



# Viral Traffic To Skyrocket Your Success

A man with a beard, wearing a blue suit and red tie, is sitting at a desk with a laptop. He is looking at the screen. To his left, there are two computer monitors displaying web pages. To his right, there are two more computer monitors displaying web pages. The background is a light blue gradient with some faint text. On the right side of the image, there is a large, bold, white and yellow text that says 'VIRAL LEAD MAGNET!' and a red banner below it that says 'REBRANDABLE'. At the bottom right, there are two copies of the 'Viral Lead Magnet' book cover, similar to the one in the top left.

## **Viral Traffic To Skyrocket Your Success**

Driving viral traffic to your offer or website is a form of viral marketing which takes advantage of the fact that people tend to share something they find informative, entertaining or amazing. Many experienced internet marketers bank on this behavior to spread their viral marketing content, lead magnets etc. And increase the popularity of their social media profile or their website. Viral marketing makes use of many channels in enticing this behavior. It might be in the form of:

- A Lead magnet
- A re-brandable report like this one :)
- An e-course or training video
- And many others that may attract a person to join a biz-op.

This ingenious form of marketing is typically low cost and is a wonderful tool for any network marketer or internet marketer like yourself to utilize. The benefits greatly overshadows the cost to initialize this marketing strategy. Any internet marketer would greatly benefit from viral marketing.

## Viral Marketing

Viral marketing is not only an Internet-based technique; it also applies to the real world. Basically, viral marketing occurs when someone who has used a product speaks about it favorably to another person. If you watch a movie and recommend it to your friend, you are virally marketing the movie. On the Internet, if you post a favorable comment about a product or a service, you are virally marketing it. All social networking sites are avenues for virally marketing business opportunities or income opportunities. Your blogs are places where your biz-ops gets virally marketed use money making groups or do live videos and encourage people to share. This also takes place on forums and video and photo sharing sites. Your articles are tools of viral marketing too. So, you see that viral marketing is not an isolated method. It is, in fact, an umbrella term for the various marketing practices you employ.

Viral marketing works because it informs potential buyers about your biz-ops so that they begin thinking seriously about joining you. It improves the recall value of YOU and your branding as an internet marketer and makes it more visible. On the Internet, a opportunity or something you're promoting that is visible is a hit [Click Here](#) to see an example of a business opportunity you should definitely join and you can use to make your offer go viral using this re-brandable report.

## The Components of Successful Viral Marketing

When you're planning your viral marketing strategy, it's crucial to keep in mind the main requirements of every viral campaign. Without these, your stampede might turn out to be more like a stroll.

To build a good viral campaign, make sure your plan includes:

- A free product or service
- The product has to be easily transferable to another person
- It has to be able to scale easily
- It has to take advantage of other people's resources
- It has to be unique, original, and relevant

Over the next few pages, we're going to take a look at each of these elements, and examine how you can use them to design and launch your viral campaign. Don't worry. It's not as complicated as it looks, I've already done the viral report for you and the funnel to use to market it!.

Give Something of Value for Free (This re-branded PDF rebrander tool is in the link on the final page.). Every single viral campaign begins with giving something away. It could be **an ebook**, a **piece of software**, an **instructional video**, done-for-you marketing tools, or even a few laughs - humorous images are great and can even be used as a marketing tool for your online business opportunity, but it has to be free. And when we say free, we mean free. It has to be free, because you're going to encourage your

potential downline members to share it with their friends.

Now that doesn't mean you're giving away the farm. But you do need to give away great stuff. There're lots of ways you can do that, while still leaving your potential downline members and signups wanting more when they become a paid member of your business opportunity. For example, if you are trying to get people to join you in your downline in a business opportunity but you know many people struggle in building a team then you could give away a free e-book that teaches them how to market an online business and if you make that PDF re-brandable so that they can share that SAME PDF out with their team but easily replacing YOUR join link with THEIR'S in the PDF report then you have something very powerful! And that's exactly what we have with this PDF that you're reading right now.

One thing to remember, though, is that the free product must be useful all by itself. You're not releasing a free trial, you're essentially offering two products. One which you'll give away (such as this done for you PDF report :) ) and you're also trying to get them to signup and become a PAID member of your online business, and they both need to be valuable to your users. Free PLR PDF report that is totally unrelated to what they need and that is so limited in value and worthless is not a right candidate for a viral campaign. The same is true for a chapter of an ebook that ends with a question. Some marketers pull just this sort of trick to "force" customers to upgrade, but very often it will backfire. Customers are savvy, and they dislike being manipulated this way, so don't make the mistake of thinking you'll lose sales by giving away too

much information, because the opposite is actually true. You'll gain sales by giving away great stuff, especially if your great stuff is easy for your users to share among their friends, family, and colleagues.

