

New Rules of PR and Marketing (virtual marketing)

The very first rule of viral marketing is to take a good look at your target audience.

1. Make a thorough study and analysis of where potential readers spend their time and what they spend their time doing.
2. The viral marketing tool must be valuable or provide value. This is one of the reasons content works so well. It's easy to provide value in the form of a how to, tips, or even for entertainment. Valuable content can be as simple as a tips newsletter emailed weekly or monthly to your customer list. Audio and video can be created with open source software and uploaded onto your website for free. Business owners can interview experts and share those interviews with their prospects and visitors as a free download to share and pass along.
3. Ask yourself what you can offer that is valuable, easy to share, and is easy to seed or promote where your target audience hangs out online.

To go viral, have something exciting (new book, downloads, video clip) and spread the news about it.

Start where you can/where readers hangout

1. According to David Meerman Scott, here are a few **new rules of marketing and PR**, some of which are not too different from those basic rules we were all taught in kindergarten:

1. **Play Nicely** – it's all about people and building community/relationships
2. **Encourage Sharing** – “word-of-mouth”
3. **Buyer Persona** – tell your story directly to an interested market
4. **Earn Attention** – on the web, you are what you publish

2. Inbound marketing is where you help people find you

Website/blogs/etc must be hubs that attract visitors through search engines, blogosphere, and social media sites. This needs powerful, magnet attracting words and enthusiastic followers

3. Direct marketing is where someone has a database that identifies his target audience and reaches out to that audience. The audience, in turn, finds them through search engines using metatags. This depends on great key words/keyword phrases

4. Viral marketing depends on word of mouth-that people will pass along the link

Six basic elements you hope to include in your strategy.

1. An incentive: Gives away products or services--freebies
2. Provides for effortless transfer to others—pdfs and easy to download information
3. Scales easily from small to very large
4. Exploits common motivations and behaviors
5. Utilizes existing communication networks
6. Takes advantage of others' resources

5. Connect through Curators

Discover who has a big following in your space, follow, and see if you can guest post or get recommended by that person/group

6. Engage/don't promote

People tune out to ads and if you basically repeat Buy my book-they will not listen
Engage with questions, fresh information, links to good content

7. Reach out to build your name recognition/brand

Know what is unique about you and build on that