has taken them. Expressed in percent, it is up to 74.4% of the respondents who answered positively yes. 25.6% of the respondents did not miss the ad that attracted them. From this question, we can infer that an ad that has an interesting character for the followers has a high chance of being further propagated.

##### **Question number 6. What form does it take you most?**

When creating viral campaigns, it's important to get what form it gets and how it will work for people, so it's important to do a market survey and learn about what people pay the most. From the questionnaire, we learned that 75.6% of the respondents were able to choose from the fun option. She has clearly won a fun form that works most effectively. With a percentage of 11%, the second is a shocking form and 6.7% is followed by action. With 4.3% the third is in a different order, 1.8% chose the erotic form and only 0.6% chose to take a romantic form.

##### **Question number 7. Would such a campaign affect your business opinion?**

We have been questioning whether or not such a campaign, or its participants, would have changed their minds if they liked or liked such a campaign. Up to 78.7% of respondents answered yes, which suggests that a viral campaign is very effective if it is well-processed and can influence opinions. Less than 20.3% of the respondents answered negatively to this question.

##### **Question number 8. If a reward was offered, for example, Financial reward, in the form of a voucher for dissemination would you be willing to spread this campaign more?**

This question was aimed at finding out simply whether respondents were willing to propagate the campaign even more if they were paid or would benefit from it. Of all the respondents, it would be up to 87.8% willing to spread such advertising more earnestly for a benefit. The remaining 12.2% would not be willing to increase activity to expand the given campaign for given benefits.

#### 5. Conclusions

Traditional marketing is no longer in place. It is obsolete, ineffective than when you are, and especially unattractive to today's consumers. The global population is no longer overwhelmed with old and frightened advertisements, billboards, posters because it is already part of their everyday life. It's a routine. Companies need to realize that today's consumer is smart, has the knowledge of how they work, that is, before purchasing, he discovers as much information as possible about the product, an Internet service where there is an unlimited amount of information and selection options. Assuming a knowledgeable customer is necessary for today's sales. What we can take as a fact that we need to use new resources, catch up with the latest trends and stick to the most modern forms.

The current market segment is dynamic, fast and unpredictable due to the rapid advances in technology and science, which changes daily the functioning of the surrounding world. All this is a consequence of the advancement and functioning of today's companies that, if they want to survive and not just that, but remain on the market and profit, must innovate in every single direction. We no longer talk about production lines, halls, offices, but also the forms that are wanted by the customers as they approach their brand or the image of the company. Through marketing tools that are gradually expanding as well as creating new ones that are used to present products and services to potential customers. The latest techniques are now increasingly interactive, such as Guerrilla marketing or in this work being dealt with by viral marketing. This kind also uses the fact that people are prone to spreading and sharing information with their immediate surroundings.

The use of viral marketing has been greatly expanded thanks to its ability to reach out to a wide range of people, that is to say, potential customers, and to handle it at a very low cost compared to other marketing techniques, whether support or sales. With the advent of the Internet, viral marketing has become the perfect form of addressing the general public. Until then, it was not complete and accurate. The younger generation spends more of their spare time behind the computer, or the Internet. We can see a good reason why the company should have an account on multiple social networks where it can present itself to be connected with its customers. This step is the first to achieve a viral campaign success. In order for a campaign to become viral, it needs to be shared and seen by a large number of people, and it is possible for social networks where, after publishing a message, customers who are in that group or are being watched are able to read and propagate the message. And as suddenly a viral campaign is already a potential or a real customer, everyone who has circles like that on Google+, for example. It is not easy or with certainty to say which of the most social networks is most suitable for the enterprise. However, Facebook is the most famous. The main benefits of this network are: millions of people use it every day, creating a profile a few minutes and it's free of charge, allowing you to share, send messages, videos, and more.

The goal of the viral campaign is to reach the widest range of people, for as short a time as possible and to reach them so that they can spread this ad, message, or information further, that is, they sell and send to their acquaintances or friends. We can say that people can talk to each and every one, in unlimited time, on social pages, mail, on the phone, and all the time, without limitation. Such participants may engage actively or passively in spreading, it is essential to engage in dissemination. An important part of such advertising is its content, form and focus on a particular segment. If the ad is unattractive, which would mean non-contacting the potential customer, there was an error. A viral ad / campaign is just about addressing a customer and then extending it to an internet space. Through this marketing tool, such a requirement is simple but not entirely. It is important that the form is targeted and precisely targeted for the segment that the company wants to focus on. With help from research, we've got information that says today's target segment of a viral campaign customer is between the ages of 19 and 30. So we can say that this kind is aimed at young, active and modern people working with today's technologies. As mentioned earlier, the fun form is the most successful and most interesting, and therefore, if this form is used by a company for its campaign, nothing will fail, but it is better to know the segment, and that ad will be precisely defined, thus fulfilling its goal maximally and purposefully.

There is no doubt about the benefits of this marketing tool, as was shown by our questionnaire, with 82.9% of respondents positively answering the question of whether they have already met viral marketing. Because of such findings, all companies should consider engaging viral marketing in their marketing strategy. Usage is multidimensional. Remarkable growth over a minimum period of time is a matter of course, which explains its high efficiency. When meeting with a larger group of people who are willing to distribute what they are interested in, it is very likely that sales and company image will increase in a very short time. When we look at the numerical statements, we are talking about 74.4% of the participation in the dissemination of the advertisements that they are interested in from the respondents involved. It is almost unlikely that the viral campaign will not cheat and not spread. In spreading through and not just word-of-mouth, credibility towards companies, organizations, goods, services also exponentially expands. It works on the recommendation further and further, which improves the reputation.

Creating the right campaign for a specific segment of market customers is critical because of the existence of many types and types of these campaigns. Companies can move in different ways: fun, positive, negative, romantic, erotic, funny, commemorative, coercive. However, there are forms that we can consider to be universal. The most popular is fun, where up to 75.6% of respondents opted for this option. For a simple reason everyone likes to enjoy, smiles and looks at funny videos, pictures, and so on. However, it is important to note that this form is not suitable for increasing sales of products, services but for making visible, raising awareness, which is referred to as Spiral Viral. With a considerably lower percentage of 11%, it is a shocking form. After selecting the right type and form of

advertising, you only need to wait. From the questionnaire survey, where we asked respondents if they were watching a campaign that would interest them, or would affect their opinion of the organization, the organization. A positive evaluation with a percentage of 78.7% of the respondents was evaluated by the questionnaire. It is certain that through viral campaigns it is possible to influence consumers' opinions and opinions. To increase sales, Value Viral is appropriate, which means: positive viral marketing. And for one reason, if the customer is satisfied with the purchased goods, I will tell my experience to my acquaintances or relatives. Research shows that one person is capable of affecting up to twelve people around themselves when it comes to product or service. In this case, you do not have to create ads. Information on such a product will expand itself, which will help increase sales.

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