

Viral marketing campaign ideas

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



Charles Schwab account for showing leadership and academic dedication. ; Record the responses of the seniors when they find out they are receiving this gift. (possible responses: overjoyed, cheering, disbelief, etc) ; Merge all of the interviews onto one youth campaign with all of the responses shared at once What does the campaign entail? Charles Schwab will help these 10 students to pay back their student loans by granting them each a gift of \$1 , OHO.

How will this Youth video be shared? ; Mainstream, Twitter, Faceable Why? ; Money can't buy advertising like this. This campaign will leave customers with an immeasurable feeling that Charles Schwab cares about people, especially college students.