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Chapter 1 – What is Viral Marketing?

Viral marketing is, by definition, "any advertising that propagates itself." This advertising could be in the form of an eBook, report, software, video, etc. Viral marketing is unique and very powerful. You can use viral tactics to market your newsletter, web site, affiliate products, etc. You can also use viral marketing to quickly and effectively build a profitable list.

The viral marketing process is actually very simple. All you have to do is find resources where you can download free stuff, then turn around and give it away to your internet visitors. There are numerous online resources where you can download the freebies. For example, you may begin by offering your visitors free e-books and free software.

The software might cost a substantial amount of money to develop, but in the long run it's a one time fee for a decent stream of visitors. This is only one idea of many. You will find that the options are endless. Find something your visitors want and watch them roll on in!

Free web hosting is another form of viral marketing. You can provide this for free on your server to small businesses or beginning internet marketers. In return, you place a banner ad at the top of each site advertising your products and web site.

This will increase the number of visitors to your website and is an effective means of advertising with little expense.

In summary, viral marketing is any advertising and/or marketing technique that, once started, spreads like a "virus" without you having to do any further work (ebooks, articles, videos, etc.).

Chapter 2 - The Viral Marketing Value of Online Video and Audio

Online multimedia advertising is really taking off. More and more advertisers are adopting online video and audio for ad delivery, as broadband availability continues to rise and ad-serving technologies become more sophisticated.

It is true that video and audio formats cost more to serve than standard banners or text ads, and they involve a lot more production and implementation work. But they may well be worth the added expense if they achieve greater response rates.

Where to use online video and audio is what advertisers must carefully consider. Video to be used on the Internet should be information and communication focused while video to be used on television should be focused on entertainment.

Like everything else, there are good ways and bad ways to use video advertising. Right now most marketers are incorporating their audio-visual content into existing embedded ad formats like banners or over-content formats like pop-ups.
Though this could reach a potentially large audience, viewers are likely to be less captivated and more annoyed by these disruptive and distracting placements.

Cached or streaming video and audio on a specific destination site offers the best chance of interesting consumers in brand messages, but it is not likely to reach a large audience unless it generates a viral outcome.

Whatever you come up with, don't forget to make it easy to open and distribute. File size is important, as is the media format. If your viral video has been created for a particular type of software that not many people use, how will you get people to spread it like wildfire?

Also, if you've made a video the impact will be better if you send the clip as an attachment rather than stream it. It's cheaper and, if you're not hosting it, it's more viral, too.

A simple, effective way to use video to advertise your online business and products is to submit short videos to various video sharing sites, such as Youtube and Google Video.

First, you would create a short (3-5 minute) video describing what your site has to offer and/or describing the benefits of a product you are selling. An easy way to make your own video is to use Windows Movie Maker. This is a free program that is usually included with all Microsoft Windows computers. I have personally used Windows Movie Maker to make all of my videos. You can create a video using Windows Movie Maker in under 1 hour.

Now, all you need to do is post your video on various video sharing sites, such as those shown below:

1. Youtube.com
2. Google Video
3. Yahoo Video
4. AOL Video (also, uncutvideo.aol.com)
5. MSN video (Soapbox user videos, etc.)

When you post your video to these various video sharing sites, make sure you place as little restrictions as possible on the distribution of your video. That way, people can easily take your video and post it on their sites. This will result in your video being quickly spread to many different websites, all of which will be driving targeted traffic back to your website/promoted product. As you can see, videos are an excellent, easy way to advertise and promote your websites and products.

Chapter 3 - The Viral Marketing Value of eBooks

Let's say that you sell products used in baking. If on your website you offer a free download of an eBook with recipes that call for ingredients you sell, it is possible…even probable that you will sell more of the products that you manufacture. That is the basic concept; however there are many different ways that you can use viral eBooks to your advantage.

If the free eBook you give away on your site is good, informative, funny, or contains timely information, the public will pass that information along to their friends and family and thereby, generate a lot more traffic to your site. Just the fact that they found something

interesting or useful on your site will make them return again and again.

Each time they return is another opportunity for them to become a customer.

The cost of an eBook is just about <u>zero</u>, which makes it a pretty attractive tool for marketers large and small. The only cost is in time and creativity, while the benefits are endless.

Of course, eBooks do not have to be free. They can also be sold. The trick to [selling your eBooks](#) is to be certain that they are worth the price you charge for them.

So what is the consumer's advantage of an eBook?

