

VIRAL MARKETING: AN OVERVIEW

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ABSTRACT

In this research paper I research on viral marketing. With the growth and evolution of the Internet, electronic peer-to-peer referrals have become an important phenomenon, and marketers have tried to exploit their potential through viral marketing campaign. Word-of-mouth publicity is a centuries-old marketing technique. Technology makes the spread of product knowledge from one person to another faster and more efficient.

KEY WORDS: Viral, Marketing, Word of mouth (WOM), Online Marketing, Social Networking Sites (SNS).

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