

webfact

VIRAL MARKETING TECHNOLOGY

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OVERVIEW

Amplify your
Marketing

Viral marketing and viral advertising refer to marketing techniques that use existing social networks to produce increases in brand awareness or to achieve other marketing objectives through self-replicating viral processes.

No running Costs

It can be word-of-mouth delivered or enhanced by the network effects of the Internet. Viral marketing is a marketing phenomenon that facilitates and encourages companies to pass along a marketing message voluntarily.

Content

Viral promotions can take the form of video clips, interactive Flash games, advergames, ebooks, brandable software, images, or even text messages.

Studies have proven that a satisfied customer tells an average of three people about a product or service he/she likes, and eleven people about a product or service which he/she did not like.

SNP

webfact's goal in every viral-activity is to create successful viral marketing programs to identify individuals with high Social Networking Potential (SNP) and create Viral Messages that appeal to this segment of the population and have a high probability of being passed along.

Due to our broad experience in setting-up viral campaigns, webfact can therefore offer all requirements for every customer from all industries.

BENEFITS

webfact's Experience concerning the Development of Viral-Marketing Campaigns offer many benefits for customers from all over the world.

The Benefits in an Overview:

Facebook	- Existing Facebook- Applications
Post-To	- Blog-Take-Over Systems
Content	- All Sort of Viral-Content can be used as Campaign-Subject such as video clips, interactive games, images, all other products for purchase or text messages
Time-to-Market	- Fast Implementation

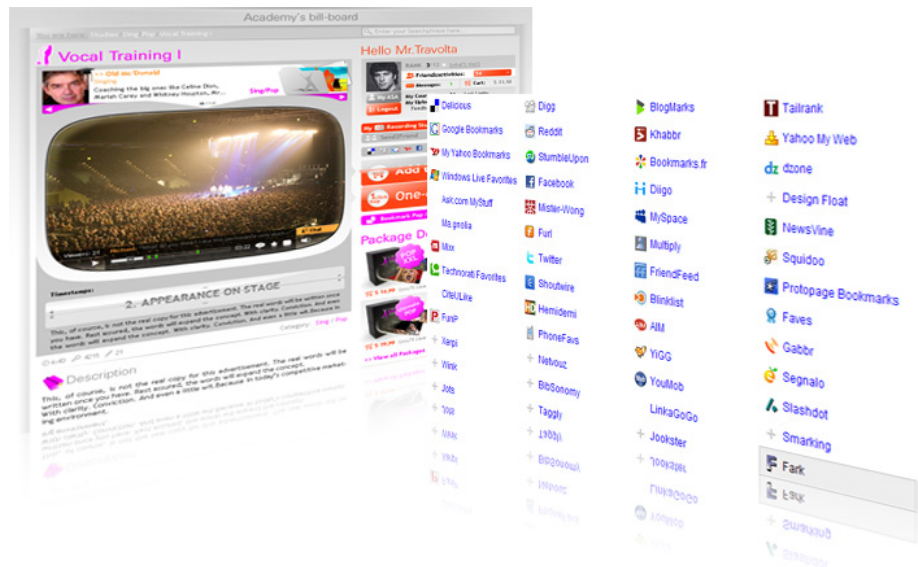
References in an Overview (Short-List):



Not Online yet

FEATURES

- RSS



- Post-to Technologies



- Post-to Technologies

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