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# Six Viral Marketing Ideas

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Short on **viral marketing ideas**? Here are six viral marketing ideas to help you on your viral marketing campaign:

1. **Viral Marketing With eBooks** - Purchase the branding rights to a viral e-book. Permit folks to give away your free e-book to their guests. Then, their guests will also give it away. This may just continue to spread your ad all over the Net.
2. **Viral Marketing Goes Mobile** - Offer exclusive content. Anybody can offer ring-tones. It is the original text, for example exclusive mobile pictures of new brand ideas, that drives interest and calls them out in other media like email campaigns, newsletters, internet sites. So a wireless campaign is best when it offers exclusive content for wireless devices.
3. **Viral Marketing in Forums** - To market on any forum, your main duty is to take a personal interest in the primary subject of the forum. That implies visiting it fairly often and developing a sound relationship with the members and the judges. It also suggests taking an active roll in the chats and being ready to assist other people. Naturally, it does not need to be said that it implies abiding by any and all rules which exist. In this fashion, one can develop a name for ourselves, and business will just naturally develop because humans have a tendency to work with folks they trust.
4. **Viral Marketing With Videos** - Video to be used online should be informative and concentrated on communication while video used on TV should be concentrated on entertainment. Like with most things, there are good and bad strategies to video promoting. A bad strategy is when marketing experts incorporate their audio-visual content into existing inserted ad formats like banners or over-content formats like popups. Though this will reach a massive audience, your prospects are probably going to be less charmed and more frustrated by these bad and distracting placements. The best way is using cached or streaming video on a specific destination site, it offers the best chance of interesting consumers in brand messages, but it is not likely to reach a large audience unless it generates a viral outcome.
5. **Viral Marketing With E-mail** - The correct way to cope with e-mail authorization is to first let your client know that you won't broadcast their email addresses to 3rd party firms. The next thing to do is to fix the necessity for their email addresses to benefits they can receive.
6. **Viral Marketing With Folksonomies** - Folksonomies not only enable folk to file away content under tags, but even better, share it with others by filing it under a worldwide taxonomy that they made. Using sites like del.icio.us - a bookmark sharing site and Flickr - a photograph sharing site - patrons are collaborating on specifying online content under certain keywords, or tags.

Hopefully, I've gotten your brain juices flowing. The points in this article is enough to get you started if you can't seem to come up with your own viral marketing ideas.

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