- · eBooks are ideal for those who want information in the quickest possible time.

- · eBooks can include video, sound, games, children's activities and many other interactive multi-media elements.

- · eBooks have search engine and electronic navigation technology. No more flipping back and forth through pages to find that elusive paragraph.

- · How to... eBooks can include video clips or many different color images to show you exactly how to fix a sink, set up a speaker system, etc.

Chapter 4 - What To Do With Your Viral eBook

Once you have [your eBook written](#) and checked and re-checked and checked again for grammar, spelling, punctuation, and that the links all work, you are ready to put it to work for you. Be absolutely certain that the links to your pages and especially to your sales page all are working links.

The object is to get your eBook to as many different places as possible. Some of your readers will help you to get it to different places and each place it goes it becomes a new salesman for you.

Post your eBook to as many of the eBook directories as you can. Many will let you post it for free or will let you post a link on their site to your eBook. To find these sites go to Google and type in "ebook directories".

Once it gets this going, you won't be able to stop it…hence "viral marketing".

It is certainly not a requirement but it is a good idea if you can create a cover for your eBook. Some sites offer free eBook cover templates. You just choose a pattern and then add the text. You can buy cover templates. There are even sites that will create a cover just for you and do it for free. Statistics prove that an eBook will be downloaded more when a nice cover is displayed. Search the internet for these sites. An excellent site that I use to have my eBook covers created is [Planet Divinity](#). Check them out here: [Planet Divinity](#)

The traditional book is here to stay. Advertising on paper is here to stay, as well. The marketing eBook as a viral salesman is here to stay, too. Don't discount the value or underestimate its worth to you and your online marketing. It can be one of your best marketing tools and it is free.

Chapter 5 - Use Your Viral eBook to Build Your List

Giving away free viral eBooks is a great way to build your list.

Note: When I say "build a list", I mean capturing visitors email addresses when they visit your website to download your free eBook. The reason you want to capture other people's email addresses is because this allows you to send more related offers to these people (over email). You know that these people are interested in the topic of your website, so if you send email promotions about related products for sale (ebooks, reports, etc.), then there is a good chance that these people will buy these related products. **Building a list is the single most important thing you must do, if you want to be successful making money online.** If you are interested in learning how to build a very responsive and profitable list, I highly recommend you check out this eBook: List Creation Secrets

Additionally, you can use these free viral products as an "incentive" for joining your affiliate program as a "thank you" for visiting your web site or as a "bonus" when someone purchases a product or service from you.

Many internet marketers use free viral ebooks, but some are making two big mistakes when they do.

Mistake number 1: They upload these free viral ebooks to their web site and publish the download link without capturing a name or an email address. They are missing the point of using these free ebooks. The point is to build a list.

Instead of uploading your free ebooks to your server and just publishing the download link, be a little smarter. Set up a mini-site that contains an "opt-in" form, which is a form that asks for a visitor's name and email address. In return for a visitor providing his/her email address, you will provide them with your free viral ebook. How can you create an opt-in form and a way to deliver your free ebook after the opt-in form has been filled out? Use an autoresponder program, such as AWeber. (AWeber is an excellent autoresponder program that I use personally.)

Mistake number 2: They just don't take the time to customize eBooks, etc with their own links inserted into them. The thing is….if you are giving away an eBook with someone else's links in it then all your marketing is paying off all right….for the person whose links are in the eBook. Why would you do that? You are working for them instead of helping yourself.

Instead, take the time to add your own links throughout your free ebooks (affiliate links, your own product links, etc.). However, writing your own unique ebook from scratch takes a significant amount of time and effort. So I would suggest you acquire Private Label Rights

eBooks (PLR). Private Label Rights to an ebook gives you permission to change the eBook as you see fit, and then to claim yourself as the author. Private Label Rights eBooks are an excellent way to quickly and effectively create your own quality eBooks, containing your own links throughout it.

For example, if you purchase an ebook with PLR, you could change the title, the headings, rearrange/add some information, add in your product/affiliate links and create a unique cover for the ebook. The ebook is now **unique to you**, so you would now be able to start giving away the ebook as your own! As you can see, a PLR ebook can save you a great deal of time and effort vs. creating your own ebook from scratch. You can download a great, free package of 3 Private Label Rights eBooks here: 3 Free PLR eBooks

Chapter 6 - The Viral Marketing Value of Articles

The point here is to write original articles (or have them ghost written or obtain Private Label Rights articles) and attach your own bio or resource box to the end of the article, along with a link to your website or your opt-in page.

