

**Unit 4****Lesson 4.9 – Viral Marketing**
Marketing Applications**STUDENT ACTIVITY****Instructions (Part one):**

Viral marketing describes 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. Consider the concept of viral marketing and answer the questions below.

- 1) What is the purpose of viral marketing?
- 2) Is viral marketing effective?
- 3) What type of consumer does viral marketing reach?
- 4) Why might a sports or entertainment organization engage in a viral campaign?
- 5) Can an attempt at viral marketing backfire on a company? Why or why not?

Internet Activity Instructions (Part two):

Using the Internet, find an example of a viral advertisement launched by a sports or entertainment company. After you have reviewed the ad, answer the questions below.

- 6) Who was advertising?
- 7) What were they advertising?
- 8) Why do you think they chose a viral campaign?
- 9) Who is the target consumer for the ad?
- 10) Do you think the ad will be effective in the viral world? Why or why not? How will it impact the company?