



Digital Viral Marketing

March 2019
Luxury Platform



What is it?

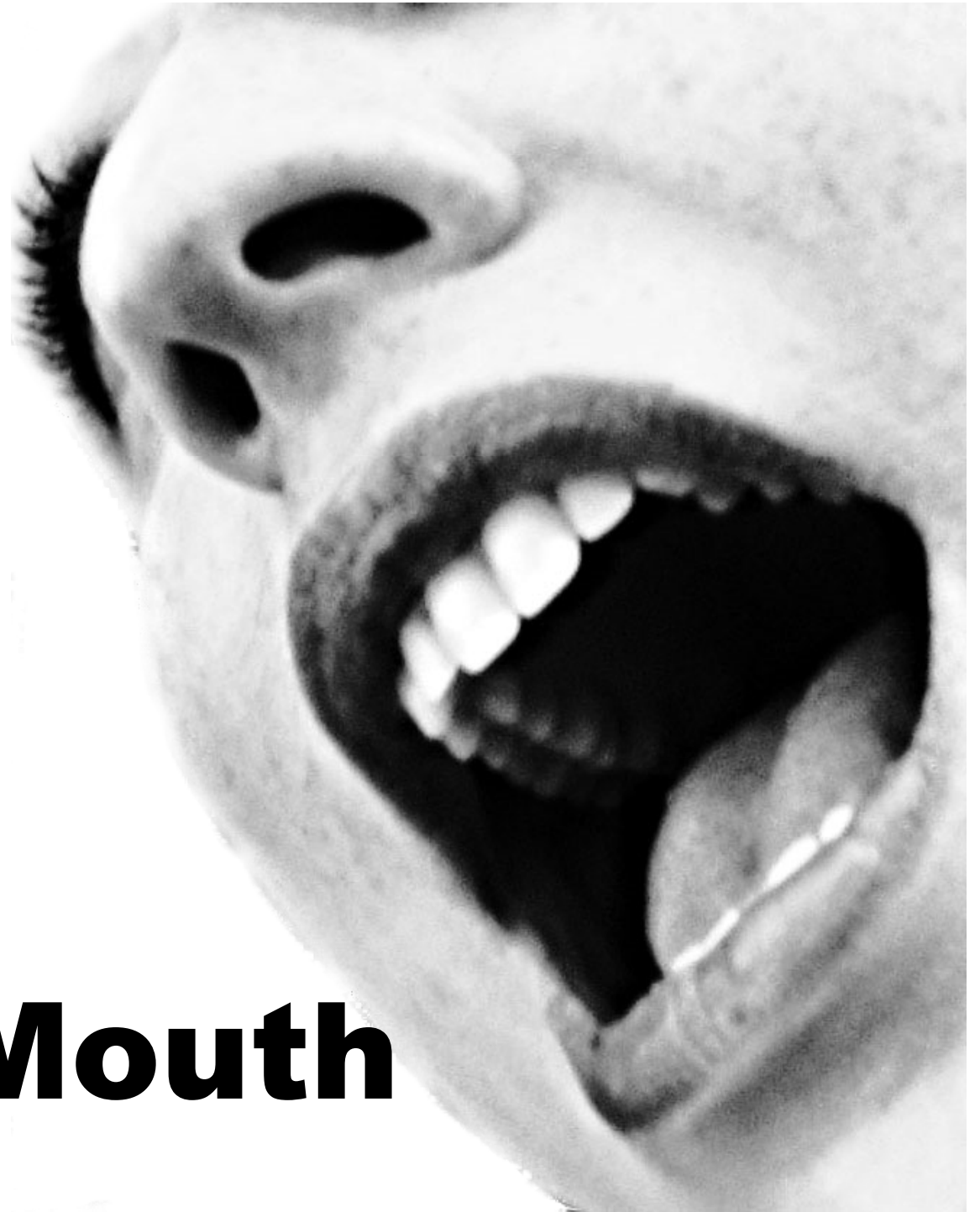
“ Any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message’s exposure and influence.”

Rudy Deighton
Creative Director Luxury Platform

Viral Marketing is A.K.A.



Word of **Mouth**





Creating **Buzz**



Leveraging the **Media**

There are...

