

The Rescott Report

VIRAL MARKETING...uncovered!

What is it?

"Viral marketing is a technique that encourages people to voluntarily pass along a marketing message."

- Toby Reeves, President, Rescott, Marketing and Technology

What do YouTube, Hotmail, MuchMusic, the Blair Witch Project, Cha Cha, and the WWE **have in common?**

They are all examples of how viral marketing propelled their business forward from **nil** to **MIL!** In each of these examples, the following techniques were used:

1. A product was developed that was both useful and valuable to the company's target audience.
2. The product was placed in a vehicle that allowed for mass distribution.
3. The people who received the product "spread the word" and perpetuated the message in a very seamless manner.
4. As the campaign evolved, companies revisited and revised their campaign to match the ebb and flow of the environment.

Case in Point: Hotmail was a given to all consumers as a free e-mail client. As a default signature for every e-mail sent out, it stated "get your private e-mail at www.hotmail.com". This type of campaign **skyrocketed** the number of hotmail accounts by an **exponential rate** as more people were using it, sending messages with the free e-mail signature causing more people to sign-up with Hotmail.

To coin a popular commercial, "...and they told two friends, and so on, and so on..."

It's viral marketing! **Catch it** and **propel** your business forward!

How do I get started? Very easy- call us now!

Don't lose another day.

"market up and get viral!"

call us now!

Call us today to find out how we can help you develop, enhance or promote your internet presence!



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| info@rescott.com | www.rescott.com |

110 W. Carmel Dr.
Carmel, IN 46032
317.816.0700