Brand Awareness Through Network Marketing

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Abstract

Network marketing is any strategy that delights individuals and prompts them to enthusiastically pass on a marketing message to others, creating the potential for exponential growth. Like viruses, network marketing strategies take advantage of rapid multiplication to explode the message to thousands and millions. Network marketing strategies help to increase the brand awareness or to achieve the objectives of an organization. This paper discusses the process and methods of network marketing and focuses on the creating brand awareness through network marketing strategies. This paper is conceptual in nature and the conclusion shows that the successful network marketing strategies help to increase the brand awareness of the particular new products or services.

Key words: Brand awareness, new products, Organization, Network marketing.

Introduction

Marketing a brand through various channels on the Internet is some of the easiest and most cost-effective strategies by any business owner can undertake. As inexpensive and easy as some of the methods of online marketing can be, business owners still need to move forward with a plan to get the best results. Part of any business/brand building campaign must include video content, and the prospect of that video going viral. A consumer invites other consumers to visualize the viral message and also the products/services it illustrates, if consumers accept they will perform the same action of the initial consumer by spreading the message to other consumers. This aspect represents an important advantage for companies to increase their sales and brand awareness or generate long time consumer’s dialogue. So it is very important for companies that want to spread their business among the target audience to plan a good network marketing campaign.

Review Of Literature

In the view of Angela Dobele (2005) (1) the successful viral marketing campaigns are comprised of an engaging message that involves imagination, fun and intrigue encourages ease of use and visibility, targets credible sources and leverages combinations of technology.

According to Abed Abediniya and Sahar sabbaghi mahmouei, (2010) (2) the role of social network websites which has influence on viral marketing, and the characteristics of the most influential users to spread, share viral content. Structural equation modeling is used to examine the patterns of inter-correlations among the constructions and to empirically test the hypotheses.

Antony Joe Raja V. (2012) (3) stated that how viral marketing spreads rapidly with a zero cost technique of social network and the significance of employing e-commerce strategy to it. The basic characteristics includes effortless transfer to others, scales easily from small to very large, exploits common motivations and behaviors, utilizes existing communication networks, takes advantage of others resources.

Network Marketing Techniques
Videos
Upload an interesting educational and or entertaining video to YouTube, Meta cafe and other video-share sites that captures the imagination of viewers and anything is possible.

Social Media
Although Hotmail Achieved viral marketing success before the advent of social media, it’s hard to imagine a business having that same level of success today without participating in social media networks like Face book, Twitter, LinkedIn and others.

Article Marketing
If we write articles and allow them to be syndicated, it’s not out of the realm of possibility that one or more of our articles could go viral – provided, of course, they are well-written, interesting, educational and/or entertaining, and offer good value. After writing articles, we can significantly increase the reach of our content by converting them into videos, using conversion software such as Article VideoRobot.com and Article2Video.com.

Tweet Button
The Tweet Button is pretty much everywhere these days. This useful widget allows users to post a tweet to their Twitter profile from any website. Here’s how it works: Tweets posted using the Tweet Button are pre-populated with a shortened link to the webpage from which the message was sent (for example, our website). Users have the option of customizing the tweet’s content before posting it. This is an excellent way to give visitors to our site the ability to spread our content via Twitter.

Share Widget
Share widgets give our visitors the ability to easily share and bookmark our website through popular social network websites.

E-Books
E-Books have long been one most effective methods of viral marketing because they're easy to produce and have the ability to reach a large audience. If our e-book contains content that is interesting entertaining and/or educational and offers good value readers will enthusiastically pass it along to others.

Newsletters

Newsletters are not only an excellent way to keep the name of our business in front of our subscribers; they also have excellent viral potential. To take full advantage of this potential, at the end of our newsletter, always encourage readers to pass our newsletter along to others. We can create a newsletter quickly, easily and inexpensively through services like constantcontact.com and VerticalResponse.com

Promotional Strategies Of Network Marketing

Fig 2: Promotional Strategies of Network marketing

![Promotional Strategies Of Network Marketing Diagram](image)

Source: www.Promotional Strategies of Viral marketing.com

**Give away information** to our customers and include back links to our site. We can post these books or special reports on eBook directories, give away sites and use JV partners to give to their list. Encourage people to pass the information along to their friends who have an interest in the topic. If our information is accurate and helpful we'll find many people be passing the book to friends.