### **Giving Away:**

Give, and you shall receive. Now, where have we heard this before?

Whether this adage works in all aspects of life or not is a matter of personal opinion, but on the Internet, it always works. When you give something away, it helps in bringing in better prospects to your online business. But what can you give away? It is highly important that your giveaway is something of value. It should be something that a receiver would cherish because this is what adds to your credibility as a service provider. You might be having a question in your mind right now – how does a giveaway help in bringing traffic or business to your website? This occurs through lead capture methods.

When you give something away, you put a link from where people can download the product. This link takes them through a lead capture page, also known as a squeeze page. Here they are asked to opt-in with their email address so that they can get more such freebies in future. Assurances are made to the effect that their email address won't be sold over to anyone else and that spam won't be sent to them. People usually give their links because they know they will be getting something valuable for free. When you get these leads, you can market them through other ways such as email marketing.

So, what are the things that you can give away? Even giveaways undergo surges and ebbs in their popularity on the Internet. Currently, the best things to give away include the following:-

- eBooks
- Newsletter Subscriptions
- e-courses
- done-for-you re-brandable marketing content

### **Create and Distribute Free Promotional Ebooks**

Creating and distributing free ebooks is a great viral marketing technique. And the reason it's so successful is simply that this type of product can be responsible for a substantial amount of targeted traffic. That's assuming the content of the ebook is valuable and interesting; something the average reader would feel is worth passing along to someone else. Once you know it qualifies in that respect; you can begin the distribution process. The first step is to get your ebooks out to as many locations as possible. That would include social media sites, groups, YouTube and other video hosting sites, blogging platforms, and private websites that contain similar or related content (offer as value but do not spam). You should also actively seek out website and newsletter owners and offer them a special deal. For example, you could customize the ebook with their business name and information or show them by using our PDF re-brander tool below and offer to rebrand it for

them. You should also consider publishing ebooks that are created with a specific business opportunity or website in mind such as our fabulous LiveGood. [Click Here](#) to join LiveGood so you can be ready to fully brand this book for free at the end, you should definitely join LiveGood.

So let's say you find a popular and high-traffic blog where great cryptocurrency info is written about. You could contact the owner and offer to re-brand this ebook using THEIR LiveGood link (they'd need to join you in LiveGood first :) ) you could also offer to guest blog post an article for their blog too, it would be worth it and you're offering value but promoting their LiveGood link too.

To encourage the owner of a blog to widely distribute the ebook, it would be customized with their LiveGood join link, name and email. And naturally, like any of your other ebooks, it would also benefit you as they would be in YOUR downline within LiveGood.

The goal is to create an ebook that's geared toward one specific marketer who has a large subscriber base. That way, you both benefit from having the ebook distributed. If they're not in your LiveGood downline you both still benefit because with LiveGood we ALL benefit from everyone that joins LiveGood after us but that also means you benefit from people that joined BEFORE you too because - they bring new people in and thus YOU benefit so it's always a win-win :).



## Using Social Networks for Traffic

Viral campaigns thrive on the Internet largely because of the social networks that exist. 15 years ago marketers had to rely on telephones and email (maybe) to get the word out about a new product or a great service. You can imagine the results were unpredictable and slow to materialize.

Today, we have dozens – maybe even hundreds – of social networks to use to get our message to the masses. But for some, that means having the opposite problem: where do you start?

For an online marketer, the first place to start is with your very own email list. These are the people who already know you, like you, and may have joined you in other business opportunities. They're your biggest fans, and they're the ones who are most likely to join you in [LiveGood](#) because they want to be able to rebrand all this wonderful re-brandable content and because it's all SO GOOD they're more willing to talk to their family and friends and social network. So make sure you're keeping them informed about the latest marketing tools such as this one that you're going to re-brand yourself, and share it out for others to rebrand.

You probably have an account with several of the more popular social networking sites, like Facebook and Twitter. But for viral marketing to work in these venues, you have to be hanging out with the right crowd. If you use

Facebook primarily for friend and family interaction, trying to launch a viral campaign there is probably not a good move. The same goes for Twitter. Do you follow those in your niche such as other people wanting to make money online, people into MLM and Network Marketing, work from home etc, or those who are other marketers? Make an effort to follow those who share your passion for your niche. Now if your niche is internet marketing, then you should be following other marketers, or Network Marketer; enthusiasts etc.

