

Targeted / Local Seeding Versus General Guerrilla Seeding

Introduction

In this document we compare the nature and effectiveness of targeted / local seeding and general guerrilla seeding.

Targeted / local seeding

Targeted and / or local seeding is a seldom used but massively important seeding method. The aim of this form of seeding is to generate high conversions or clickthroughs from the viral to a sales page or other target. Because the target group is already interested in or is likely to be interested in the message or topic of the viral, they are more likely to click through and are also more likely to pass the viral on to a likeminded peer. Although the overall reach involved with this form of seeding is far smaller (due to there being fewer referrers than at the end result of general seeding campaign), the traffic that is generated is of a much higher standard.

The types of sites seeded to with this method include community sites / portals, forums, blogs, social networks and existing client email databases. Basically any site that has a niche and user interest base that is relevant to the topic and message in the viral.

General guerrilla seeding

General guerrilla seeding is the most widely used method of seeding. It aims to give a viral the maximum amount of exposure possible in the hope that a sort of critical mass is formed; this allows the viral effect to take over. Although there will be a lot of unique views with this general seeding, the conversion ratios are usually quite low. This method has little regard for the type of individuals it targets. But more often than not, as a result of this seeding method, the type of people most likely to pass a viral on are the influential computer savvy youth. Because of the vast reach available with this seeding method, it can be a great way of creating or boosting brand awareness and corporate identity.

The types of sites seeded to with this method include viral influencer sites, link dumps, video upload sites and content aggregators.