



Building Email Lists Via Viral Promotions



Table of Contents

1. Introduction	01
2. Types of Viral Marketing	01
1. Gossip Marketing	01
2. Pass-along Message	01
3. Under-Cover Marketing	01
3. How Viral Marketing Works?	02
1. Becoming best Friend with Social Media Reporting	02
2. Making Shareable Content	02
3. # Hashtags Useful for Spreading your Word	03
4. Viral Marketing Around the World	04
5. List Building	05
List Building (contd.)	06
6. Various Types of Promotion	07
7. Prizes Distribution	08
8. Right Prize	08
9. Success Factors for Viral Marketing	08
10. Key Takeaways	09
11. Conclusion	09
12. About InfoClutch	10

Introduction

Viral marketing is a business strategy that mostly uses social networks for promoting a product. The marketing is often referred to as word-of-mouth marketing due to its high popularity which it gains within a short period. The consumers act as the brand ambassador for the company by spreading the information about the unique feature of the product or service, via conversations among the potential customers.

Types of Viral Marketing

Some of the essential kinds of viral marketing are:

1 Gossip marketing:

Gossip marketing is one of the popular forms of viral marketing which helps in getting the attention of the public instantly. The advertisements in gossip marketing lead to controversies that can become the topic of discussion among the general public. The hot topic spreads like wildfire, and very soon almost a vast number of the population come to know about the product. So, if a company wants to publicize the brand, then they can create some curiosity around the brand resulting in much-needed hype of the better promotion.



2 Pass-along message:

It is one of the crude forms of viral marketing. This type of strategy follows passing on the message to others; it forms a chain with the placement of the message at the bottom of the mail. Emails are short and funny to get passed on quickly among the audience.



3 Under-cover marketing:

Under-cover marketing is the coolest forms of marketing. It works like an undercover agent in which the brand is promoted subtly without much fanfare. The page looks unusual and unconventional with some activity or piece of information. It does not look like as it is getting marketed and merely get passed on by other people.



How Viral Marketing Works?

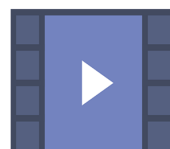
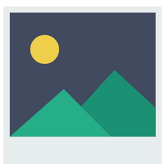
Good viral marketing content instantly connects with the audience as hits the right emotion of the audience.

The important steps which viral marketing follows are:-

01 Becoming best friend with social media reporting: For reaching a specific audience, one has to understand what the group favors. These social media analytics has to be monitored to see which content works best :



02 Making shareable content: The content can be highly optimized for sharing among the users. It should encourage the users for sharing on social media. All social media channels should be used to check which works best in the promotion of specific content. Content having images should be shared on Twitter, Facebook, and Snapchat while content having videos should be promoted on YouTube, Vine, and Instagram.



03 # Hashtags useful for spreading your word: Hashtags are useful in spreading the right word of your content. It works in a fantastic way for the branding of the product. The best promotional hashtags popular on Facebook, Twitter, Tumblr, Instagram are:

#marketing- 8%

#business- 4%

#music- 4%

#promotion- 47%

#hiphop- 6%

#follow- 3%

#rap- 4%

#love- 4%

#promo- 7%

#branding- 4%

Building an email list is a tough task for companies across the world. As the organization expands its business, relocate, or change their LOB (line of business); to build an accurate mailing solution you need a methodical approach. With viral promotions, you can immediately collect different email lists of various industries.

“

As per a statistical report, the email marketing database gets degraded by **22.5%** on an annual basis.

”

Businesses are looking out for innovative methods to build an accurate email list. They are executing viral promotions via photo contest, video contest, quiz, essay contest, draw, poll, etc. The right email list can execute in the proper connection process.



Viral Marketing Around the World



There was a time in **2014** when there was an explosion of viral marketing videos.

ALS Challenge

The ALS bucket challenge became viral with a very innovative game. People were encouraged to pour a bucket full of ice-cold water over the head of at least three people, challenge them for doing the same and then donate for the association. Within eight weeks, they were able to raise \$115 million.



Dove Challenge

Every woman is beautiful, and this was the main theme of promotion by Dove. The brand campaign proved that marketing should not just focus on promoting the services or product of the brand; instead, it should curate relatable content for the audience. The brand touched the sensitive topic which every woman was able to relate to. It encouraged the social conversation which most of the ads were hesitant to do so. The advertisement evoked the feelings of happiness, confidence, and warmth in them as they were made to feel that they are beautiful in their own way. The emotional connection uplifted the existing relationship with the customers and enhanced the image of the company. Dove was able to monitor the campaign on a real-time basis and ensured that the campaign gets watched by the right audience.



