



Viral Marketing and Social Networks (Digital and Social Media Marketing and Advertising Collection)

Maria Petrescu

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Viral marketing is the key to marketing success in the 21st century, and advertising is one of the most important tools in the viral marketing toolkit. This book offers an in-depth look at viral marketing that includes a short overview of its history and evolution.

The author provides a viral marketing toolkit—exploring the use of each tool in social media, as well as differences between connected terms such as marketing buzz. Viral advertising, as a significant tool and source of viral message, is discussed in detail with examples of various companies' viral campaigns. The focus is on how and where businesses can post messages with viral objectives and which consumer segment is the center of the initial targeting initiative.

This book is for anyone—students and professors in business and communication schools, as well as marketing practitioners.

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