We can use a **Tell-A-Friend script** on our site. Essentially we give our customer and visitors a way to easily share our website. Depending upon our market we may find that offering an incentive to tell a friend or two will encourage more traffic. Incentives can be free information that is delivered directly after the tell-a-friend script has been executed. Assure our readers that we do not collect email addresses when they enter their friend's address.

**Funny video clips** from friends and family is viral marketing. Although the clip may not be selling anything the concept of passing from person to person is viral. We create an idea around our niche that would be interesting. Something that would be passed from person to person. All we need is a digital camera. Videos without the professional 'feel' lend themselves to authenticity. We only have to look at the popularity of reality TV to realize how much people like 'peeking' in on the lives of others.

**Internet Press Release** is a method to get our information out to our public quickly. we can generate an internet press release to draw in our readers. This is a method that can have far reaching
effects when done with creativity. Bring our readers to our page and send them out with a video or eBook to share with their friends.

**Undercover marketing**, done well, can be fun and intriguing. We create a mystery surrounding our niche. There are questions, mystique, a potential for danger and people keep coming back for more. It becomes fun and interesting. Our readers keep coming back for more and sending their friends to figure out the mystery. Yanik Silver has been doing this for sometimes with his Underground Marketing Seminar. He doesn't release the name of several of the speakers, the attendees are undercover agents and the information is highly confidential. The whole event is cloaked in mystery.

**Social network sites** are here to stay. They often evolve around a particular topic. MySpace, the most popular network site, is a general forum where people discuss anything. The information on these sites is searchable. We can easily develop a list of people interested in our topic or niche and release funny exciting information that they are encouraged to pass along to their friends.

**Buzz marketing** is creating a 'buzz' about a particular subject, video, website or writing. In 2001 Morgan Westerman discovered a poem in the public domain that he published to the Internet. It was a feel good poem that people started passing from friend to friend. Then the Twin Towers collapsed and people in the U.S. started searching for answers and encouragement.

**Critical Factors For Network Marketing Campaigns**

**Table 1: Critical factors for Network marketing campaigns**

<table>
<thead>
<tr>
<th>Critical factor</th>
<th>Specific aspects</th>
<th>Example questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diffusion characteristics</td>
<td>Exponential</td>
<td>Does the message spread exponentially among audiences?</td>
</tr>
<tr>
<td></td>
<td>Speed</td>
<td>Does the message spread at a very rapid pace among audiences?</td>
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<tr>
<td></td>
<td>Audience reach</td>
<td>Does the message reach a wide and the right audience?</td>
</tr>
<tr>
<td>Peer-to-peer information conduit</td>
<td>Channels is available &amp; used</td>
<td>What communication channels are available to message transmitters and receivers? What channels do transmitters use to transmit the message?</td>
</tr>
<tr>
<td></td>
<td>Technology available used</td>
<td>What technology is available to message transmitters and receiver? What technologies do transmitters use to transmit the message? What technologies do receivers employ to get messages?</td>
</tr>
<tr>
<td></td>
<td>Combinations of technologies leveraged</td>
<td>What technologies do transmitter and receiver combine to send and receive message?</td>
</tr>
<tr>
<td></td>
<td>Source credibility</td>
<td>How credible is the message transmitter to the message receiver?</td>
</tr>
<tr>
<td>Message content</td>
<td>Imagination</td>
<td>Is the message imaginative?</td>
</tr>
<tr>
<td></td>
<td>Fun &amp; intrigue</td>
<td>Does the message offer fun &amp; intrigue to transmitter and receiver?</td>
</tr>
<tr>
<td></td>
<td>Ease of use</td>
<td>Is the message easy to use? Does it have a high visibility?</td>
</tr>
<tr>
<td></td>
<td>Engaging</td>
<td>Does the message engage both the transmitter and receiver?</td>
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Five key issues that critically influence viral marketing campaigns: the overall structure of the campaign, the characteristic of the products or service, the content of the message, the characteristics of the diffusion and the peer-to-peer information conduit.