List Building

Email list building is everything to grow your business. Be it, whether you are an established business or a growing business. It has been a universal practice to use email than other channels for communication. The chances of getting more conversions in the email list are higher than any other medium.



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Sending emails to a large number of recipients for building email list will not work, as the recipient might overlook the mail or spam your mail. This is not encouraging because as a marketer you would have put ample effort in making the marketing campaign a successful one, but it showed the otherwise results.

You should look out for other methods to build an email list which are authentic and provide the best marketing results:

- 1 Offer gifts and rewards after a successful sign-up
- 2 Promote most of the sign-ups at events, exhibitions, and trade shows
- 3 Build a newsletter sign up on your company's website
- 4 Invitation to join the club
- 5 Opt-ins optimization for website
- 6 Online community creation
- 7 Provide freebies to the visitors

The social media channels like Twitter are many times not known for their authenticity. For example, if you follow **300,0000** people on Twitter and almost all of them follow you back then there can be two reasons; either you are a bot or a human whose twitter activity lacks engagement. As per an article, every Twitter account has some fake followers, and if your account is on the larger side, then it is likely that bots and spammers will follow you.



Most of the Facebook ads fail as they are not able to target the audience at the right time. All these limitations are dissolved by the right email list which has the complete details of the potential customers. Now, we will understand how the amalgamation of the email and social media channels can facilitate in pulling the right customers.

Social media promotions are a creative and cost-effective way to build the right email list. Both the social media and email list can be implemented simultaneously for converting the prospects into customers.

Email marketing is helpful for lead nurturing, and customer acquisition campaigns while social media helps in innovative marketing practices.

Integrate both with the following methods:



Upload the list of subscribers into the social networks



Tap the referral marketing strategy through incentives



Retarget the email subscribers who are active via social media ads



Invite social media followers for subscribing to the email list



Embed a sign-up form on the Facebook



Giveaways in social media

Various Types of Promotion

There are many types of promotion which can be used to build the email list such as:

For Lead Generation



Poll



Quiz



Draw

For Engagement



Video contest



Essay contest



Photo contest

For Driving Sales



Coupon



Group offer



Giveaway

Prizes Distribution

The prizes distribution depends upon the nature of your company's products and services. If your company deals with accessories, handbags then you can offer the small purse or fashionable belt to attract some of the potential leads. Same with the case if your brand deals with perfume then you can hand out the sample of your upcoming perfume in the market to these prospects. Most of the times these prospects will turn out to be the high paying customers when in the beginning they are offered the best rewards.



Right Prize

The prize should be able to target the right customer. As an organization, you might be tempted to save money by offering cheap and affordable prizes, but it will be a wrong strategy of attracting customers not turning out to be your paying customer. To build a strong customer base, you should build your brand by promoting the products which you deal with.

Success Factors for Viral Marketing

- 01 The offered proposition is undeniably excellent
- 02 Economic benefit through WOM (Word of the mouth) customers
- 03 The product or service is observable to a great extent
- 04 Appealing to communities of interest
- 05 Immersive storytelling process
- 06 Taking the assistance of influential users

Key Takeaways

The key takeaways to learn from viral marketing are that segmentation works even in case of viral marketing. While preparing the content or video if the marketer does not have an idea which social media platform will work best for the developed content then it might be a huge failure. You have to understand that to pull the right customer for your brand you should be aware where your potential customer is available. The suitable way to start is with the existing subscribers who have signed up for your emails. For uniquely treating these customers you can start the engagement and build a campaign for sending the specific message to each of the customers. You have to target the generation Y who are the young subscribers and are more likely to be attracted by funny videos and themes. This grabs their attention and makes the content relatable to them.

Conclusion

Viral marketing has long been a short route to achieve popularity among potential customers. Marketers have been following this approach whenever they need to connect with their customers immediately. The solution helps in the quick transfer of information about the relevant features of a product or service and that too to a huge customer base. Most of the times, these content arouses the emotions of the audience, compelling them to take action.

About InfoClutch

InfoClutch

InfoClutch is a leading provider of b2b business intelligence solution for marketers of various domains across the world. With a strong international presence, the brand had taken center stage from its inception two years ago. InfoClutch offers a comprehensive collection of segmented consumer profiles to find profitable individuals and bringing them a notch closer to your products and services.

You can learn more about platform friendly mailing data by getting in touch with our expert at InfoClutch.

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940, Amboy Ave,
Suite 104, Edison, NJ 08837

+1(888) 998-0077 | sales@infoclutch.com | www.infoclutch.com