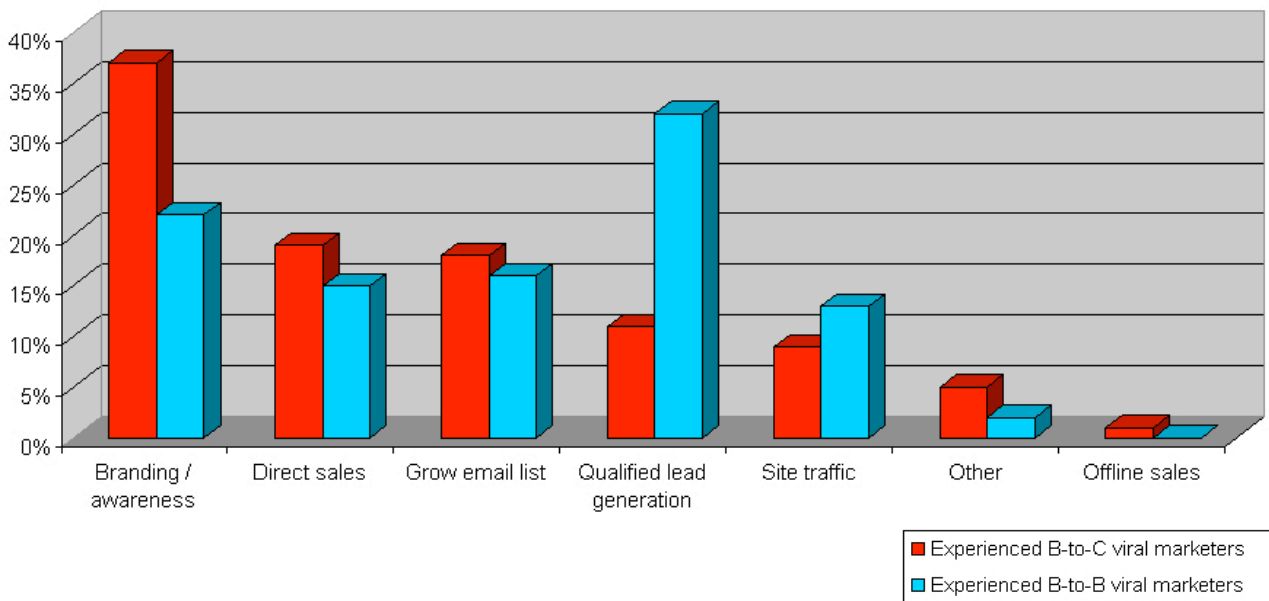


Viral Campaign Goals (B-to-C and B-to-B)

Overview

This report compares the different goals that B-to-C and B-to-B marketers aim to achieve when executing a viral marketing campaign.

Graphical Data



Tabular Data

	Experienced B-to-C viral marketers	Experienced B-to-B viral marketers
Branding / awareness	37%	22%
Direct sales	19%	15%
Grow email list	18%	16%
Qualified lead generation	11%	32%
Site traffic	9%	13%
Other	5%	2%
Offline sales	1%	0%

Comment

This research indicates that one of the fundamental differences in emphasis of viral campaigns (comparing B-to-B to B-to-C) is the emphasis on brand awareness for B-to-C and qualified lead generation for B-to-C. Beyond this big disparity in these research findings, the campaign objectives of B-to-B and B-to-C are fairly similar.

In general game / microsite based virals are most effective at generating qualified leads, compared to film campaigns (unless the film is integrated into a microsite). B-to-B campaigns are generally much more tar-

getted, and require truly audience focussed creative together with a strong targetted seeding campaign to make the campaign work most effectively.