



## The Case for Viral Marketing

Media Marketers  
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REVOLUTION

mediamarketers.com

WEB DEVELOPMENT

GRAPHIC DESIGN

VIDEO & 3D ANIMATION

SIGNS

SEO MARKETING

## **1. The Results Please Most Advertisers.**

"The majority of ad execs (56%) also reported being "pleased" with the results of a viral video campaign, while less than 3% say they have been displeased."

*- "Viral Video Spend to Rise Despite Unclear Metrics"*

*Survey by the Feed Company published by MarketingCharts.com on Oct 13-08*

*<http://www.marketingcharts.com/interactive/viral-video-spend-to-rise-despite-unclear-metrics-6353/>*

*Note: Data from "an online survey of 40 executives at major advertising agencies and media buying firms... [conducted] Aug. 1 - Sept. 12, 2008"*

## **2. Viral Marketing Will Receive Increased Investment.**

"Indeed, among \$1 million digital spenders, 54% expected to spend more on viral marketing..."

*- CMOs: Just Say No To Ad Nets, Yes To Viral Marketing*

*Article by Gavin O'Malley published by MediaPost.com on Monday, June 1, 2009, 5:45 PM*

*[http://www.mediapost.com/publications/?fa=Articles.showArticle&art\\_aid=107121](http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=107121)*