For strictly social interaction, Facebook and Twitter are your number one choices. If your target market is other business owners or potential investors, you could get onto LinkedIn. If you're not familiar with it, LinkedIn is basically a database of business professionals in all areas of expertise. It's similar to Facebook, but without the games and other social activities. LinkedIn allows you to network with other professionals in your area of expertise, form groups, organize meetings and develop a vast network of colleagues you can reach out to through private messaging or by posting status updates. You can automate your LinkedIn updates just like you can with Facebook and Twitter, and even link your other social network accounts, so everything is up to date. If you're trying to target toward professionals, LinkedIn is the social network of choice. Of course, getting your content to go viral on a social network involves more than just putting it out there and hoping for the best. Later on, we'll discuss how you can give your campaign a virtual push to get it started, but for now, just be aware of the options available in the social networking

world. Each has its purpose and followers, so pay attention to where your customers hang out to determine the best social networks for your needs.

### **Use Other Marketers And Their Resources**

Leveraging the power of your network is a critical aspect of any successful viral campaign. Chances are some of your friends are marketers just like yourself, and chances are they've got mailing lists, blogs, and Twitter followers in related, complementary niches. These are powerful assets you can use when it comes to launching a viral campaign.

Here's a shortlist of ways you can leverage the resources of other marketers to get the word out about your new campaign:

- Buy ad space on related blogs
- Guest post on related, but non-competing blogs
- Buy ad space in newsletters or networks in your niche
- Use solo ads such as Udimi and MLM Leads
- Make yourself available for interviews about your product or business

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### **Ensure the Lead Magnet Is Special:**

The final element of any viral marketing campaign is its uniqueness. The same old eBook offering the same old, seen-it-everywhere marketing method

isn't likely to go viral. But add a new twist or your unique take on it, and suddenly it has potential. Some PLR pdf reports can allow you to edit the content or even re-curate other peoples content and put your own twist, As long as you have permission to do so. That doesn't mean you have to invent a new way to teach your team how to build a downline, though. It just means you have to offer a unique view. In other words, be yourself. You'll get a lot further by giving your eBook or video or podcast your voice than you will with simply rehashing what others have already said many times over.

Another way to add a unique flair to your content is by giving away checklists, printable workbooks, and other user-friendly features that can't be found elsewhere. We'll talk about that some more in the section on creating viral eBooks, but for now, just remember that unique and unusual products and marketing campaigns will spread faster and farther than anything else.

You can see that all these elements go together like a jigsaw puzzle. Without all of them, the picture is incomplete, and they all rely on each other to work. Without the resources of your friends, your social networking project won't work as well or be as far-reaching. Without a good product, your friends and readers won't be likely to share it with others. Without a great distribution network, it won't matter how good your product is, because no one will see it.

## **Using Videos for Traffic**

Video is taking over online platforms, so you need video to compete. Great

videos can build your brand and grow your sales. If you do not use videos, you may lose potential customers on a daily basis. People who use videos are getting ahead. Videos will enhance your visibility. Make you look more professional, create more trust and get more business. You can use videos to create dynamic marketing and Sales messages that outperform any other method. Videos give you shortcut to explosive sales and more customers, and can skyrocket sales and leads. About 80% of viewers buy a product or service after watching a good explainer video. Videos increase conversions by an average of 20%. If you include videos on your lead generation pages, you may increase your conversions by up to 80%. Using videos can help you get floods Of free, traffic. People share videos on social media 1200% more than text or image posts, especially animated video messages which tend to capture and hold attention so well that they turn more of your traffic into leads and sales. You can get very inexpensive software with point and click facility to create compelling videos to use for social media, blogs, websites and others. Videos can be used to dominate any niche and exploit new markets. Using videos enable you to achieve higher profits and beat your competitors.

## **Why Is Viral Traffic Useful?**

For most of us, the word “virus” has a negative aspect to it. We hear the word

and think either of getting sick, of a nasty little bug that can make us sick, or of a computer virus which cost us tons of data and hardship at one time or another. But here, we are talking about the word “virus” and how it relates to marketing.

When it comes to marketing and viral marketing campaigns, the idea is much simpler. It focuses on the fact that most viruses (real or computerized) have the ability to replicate themselves without “outside” assistance. In this case, a “viral” campaign is one which allows or stimulates customers who are exposed to the ad campaign to help spread the word themselves actively. That is, they send your advertisement on to other potential customers; due to their excitement with the product. Or because of a joke, gift or award option associated with the campaign.

