



Viral Marketing Concepts and Cases

Book Project 43

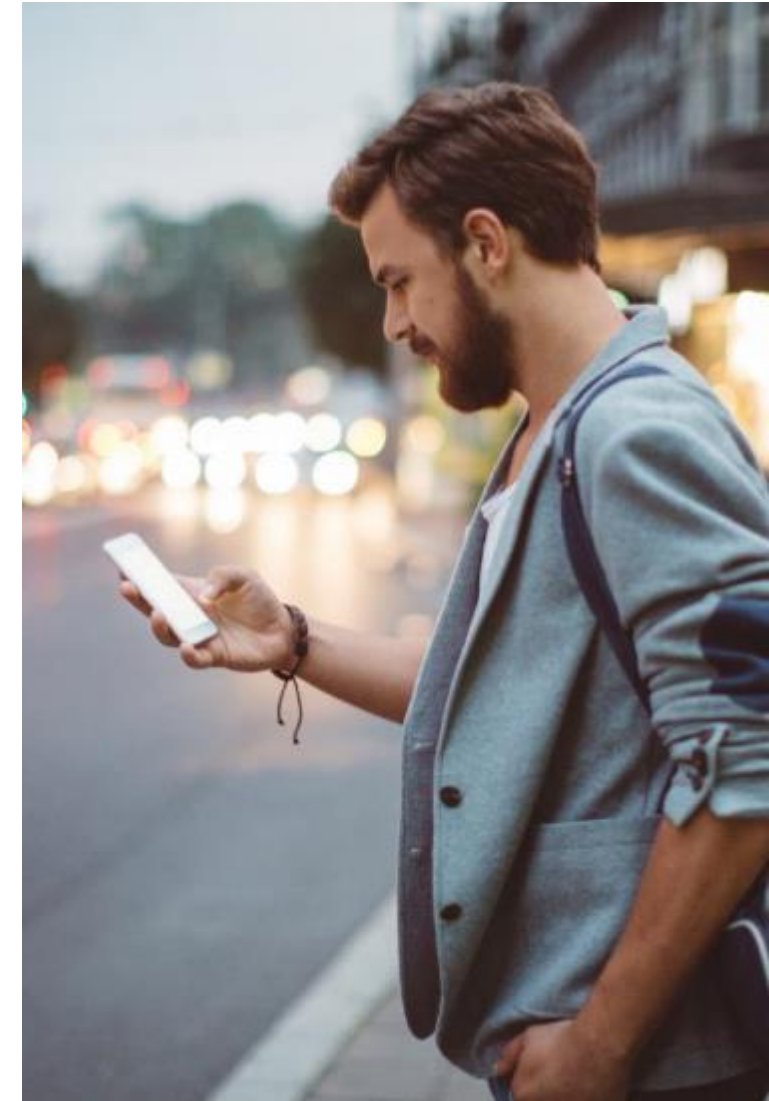


Book Chapters

Part-A

Basic Aspects of Viral Marketing

- Viral Marketing Evolution
- Enhancement of scope of Viral Marketing in last 10 years
- Viral Marketing V/S Ethical Marketing
- Trends of Marketing
- Benefits of Viral Marketing
- Demerits of Viral Marketing
- Why Viral Marketing
- Future of Viral Marketing
- Psychology of Viral Marketing
- Role of Emotions in Viral Marketing





Book Chapters

- **Part-B Viral Marketing Though Social Media**
 - Concept of Viral in Business
 - Viral Video Marketing
 - Viral Marketing Communication through different social media platforms
 - hashtag analytics
 - Trend jacking
 - Social media metrics:
 - Audience engagement
 - Keyword traffic and performance
 - Page impressions
 - Clicks and reach
 - Demographic data
- Counter attack on Viral Marketing



Book Chapters

Part-C Viral Marketing Mix

- Viral Marketing through Product and Packaging
- Making Price Viral and create demand of product
- Making Distribution of goods more effective and Viral
- Viral Promotion is most effective one tool and technique for marketers in FMCG
- Viral Brand Management





Book Chapters

Part-D Selected Cases

- Viral Organisational Image Crisis
- Coca-Cola is offering chemical instead of drink
- Viral Marketing by Munch (Maha Munch)
- Failure Viral Campaign of Apply Fizz
- Asian Paints way
- Nihar shanti amla (Reason to buy my product)
- Viral Marketing though extensive distribution by Gopalji
- You are free to add any topic or case relevant to book title



A group of people in a meeting, with a woman in the foreground looking up and smiling. In the background, other people are visible, some holding up colorful sticky notes. The scene is brightly lit, suggesting an indoor office or meeting space.

For Registration

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