Going viral

Six years ago, ad executive Ed Robinson carried out (accomplished) an experiment. He spent $10,000 to produce a humorous video about a man who meets an explosive end while inflating (expanding) a child’s raft. He attached his firm’s Web address to the clip and emailed it to five friends. Then he waited.

By the end of the week, more than 60,000 people had seen the twelve-second video. Robinson says. The video had ‘gone viral’, passing from Robinson’s friends to their own friends and from there, to blogs and sites across the Web. Within three months, Robinson’s Web site received 500,000 hits.

Please follow the URL below to read more explanation on Viral mechanisms.

http://www.slideshare.net/Brian_Chappell/viral-marketing-viral-mechanisms-and-seeding-strategies (Viral Mechanisms)

For Robinson, the traffic (trade) was confirmation that the video and others like it could create a buzz (a rumor or report) and, in turn, make big bucks. ‘I was trying to prove a point: If you entertain your audience, they will get it and the viral mechanisms will make the audience come to watch you.’

Cashing in

Companies have gotten the message. Lured (attracted) by the prospect of reaching millions of consumers without also spending millions of dollars for television air time or space in print media, companies have shifted more ad dollars to the Net. Video viral marketing (a marketing strategy that focuses on spreading information and opinions about a product or service from person to person, especially by using unconventional means such as the Internet or e-mail: Which online social networks can help with viral marketing?) —so named because —has expanded from a negligible (So small, unimportant, insignificant) piece of the advertising pie to a $150 million industry, researchers estimate.

Victim of its own success

However, viral marketing has become a victim of its own success. As more ads and user-created videos go online, getting ads to go viral has become increasingly difficult. Whereas these ads were once relatively rare, they now have to compete with millions of other video clips. Companies need to spend more to give their message an edge (a line or border). Today, Robinson’s London company, The Viral Factory, charges $250,000 to $500,000 to create ads he guarantees will reach a wide audience.
Video sites

Not only do advertisers need to spend more to make the ads, but increasingly, they’re having to pay to get them seen in the first place. Rather than waiting for new videos to drop into their mail boxes, users are now going to sites like YouTube for entertainment. Many of the hundred or so video sharing sites still don’t charge for posting videos; they fear that too many ads will drive away (force to go away) audiences and stifle (suffocate) user-created content. After all, users go to these sites to see the videos most people find interesting, not ones some company paid to place. However, the largest and most popular sites, like YouTube, which shows (suffocate) about 100 million videos daily, already sell some spots, though they won’t disclose (make known, reveal, uncover) advertising fees.

Going mainstream

It makes sense that video sharing sites are wary (alert, prudent, careful) of turning off users with too many ads. Neither the sites nor advertising companies want virals to become the new online spam. Still, with people spending more time on the Net, and many using video-friendly high-speed connections, it seems highly likely that viral video advertisements will become mainstream before long. And, as competition for online user attention increases, companies will be forced to do more to ensure their ads are watched. That in turn could encourage Web sites to charge more for sports. The bar has been raised.