Having such a built-in replication capability, just as with real viruses, has the potential for exponential growth and can quickly spread a message to thousands or even millions of users from a single starting point. Urban myths are an excellent example of such growth. Also though numerous websites debunk such myths, they continue to circulate widely. More than half the people exposed to them forward them to others even though they’ve heard them already and know they are false. Sooner or later, the myths have spread too far and wide to stop.

## **Viral Marketing Overview**

Viral Marketing also known otherwise as Viral Advertising is a marketing technique used to build public awareness of one's product or company. They use many forms of media to reach out to the public without actually promoting the product by riding on in other forms of addictive means that could get a person hooked and be obliged or amused to actually pass it on, with the product or company advertisement along with it. In a nutshell, companies ride on the idea that if people like the content of a media they will pass it on to their friends and family. They sponsor the certain media, such as a cool flash game, funny video, amusing story and such, which one may pass on to another with the company brand or logo or the products description or any other content to help promote the company or its product.

Viral marketing has become a popular means of advertising and marketing because they are relatively low cost. To avoid being tagged as spam mail, viral marketing counts on the eagerness of one person to pass on the product. If a person sees the name of the person they know as the sender, they won't block it and open it as well. Many companies offer incentives such as discounts and rebates when they help in spreading their viral marketing. They rely on the number of recipients a viral marketing gets from one person in determining the amount or number of incentive they can be attributed with.

## **Using Viral Marketing to your advantage**

The main and foremost advantage of viral marketing is that you get a lot of publicity and public awareness about your business opportunity and your offer. You get to generate a flow of traffic that are potential downline members in your team. With a little ingenuity and imagination, plus some incentives or prizes, you can reach out to a high number of people and announce your existence. Almost every site and companies are catching on to the effectivity of Viral Marketing and Advertising. Not using it could kill your promotions or as a network marketer you could lose a large number of signups that decide to join someone else instead of you. Along with other schemes and methods in promoting your business opportunities, like Search Engine Optimization and such, viral marketing could quickly push you ahead in the rating games.

Viral Marketing could be a sneaky way to get people to know about you and your business. You get them to pass your advertisement along, join YOU and duplicate YOUR ready made marketing content to help them build their team. All it takes is a great idea, a good PDF report, ready made banner ads templates, many ideas are still out there. Create a gossip or a buzz; many videos are promoted by using help guides and simple in demand tips to make them more popular.

Many big companies have tried viral marketing and have had many success stories with it. A classic example is Microsoft's Hotmail. They were the first known big company to utilize the scheme, and it has worked wonders for



them. Now it's your turn to use viral marketing to work wonders for you. Act now and reap the benefits Viral Marketing will provide for you and your sales figures.

### **Experiences of Viral Marketing Campaign:**

Perhaps because the Internet is new, most people think that “viral” marketing is very recent and doesn’t have much of a history on which to draw. The notion of viral marketing is very ancient. Only the term and its modern application that is new, though not as recent as you might think! The contemporary incarnation of viral marketing is typically attributed to Steve Jurvetson, a managing director of Draper Fisher Jurvetson, the founding VC investor in Hotmail and Kana, and previously an R&D engineer at Hewlett-Packard. The term “viral marketing” refers to a new incarnation of “word of mouth” advertising, a technique that’s existed since time began.

How does “word of mouth” advertising classify as “viral” marketing you ask? Well, think about it. The idea of viral marketing is that it perpetuates itself through existing (low or no cost) media: word of mouth is precisely that in its purest form. Since Cain heard how much Abel was loved and got jealous, this type of advertisement has been generating reactions from others. You can review a lot of history, human nature and past campaigns to see what has worked and what has not worked. Most importantly is having or gaining an understanding of personalities and people so you can learn how to influence

them to spread your message when you want them to—and that’s without doing anything that can harm you or your business.

It is a well-known axiom that word of mouth can either kill or make a company, and that bad news seems to travel much further and faster than good news. Studies have shown that people are much more likely to speak out when they are upset than when they are happy with a service or company. Simply put, people expect to get excellent service and don’t react when they get it. If they get inadequate or insufficient service or goods, they feel that they HAVE to respond to “get even.” The facts vary from research groups, but the consensus is that between two and eight people will complain about something that is upsetting for every one person who will speak out about good service: this is why it is crucial to understand customer relations and what makes people happy and what can make them upset in any interaction.

