

Integrated communication marketing

[Business](#), [Marketing](#)



Viral marketing According to Kotler & Armstrong , viral marketing is an internet version of word of mouth marketing and involves creating websites as well as email messages that are so infectious that customers will want to pass them along to friends. In my case, I have not yet campaigned in a viral marketing campaign. I often receive a lot of emails and I treat them as junk mail or spam. Usually, I do not want to open unsolicited emails. However, with the internet boom, I think viral marketing is becoming an effective marketing communication tool. The incentive that can compel me to participate is that I will get a bonus point for sending an email to a prospective customer who in turn will also pass on the message. These bonus points can be redeemed for a product that is being marketed.

I think viral marketing campaigns are effective with customers given that the recipients of messages are likely to respond if they realise that the information is coming from their peers. The consumers become anxious to read the message if they realise that it is coming from a close friend. When they find the message appealing, they are likely to pass on to their peers and friends. This means that viral marketing becomes inexpensive because the customers pass along the message to others. This is a very effective marketing strategy among a targeted market segment given that the consumers will get information about a product which compels them to respond. They can do this by trying the product and once satisfied, they can also convince their peers to purchase it.

References

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