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Many people may have heard the term 'viral' associated with different styles of marketing and wonder what some of them are, but specifically what is viral marketing? Well, the simple answer to the question is that this type of product promotion is a form of advertising, which deals mainly with the infiltration of the Internet, with advertisements, logos, and critical product placement in a manner that will most easily entice people to buy their products. The task of advertising a product is becoming easier these days just like purchasing Dish TV Packages from the ease of our home using internet.

The idea behind viral marketing is that if you can get the product up in multiple places on the web and in front of as many eyes as possible for little money, you are doing some really good marketing on a budget. Most of the companies behind this style of promotion are smaller businesses that just want to get the word out about their product but do not have the money to hire a public relations firm or spend money on advertising.

One of the more effective methods of viral marketing is to form a Joint Venture with another business. While you have the product, your JV partner may bring his customer content list of thousands and his marketing skills to the project. In most cases a JV will benefit both parties involved with an equal split of the profits and possibly the work. Another form of getting your product, to race around the internet world, is to set up an affiliate program with hundreds of individuals and business promoting your product. The difference between a JV and an affiliate is they will only get paid a percentage of each individual sale personally made by them.

If you want to get into the nitty-gritty of what is viral marketing, then you should realize that it is something anyone with a computer and a little bit of technological savvy can do. First of all, using social networking sites like Facebook or MySpace is a fairly ingenious way of getting your product or service out to the public. You can set up a site, get all of the relevant information listed on your homepage, and then add friends. Theoretically, just adding whoever to your profile is not going to do you any good as they are likely looking to connect with friends and will not be interested in your product. The best way to market your profile page is to look through the MySpace groups and find those with similar interests. Say that you are a writer marketing a new book. Adding other writers is not going to get you a whole lot of customers, but adding people who are fans of your genre will surely help you to take your product to the world instantly.

Some viral marketing ideas include sending out chain letters with information about your product buried within a story that urges people to continue resending the letter to all of their friends. This is a decent idea, but if you use the chain letter to try and collect money for something that doesn't exist or run a scam for a business, then that is fraud and is a crime. You have to be careful and make sure that you are not breaking any laws here.

Now that you have an answer to the question of what is viral marketing, you should also know that using viral marketing plans too much can cause some problems. If people feel they are being slammed by the product, then you are going to find many of your potential clients turned off by your aggressiveness. Just remember that you are trying to get the word out and tell people about your idea without being too pushy and you should be just fine.

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Being a freelance writer I never miss the opportunity to share my though with rest of the world. There are so many budget oriented advertisement bundles just like a Dish TV Packages out there for you to choose and start taking the word out about your product on internet. Please remember that intensive ads are effective that aggressive ads.

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