To overall structure of the campaign needs to encourage viral activity and address ethical and legal issues. In case where, for example, ethical issues are not considered the viral campaign may end up in a negative outcome for the organization launching it. The second critical factor is related to the characteristics of the product or service that is to be marketed. Whereas some products and services are suitable for viral marketing campaigns others are less suitable. Another crucial element is the content of the message transmitted. Messages that foster imagination and provide entertainment to the receiver or even intrigue the receiver are more likely to be sent voluntary. Overall, a message should be actively engaging the receiver in order to convert him or her to a transmitter. The fourth critical factor is related to the characteristics of the diffusion at what speed is the message transmitted? What audience does the message reach? What is the nature of the exponential spread? The remaining critical success factor for viral marketing is the peer-to-peer information conduit: the transmission of a message depends on the communication channels and technologies available to the sender and used by the individuals and the combination of technologies leveraged.

Utilising Social Media Technology To Raise Brand Awareness In Higher Education

Universities worldwide have adopted social media to an extent and successfully recruited students to their programmes using social media marketing the majority use it mostly to stay in touch with graduates and current students. Although there are numerous articles written regarding the power of social media marketing, very little is available in relation to the public sector and in particular the Higher Education sector. Also it has been identified that marketers in the public and private sectors have extremely differing viewpoints on the relevancy and importance of social media.

Use Of Social Media To Raise Brand Awareness

Commercial organizations quickly adopted Short Message Sending to reach their customer base and may have used social media to raise brand awareness and increase engagement with their customers. Singapore universities adopting social media to increase engagement with their students using a competition as the incentive. Students were asked to like the page and post a comment (thus increasing likes and engagement). They then had to share this comment on their own page and encourage friends to like it, further increasing engagement and awareness.

Examples Of Network Marketing

The Hotmail, Microsoft’s free web-based email service, is a classic example of viral marketing. By adding a simple message to the footer of every email sent out by Hotmail users Hotmail rapidly gained widespread brand awareness amongst Internet users. The message spread like a virus and people signed up like crazy, taking the number of Hotmail users to millions. The cost incurred per subscriber was very-very low. An example of viral marketing in India can be Monster India and Naukri. Through their Resume writing service they acted as a guide to their users and entered their minds unconsciously.
A1interactive is popular Search Engine Optimization Company in India which supports viral marketing and other web based promotional campaigns. Viral Marketing is necessary for making advertising better and faster. Offline marketing can incur wide range of costs but this form of marketing is cost-effective. The company attains marketing objectives of their clients through effective viral campaigning. Understanding the need of increasing the speed of marketing operations has helped A1interactive to employ modern ideas. Functional strategies of Viral Marketing are used by the SEO experts and encouraging potential customers to spread the message of clients services through varied modes. Social networking platforms, sharing the information with friends through email and related ads are supported by A1interactive team.

**Why This Kolaveri Di?** is an Tamil song from the soundtrack of the Tamil film 3, which is released in 2012. Written and sung by actor Dhanush. The song was officially released on 16 November 2011, and it instantly became viral on social networking sites for its quirky "Tanglish" (portmanteau word of Tamil and English) lyrics. Within three weeks of its release on YouTube, the Kolaveri Di video garnered 19 million views and was shared by 6.5 million Facebook users. It was drawing more than 10,000 tweets daily by the end of its first online week. Having garnered over 45 million views so far, it has proved with its success that viral marketing works in India too. YouTube honored the video with a Recently Most Popular Gold Medal Award for receiving a large number of hits in a short time. The song was downloaded by two million people on their mobiles.

The campaign was carefully designed to avoid sounding like a sales pitch. Some radio and TV channels got exclusive rights to use the song for two days. Noting the interest, news channels began discussing Kolaveri.

**Conclusion**

Successful Network marketing depends on consumers perceiving value in the transmission and deemed to be worthy of passing the message to others without feeling. In the growing social media world, advertising messages often are communicated through a social network in which consumers connect with others and share their personal information, and can deliver messages to their personal contacts using various applications and platforms. Business organizations, social sectors, marketing managers, and stake holders should aware the network marketing techniques in promoting the business. From the above, we clearly understood that the network marketing strategies help to increasing the brand awareness of a particular product or service.

**References**


www.network marketing.com

www.social media.com