Tip: If you would like to save some time and money getting started with creating your own articles, check out this free collection of 1000+ private label rights (PLR) articles here: 1000+ PLR article pack (I hope you find it useful!)

Then, you allow others "free reprint rights" to your articles on the condition that they leave your resource box intact. If done correctly, high quality articles can be passed on and on, from one reprinted to another, with no further effort from you.
Submitting just two or three good articles each month to online article directories can gain you a steady flow of incoming traffic and new opt-in list subscribers, all at no cost to you.

Here is a list of some excellent article directories to submit your articles to:

> http://www.ezinearticles.com/
>
> http://www.articlecity.com/article_submission.shtml
>
> http://www.ideamarketers.com/
>
> http://www.articledashboard.com/
>
> http://www.searchwarp.com/
>
> http://www.goarticles.com/index.html

Here are a few ideas to maximize the effectiveness of your articles:

1. **Offer your articles to your own mailing list** first, before you submit them elsewhere. This will go a long way toward building credibility, good relationships, and making your list members feel special. Chances are your list includes more potential (or established) online publishers than you might realize.
2. **Create an ebook** every month or two that contains at least 10 to 12 of your freshest articles. Then use the viral ebook tactics described elsewhere in this report

to distribute those ebooks. You can allow the articles to be copied directly from the ebook if you wish. **But a better tactic** might be to include links to separate auto responders, one for each article, where reprinters can instantly acquire a formatted copy of the article of their choice, along with an invitation to opt-in to your exclusive articles release mailing list.

3. **Contact webmasters and newsletter publishers** directly, offering to write exclusively or semi-exclusively for them. In this case, it's important to include a link in your article resource box that offers a source of "other free articles for reprint" that you can provide. Getting your articles placed on only a few high traffic websites, or in a few big list newsletters, can quickly increase your traffic up front, and set off a viral distribution effect that can go on for weeks, months, or even years.

Chapter 7 - The Viral Marketing Value of Email

Viral Marketing using e-mail is not an objective. It is part of a campaign strategy that is used to achieve objectives. In order to achieve greater branding success exposure, you should craft your e-mail message or offer in a way that encourages pass-along.

Viral marketing is all about producing a message with a quality offer or incentive for pass-along.

Just suggesting that email recipients forward your message to their friends is not viral marketing. Just a message at the bottom of your email that says, "Feel free to forward this message to a friend" is certainly not viral marketing at its best.

You must offer something worthy of being shared… a valuable discount, vital and timely information, a bit of humor, or a quiz or personality test. Offer an incentive for sharing like additional entries into a sweepstakes or an added discount. Viral Marketing happens naturally. It is very often quite successful.

Let's say that you receive two e-commerce offers in your in-box. Both of them are for an electronic product that you are interested in buying yourself or know that a friend is shopping around for. One offers a discount…a good one of maybe 25%, and the other offers free shipping. Shipping costs are high today but free shipping is pretty much expected. A 25% discount is certainly attractive. Of the two offers, which offer are you more likely to forward to a friend?

Relevant information, research, or studies are all examples of content that may be viewed as possible pass-along material. Interactive content like a quiz or test can inspire a recipient to forward an e-mail…especially if it is fun.

The bottom line is that the message must be perceived as having value in order to get recipients to forward your message.

Chapter 8 - How to Make Viral Email Legal

Concerns over sending unsolicited email is at the heart of the legality issue of using viral advertising. By using viral marketing tactics carefully, however, marketers can avoid the negative reactions and gain an excellent return on investment (ROI) as they increase the reach of their marketing message to a targeted group far beyond their original audience.

Here are a few insights on how to execute a viral marketing campaign most effectively.

1 **Offer an incentive**. Viral marketing works best when a valuable and tangible incentive is offered that will encourage people to forward an e-mail message to their friends. Marketers should, however, cap the incentive to a specific quantity to avoid spam-like distribution of the message.

2 **Do not consider the referral an opt-in**. When a customer refers a friend, the referral shouldn't be considered an opt-in. A name and e-mail address given by a person's friend does not constitute an opt-in by the individual, so the data should be deleted immediately after the referral email is sent. The referral email should provide the recipient with the option to opt out if he or she does not want to receive future mailings.