While viral marketing is more about getting the customer to come to you, you also need to do a good job once you get them and make sure you meet (or preferably exceed) all their expectations once you do. Otherwise, you may find your viral campaign being used against you, sabotaging the results you hoped to achieve!

## Model Classical Examples of Viral Traffic Generation:

As mentioned several times in the past, the best and most well-known example of a successful viral marketing campaign, at least in the electronic age format, was probably the Hotmail campaign. It was successful because the plan and resources were well laid out in advance, money was spent to ensure growth could match demand, and an easy to spread message was combined with a valuable and useful tool that was just too good to pass up. That tool itself was then used to communicate the message to other potential users who saw the value directly by having received the e-mail in question. Another great example is the animated e-mail icons from IncrediMail. Simply by seeing the result and thinking “that’s cool,” the desire to have and use the technology causes users to click the link associated with the animation and in many cases join the service. In days previous to the Internet searching for successful ‘word of mouth’ campaigns, one thing has always held true: you can’t fake interest and get it to spread. If the item or concept is not exciting and doesn’t hold value to the end-user, it won’t get spread along, no matter how much energy or effort you spend trying to get the ball rolling.

Some ideas that rely on humour or jokes may spread but may dilute themselves to the point of being useless. For example, the “Budweiser Frogs” campaign’s hardest task was associating the amusing antics of the frogs in the commercials to their actual product. There was no problem with people

remembering the frogs and talking about them. But how often did you hear people say “what beer was that for again?”

### **Suggestions And Planning:**

When it comes to the opportunities available to you for a successful “viral” or word of mouth campaign, the list is theoretically limitless. In reality, when you start adding costs, what drives people, and existing communication methods into the mix, that list begins to become much shorter very quickly. The key is to find ways to be heard, to rise above all the background noise already in place out there, and to get people to trust you and be interested enough to take some action to help further your campaign.

A successful viral marketing campaign accomplishes these tasks by getting customers excited and involved: and that means knowing what it will take to get them to feel like they should be involved. To do this, you must know what interests your potential customers and then take advantage of those interests by offering information, goods or services which they would be willing to pay for to them for free in exchange for participation in the campaign. A sort of “paid to play” plan, if you will that helps to feed your viral marketing system that has to be set up!

On a favorite TV show of mine which I was watching recently, a group of people started bidding fervently for some “rare” substance that a new cast

member didn't know about. Yet, the new member got into the bidding because everyone else was excited and going at it. After she won, they informed her it was a joke, and she had just been had. Generating excitement such as is seen in an auction type mentality can get short-term involvement, but if the end result is anger or a feeling of betrayal or if the expectations set are not met by the results seen, then that can backfire. This is why it is essential to use methods that are truthful and upfront, as well as simple and straightforward whenever possible.

#### Methods That Are Successful:

There are several proven methods that work well, provided that there is value in the offering. These include:

#### Prize-Winning Methods:

As long as we're talking true value and not a tee-shirt or novelty item, setting up a giveaway, competition or sweepstakes always generates excitement.

Especially if you can arrange some type of ongoing or interactive event such as lotteries, or if some portion of the proceeds is being given to charity events that are near to your focus group's hearts. One viral campaign that was reasonably successful dealt with a "ticket" to win a new motorcycle being given away with every \$100 worth of purchases from a store. Additional chances were sold for \$1 a chance directly to the public in addition to the campaign. Flyers and e-mail notices for this event were spread so far and

travelled so well, that a yearly giveaway has been done ever since. Business for that company has increased tremendously. Had the grand prize been just a jacket or a set of gloves, the response would likely have not been near as favorable. The prize value has to be something that really generates excitement and makes the users want to take a risk or chance to get involved, even if all it involves is mentioning the campaign to others. For good quality viral campaigns, a clever way of setting up such incentives would be to have contestants enter the e-mail addresses of people they think would be interested in your website database. Then, give them an additional entry for every such e-mail that is entered that is valid, (i.e. deliverable) to ensure your winner has not been defrauding you.

Provide Information To Your Audience:

Perhaps an even easier way to provide value and promote the sharing of gifts is implementing a viral marketing campaign that relies upon you giving away information that your users need or can use. Whether that is a health newsletter, interviews with the stars, tips and techniques for maintaining their motorcycles, taking photographers, or the best places to camp in the Pacific Northwest doesn't matter. You just need to provide information that is useful and pertinent in a form that is easily distributable and includes your advertisements in ways that cannot be easily stripped out.

