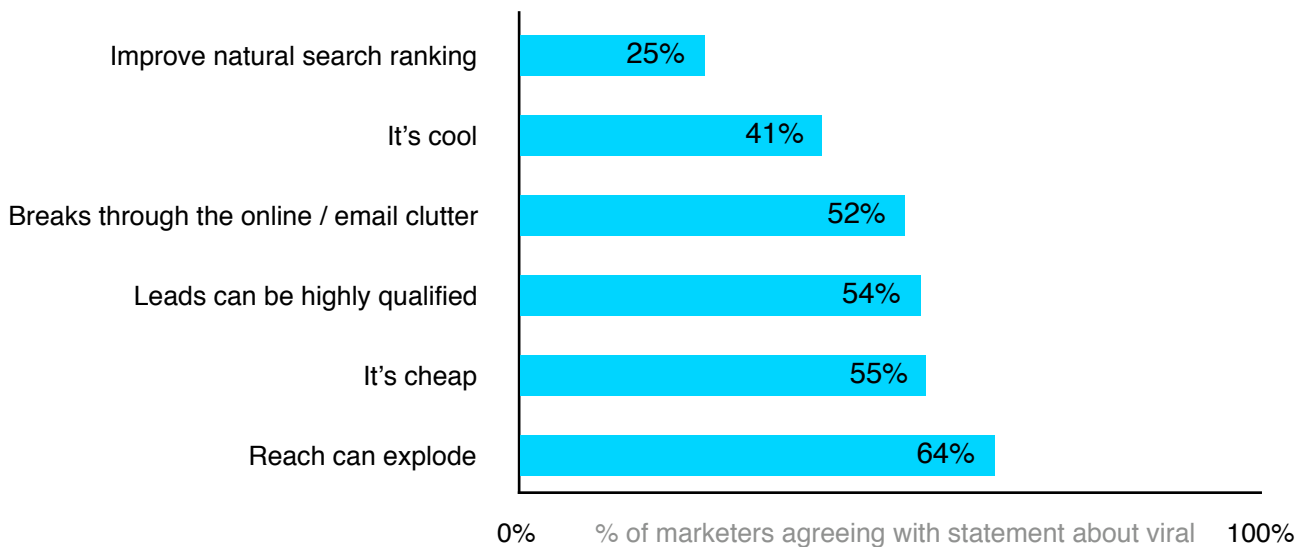


Why marketers use viral marketing

Research highlighting marketers' perceptions of viral strengths and capabilities

Chart: marketers' perceptions of viral strengths and capabilities



Tabular Data

Reach can explode	64%
It's cheap	55%
Leads can be highly qualified (friends / associates of current customers)	54%
Breaks through the online / email clutter	52%
It's cool	41%
Improve natural search ranking	25%

*data source: Marketing Sherpa

Comment

The overall perception of viral marketing's ability to reach out to masses of people is listed as the most important reason for using viral marketing.

Interestingly "it's cheap" is the second most popular reason. Viral marketing is indeed cheap compared to TV advertising, however the costs of executing a campaign (both creative and seeding / media spend) has increased over the last few years, mainly due to the need to invest to ensure a campaign is seen above the high levels of viral clutter.