3 **Personalize the referral e-mail.** Response rates increase dramatically when users can see that a message is coming from a friend, so it is always best to personalize the e-mail message to show that it is coming from a recognizable source. The subject line is the key component in a viral marketing e-mail because it can immediately identify the e-mail as friendly. A good subject line might read, "FYI: Jane Doe thought you'd like 20% off at ABC.com."

4 **Continually promote friendly referrals.** Marketers who would like to have their messages forwarded frequently should place a viral marketing offer in every relevant outgoing e-mail message.

Chapter 9 - Track and Analyze Results of Viral Email

Making money is exciting…Right?

Now, here is the part that bores many people to tears.

But, just like any other type of marketing campaign, tracking your viral results and optimizing performance over time is absolutely necessary.

Fortunately, current technology allows sophisticated e-mail marketers to track insightful and actionable data that can be used to evaluate performance. Important metrics to analyze are pass-along, click-through and conversion rates.

Marketers should separate the click-through and conversion rates by original customers from referrals and evaluate their respective performances. These metrics will alert a

marketer to which offers their customers like and respond to the best.

Another concern is; how do you handle the customer dissatisfaction that comes from late, mishandled, and ignored email? With the volumes of inbound email correspondence to service, marketing, and sales organizations increasing on a daily basis, the chance for a misconnection is growing at an exponential rate annually.

If you're running a marketing program, with a solid combination of advertising media plus direct mail and e-mail, chances are you've got leads and responses coming in from just about everywhere.

So how can you tell which of your marketing tactics are stellar performers and which need to be replaced? Tracking your marketing responses is easier than you think, and it's the smartest way to save marketing dollars by cutting the fat and eliminating any non-performing media and tactics.

There are many programs out there that can help you track your viral e-mail marketing campaigns and do so at a pretty reasonable cost. I currently use [AWeber](#) to manage and optimize all my email lists. I have found [AWeber](#) to be an excellent program that is very easy to use.

Chapter 10 - The Viral Marketing Value of Blogging

These days, everybody is blogging and you can incorporate blogging into your sales marketing and have a lot more success.

It isn't that hard to do. Just have your customers write diary entries about goals they have reached using your product, the good emotions it's given them, the fears and worries your product has taken out of their lives, how bad their lives were before they bought it, how it has helped other people in their lives, how much better their lives are since they began using your product, and on and on.

Customers could update their blog daily, weekly or monthly. It will depend on how often they use your product. If you are teaching them a skill, they can blog their progress.

You must provide your customers with web space for writing their online diary (blog) or have them e-mail you the blog entries for you to publish.

Your customer's online blogs can be made extra persuasive by including personal profiles, pictures, online video of them using your product, net audio of them talking about your product, and so forth.

An online blog would likely outsell the common testimonial because it is updated on a regular basis and gives more personal information and since a diary (blog) is considered private, it makes people more curious to read it and believe that what is said is true.

If you are interested in starting a blog, I would recommend using [Blogger](#) because it is very

easy to use. Also, since Blogger is owned by Google, your blog will be quickly indexed in Google's search engine. You can check out Blogger here: https://www.blogger.com/

Chapter 11 - The Viral Marketing Value of Your Affiliate Program

Some eBooks combine very well with an affiliate program. When the affiliate receives some extra benefit from promoting the viral message, like being able to brand your eBook with his affiliate links, the affiliate makes a sale when a reader buys through a branded link. You benefit from increased traffic on your website because the affiliate is willing to promote the eBooks for you.

Be absolutely certain that your message includes a clear call to action. There shouldn't be any doubt whatsoever about what you intend recipients to do. Make sure that the instructions are perfectly clear so that recipients know HOW to act. The action that you require should be simple and obvious.

The incentive should be clear to those you want to take an action. Readers will look at your offering for about seven seconds before they move on. If it takes longer than that for them to figure out what it is you want them to do, they will move on. Don't make your message vague or difficult to comprehend. If you do, chances are you will lose them. You must respect your readers enough to express your message clearly.

Once you are sure you have an eBook that will be of value to an affiliate program, approach them with your idea and be able to show that it will be mutually beneficial.

Viral Marketing using eBooks is one of many techniques that all together have a cumulative effect in attracting customers and subscribers to your business and in attracting targeted visitors to your website. You will very soon find out that this is an excellent way of increasing sales, subscribers and referrals.

Chapter 12 - The Viral Marketing Value of Tell-A-Friend

This involves a simple programming script that you can attach to a high traffic webpage on your site. Usually tell-a-friend scripts are installed in pages where a media is placed so that a person can easily send the media to any of his friends or family members and do it quickly.

