

## Apocalyptic Book Selling – Viral Marketing Checklist

- Define the goals of your campaign.
- Develop your message based on your target audience. How will you appeal to and engage your audience? If your message is unique or compelling you have a better chance of it becoming viral and customers forwarding it along to other potential customers.
- Determine the marketing mix you will develop to reach that target audience and determine what mediums you will use to reach your audience.
  - Website
  - Blog
  - RSS feeds
  - E-newsletter
  - Plasma Screens
  - YouTube Videos
  - Facebook Site
  - Facebook Advertising
- Ensure your base message remains the same across all marketing mediums but tweak the content based on the medium being used.
- Develop a landing page for your marketing efforts to feed back to. This page can contain additional information regarding the event or product that could not be included in the initial contact. Your landing page should focus on your primary message only.
- Are you offering an incentive? Is there some value for the customer to spread your message?
- Make it easy for your customer to pass your message along eg. "Tell a friend" button. Did you include tools for users to share it on social sites? If you're using some form of video, can users embed the video on their own sites and profiles?
- Honor the trust that the customer has given you. In the case of permission based email let the customer know how often you will contact them and keep to your guidelines.
- Do you have tracking and analytics in place to measure your success against your goals?
- Sign up for other stores marketing lists to generate new ideas.
- Partner-up with others to develop a stronger message (campus departments, small businesses, other schools).
- Each campaign you run provides you with an opportunity to engage new customers and increase sign-ups for email lists, Facebook sites, etc.

*Remember:* You are still hand selling your product but using different techniques to reach the eyes of your customer.