6

Main
elements
to viral
marketing.

1. Free product or service.



2. Easy to transfer



3. Quickly
scalable from
small to large





4. Exploits common motivations and behaviours

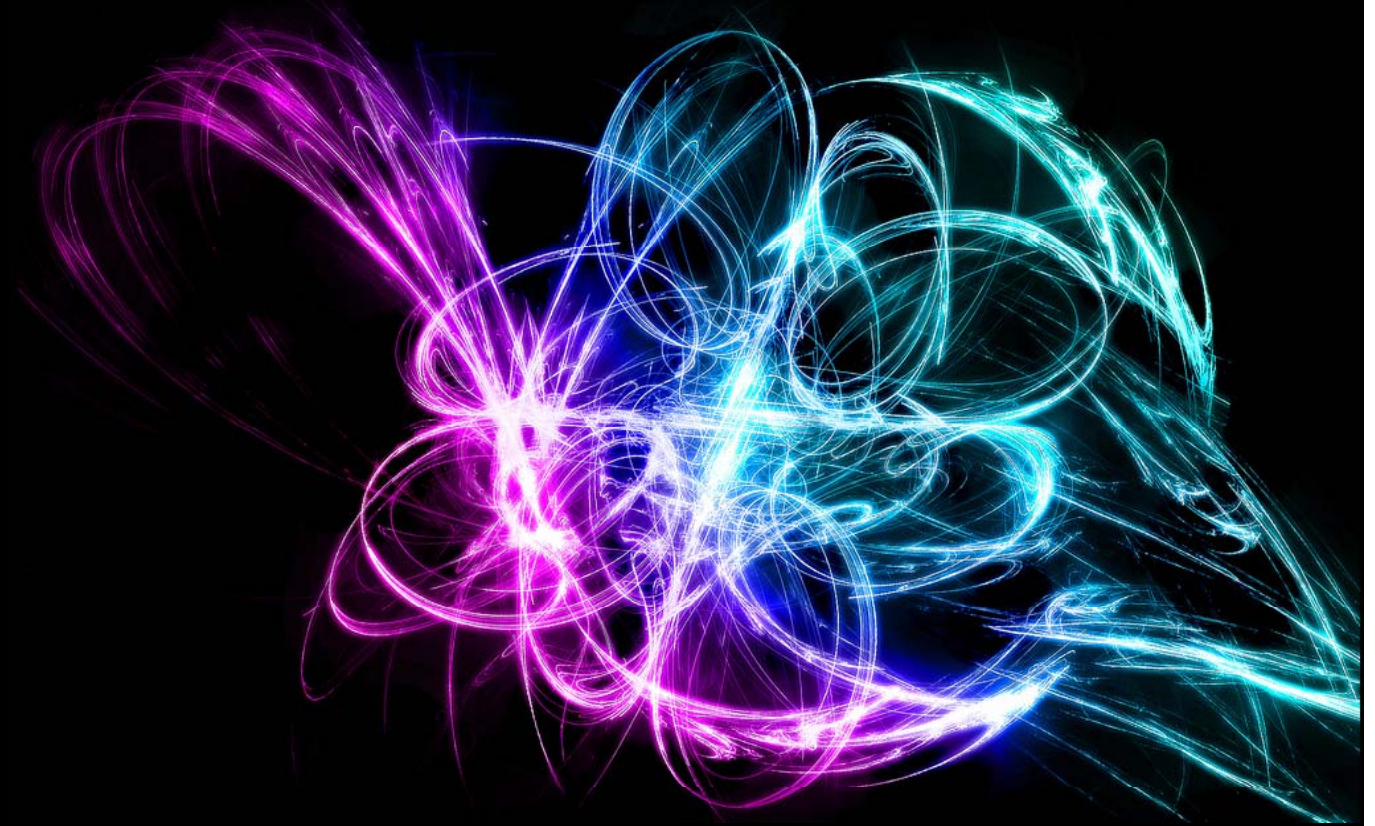


5. Uses existing networks

6. Takes advantage of resources



In short, Viral Marketing
can be very **effective**...





And you can **save money** too.



 THE LUXURY PLATFORM 

Have a Great Day!