Basically the tell-a-friend script is a script where a person can input his name, e-mail address, the recipient's e-mail address and send the media to his friend or family member much like an e-mail with an attachment.

When the recipient gets the e-mail he won't think of it as spam mail because he sees the senders name as someone he knows and trusts. Tell a friend script practically eliminates the chances of being blocked because it uses the information supplied by the sender. It is a little sneaky….but it is very effective.

Tip: Do not think of the referred "friend" as an opt-in subscriber. That can get you in a lot of spam trouble. Instead, invite them to join your list voluntarily from the first message they receive. If they don't take that action, then do not email them again.

When the e-mail is opened it will be read, viewed or played. Included in the e-mail would be a brief description of the company or site that sponsors the media sent and another tell a friend script. Then the process begins again.

A tell-a-friend script is very simple and doesn't require a complicated method of programming. You can just copy and paste a script and simply put it on an intended page. You can easily find a tell-a-friend script by typing in "tell a friend script" into Google.

Chapter 13 - The Viral Marketing Value of Online Forums

Recently, forum marketing has been touted as a kind of free, organic, viral marketing. But because so many marketers go into forums purely with the intention of marketing products or services, their actions and attitude unwittingly causes the exact opposite of the desired effect.

Forums aren't marketplaces, but when used as such, the marketers' actions become offensive and will only inspire the wrath of fellow members and marketers, not to mention moderators who can ban them from the site with the click of their mouse.

In order to be effective, this kind of marketing carries a certain degree of commitment, responsibility and respect. The first requirement is to take a personal interest in the main topic of the forum.

Not only does that mean visiting it regularly, but it also means developing a good relationship with other members and moderators, as well as taking an active interest in helping others. Of course, it also means abiding by all the rules that exist. By doing this, one can develop a reputation and, since it is human nature to work with a trusted colleague, business will naturally develop from this.

This type of marketing has already suffered some abuse and because of this, many forums have recently developed stringent rules designed to protect their members from abusive or overly-aggressive marketing tactics. One forum grants .sig files only after a member has created one hundred valid posts and another has disallowed ads in sig files altogether.

Marketers must respect that the purpose of a forum is to be a platform to exchange ideas on a given topic. It is not there to advertise products and services. By focusing on the topic and posting questions and answers, a marketer's reputation will grow and this creates the potential for sales naturally.

Two excellent forums that are focused on online business and making money online are the Digital Point Forum and The Warrior Forum. If you would like to find forums related to your websites or products, just type into Google " 'your topic' + forum". So, if your topic is making money online, you would type in "make money online + forum".

Chapter 14 - Viral Value for the Customer

So far, we've talked about the value you, the marketer, can gain from using viral techniques to promote your online business.

But equally important are the values involved for the prospects and customers that viral tactics will bring to you. Give some serious consideration in these areas, if you intend to maximize the long term effect of your viral campaigns.

Customer Viral Value #1: Satisfaction

It might seem like something that would be as obvious as the nose on your face, but many internet marketers ignore the fact that they have to keep existing users happy to reap the benefits of new client referrals. Viral marketing efforts can provide enormous benefits to e-commerce sites by bringing in new users but most fail to fully appreciate the promotional benefits of user satisfaction.

A dissatisfied user will not refer anyone to your website. In fact, the old salesman's rule is:

"A happy customer will tell three people. An unhappy customer will tell 30!"

Failing to keep existing customers satisfied can spell big trouble for e-businesses, since research indicates that word-of-mouth…or word-of-mouse…referrals contributes to building a regular customer base more than search engines ever hoped to.

Not only that…viral marketing is a two-way street. The news that your e-business did not deliver as promised travels like a speeding bullet and twice as fast as the speed of light.

Nearly twice as many regular users of an e-business site say that they first visited after being referred by friends or relatives, rather than reaching the site via a search engine.

That should tell you something. Referrals are the back bone of growing an online business. You need to be sure that your site delivers what it offers….and even more. The content needs to be interesting and timely. Giving away free gifts is always a good thing and encourages pass-along among your customer base.

Research shows that as user demands evolve, companies need to continually strive to understand exactly what satisfies their users, ensuring they regularly visit the site and personally recommend it to their friends and family. User demands do evolve…what was satisfactory last month is old hat this month and you need to continually update your content.

