

## VIRAL MARKETING EPIDEMIC AND ITS VECTORS

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### ABSTRACT

Viral marketing is a latest buzzword. It refers to spreading of 'viral messages' via electronic media like mobile, internet etc. Present study reviews the concept of viral marketing in the context of epidemiology signifying the 'spreading' of 'viral' messages. It also focuses on vectors/agents used to spread the viral messages. This paper is based upon secondary sources like journals, books and websites. It is believed to be helpful in providing the basic understanding about viral marketing epidemic and electronic messages like email, sms, blogs etc.

**KEY WORDS:** Blogs Marketing, E-mail Marketing, Mobile Marketing, Viral Marketing, Website Marketing.

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