On your webpage having "E-mail this page" buttons that format and send the information including your links and content are good ways to take advantage

of this type of viral marketing. Sharing content with other sites, so long as your links and information are retained, is another way to start the ball rolling. There is a lot of value in site traffic both in advertising revenue and in being able to direct and catch attention to items you personally may have for sale. So why not take advantage of such easy to implement methods of driving traffic your way?

### **Use Opt-In System:**

The term that is used when a user decides to take advantage of your services when a forwarded piece of viral marketing data comes across their screen is that they are "opting-in" on your offering. However, you need to be careful on both how you consider someone to be truly opting in and how you track and utilize any information that you gather. For instance, if you get their e-mail address as a party who may be interested from an existing user, you should not keep and track their data as if they had opted in. Doing so may cause them to become annoyed at any mailings and "junk" e-mail offerings that you then begin to forward to them thinking that they are interested.

Be especially careful about who has really opted in when you offer people a chance to win a prize for every e-mail contact they send you. Some may be tempted to pad out their list with everyone in their contact list, not just people with similar interests. This can cause bad feelings and animosity which, as we have discussed previously, can lead to a negative viral campaign which can

be just as deadly as positive programs can be lucrative! No matter what methods you use to start a campaign, the following insights can help you maintain control and are certain that the message your campaign is sending is the one that you wish to send. Using methods like these to steer your campaign and keep it on track is just as vital to successful campaigns, as is following up with existing members on a regular and valued manner to ensure you have neither lost their interest nor inadvertently annoyed them.

- Offer incentives in exchange for traceable actions that help positively promote your campaign. For instance, offering twenty per cent discounts for every five leads that followed a link from their web site to your home page. Be sure to cap and detail such offerings so that you do not cripple yourself or spend too much for the value received!
- Utilize public sympathy whenever possible. The classic e-mail hoax about the bottle caps and the little boy in England is a clear example of how drawing on people's desire to help others can propel a campaign into a nearly unstoppable juggernaut. Just make sure you use such power wisely! An example of a successful method of cashing in on such feelings came recently when a woman's clothing company started a campaign. That rewarded participating members with a free Tee-shirt and a \$1 donation to the Susan G. Komen Breast Cancer Foundation when three of their friends opted in to receive the retailer's catalogue or



join the e-mail list. This campaign was enormously successful in large part due to the feeling that simply by participating in receiving offerings, they could help others less fortunate than themselves. That particular campaign drove a click-through rating more than three times higher than was normal on the company's web site links and an increase in the sign-up rate for their e-mail newsletter list of over thirty per cent! At the same time, their catalogue subscription rate went up nearly seventy per cent with little risk of "dead" deliveries since the people opting in to receive the catalogues were women and interested enough to choose the directory over e-mail contacts. All of this free publicity also helped to lower the costs per sale during the campaign, by as much as eight-nine percent! By anyone's considerations that is a successful campaign!

- Be Personal and keep it real. Finding ways to personalize your contacts is a good policy, as well as not automatically considering having someone's e-mail address as free reign to send them advertisements. This ensures that the customer or would-be customer feels that you are really reaching out to them and not just to a potential sale. Simply by using mail-merge features to insert names when available and using your records to focus offerings to the types of items shown to be of interest to the individuals, you can increase response by as much as twenty to thirty per cent! In most cases, the subject line is one of the most critical parts of this skill. Merely being able to recognize if

something is junk mail or an offering that might be worth pursuing, will go a long way to avoiding annoyance even if the user isn't interested. If you DO use mail merge take the time to learn how to use "IF" fields and proper formatting using styles in your coding, however. Nothing ruins the personalization of seeing your name in print as seeing clues such as it being in a different font or seeing "first name" when a little extra effort upfront can prevent that!

- Keep track of your campaign results and user details. Updating and optimizing a campaign and changing offerings to individual users based on their purchases and feedback is not only good marketing sense, but it is also vital to the care and feeding of a successful viral marketing campaign. Tracking click-through and conversion rates based on your original customers is just one of the ways you can accomplish this, and having a good database is vital to maintaining and utilizing such data.

Although you can't avoid all negative feelings on the part of some contacts, these tips should help you minimize the number of users who actively campaign against your viral marketing project. Plus, they should keep your e-mails from falling into the dreaded "junk e-mail" folders and thus wasting all the efforts you might be taking to get both that person and those they might refer you to as a customer.

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