

VIRAL ADVERTISING: AN ANALYSIS

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ABSTRACT

: The article attempts to analyse the concept of viral advertising and the factors which influence an ad to become viral. Viral advertising holds an important place in the marketing world as it leads to a boost in the cost-effective level of brand awareness, an increase in consumer-driven interest in new marketing communications activity and even helps businesses reach beyond a business core target market. It also helps to create and amplify buzz around products and brands. Apart from these all, a key benefit is its contribution in adding to number, in terms of response and increased recommendation rates.

KEY WORDS: Viral, Marketing, Advertising, Maven characteristics, Intention.

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