Only a few online marketers attempt to track the success of their viral marketing efforts. As a result, few e-businesses understand the significant contribution that referrals play in their business.

Customer Viral Value #2: Trust

Assuming your products or services are priced competitively and are of good quality, **your most significant sales barrier is <u>trust</u>**.

Trust is the essential lubricant of Web business; without trust, business grinds to a halt. Building trust takes time and effort on your part. It isn't something that customers give freely. You must earn it and continue to earn it with every sale.

Established store brand names come from hundreds of positive impressions built by expensive advertising campaigns.

You can build trust by means of your website in a lot of different ways. Show pictures of yourself on your webpages and in your products (ebooks, reports, videos, etc.). Now your customers will view you as a real person rather than some faceless entity who-knows-where.

You build trust by selling good and reliable products, by displaying clear shipping and return policies, by joining nationally-respected organizations, and by offering guarantees.

You build trust with a customer-friendly navigation system and intuitive interface, and an SSL secure server for credit card transactions. (I recommend you use [PayPal](#) or [AlertPay](#) for your payment system). Also, you gain trust by having a professionally designed site.

Your customer service needs to be reliable and right there on the spot when needed. If a customer can't reach you when they have a problem…and problems happen even with the best laid plans…they will not trust you and will not refer their friends and family to you. The result is you didn't just lose one customer…you lost a lot of customers.

You also build trust by repeated contact with your visitors. Once you've established trust, sales result.

Customer Viral Value #3: Support

With all of the effort being put into…and attention being given to…"word-of-mouse" advertising these days, it is really amazing how many companies don't at least put forth minimal effort to take care of the customers that they get from the advertising.

Customers are the life blood of any business. After a customer has chosen a company to do business with, wouldn't a smart marketer want to ensure that the customer is taken care of well enough to ensure that he remains a customer and makes future purchases? Wasn't that covered in Business 101?

When customers are acquired, by whatever means, they should be treated like the valuable asset they are. They should be told (and shown) on a regular basis that they are valued.

Their inquires should always be answered promptly and requests granted as often as is

feasible. Ignoring customers is the first step to losing their business entirely…and the business of their friends and family they might have sent your way.

Customer Viral Value #4: Content

The success of any viral marketing campaign is directly related to the quality of the content that you provide to your website visitors, customers, etc. Think of viral advertising like you would think of fishing. You need bait. How good and effective your bait is directly effects the number of fish you are going to catch.

One completely useless bait is the unimaginative, over-used, and uninspired note at the bottom of an e-mail or newsletter that says, "Please feel free to forward this message to your friends and family". That sentence amounts to no bait at all…just a bare hook that isn't going to catch anything.

Really good, creative, and inspired content (bait) can and does bring in customers by the numbers. "So", you ask, "what exactly does good, creative and inspired content consist of?" Here are a few suggestions that might help:

1. Offering something worthy of sharing like a valuable discount, vital information or offering an incentive for sharing like additional entries into a sweepstakes or an added discount or premium service will work.

2. Relevant or timely information, research, or studies that are included in your e-mail might encourage the recipients to share with their family and friends. Interactive content like a quiz or test, especially if it's fun, will inspire forwarding.

3. Jokes and cartoons are almost always forwarded to everybody the recipient knows. Why? Because they are entertaining and entertainment is meant to be shared.

4. A really cool multimedia experience is always going to achieve a lot of pass-along. Rich media is new and the novelty and tech factors alone are often enough to make the e-mail recipient eager to share it.

Remember that the better the content (bait) in your viral marketing message is, the better your catch is going to be.

Customer Viral Value #5: Appearance

Web users form first impressions of web pages in as little as 50 milliseconds (1/20th of a second). In the blink of an eye, web surfers make nearly instantaneous judgments of a web site's "visual appeal."

Through the "halo effect" first impressions can color subsequent judgments of perceived

credibility, usability, and ultimately influence purchasing decisions. Creating a fast-loading, visually appealing site can help websites succeed.

The speed at which users form value judgments of web pages precludes much cognitive thought. This pre-cognitive "affective reaction" is a physiological response to what they see on the screen - a gut reaction.

This carry-over of first impressions to other attributes of products is sometimes called the "halo effect," or cognitive "confirmation bias" where users search for confirming evidence and ignore evidence contrary to their initial impression. People want to be right, and tend to look for clues that validate their initial hypothesis.

There clearly is a connection between our emotional reaction to a webpage, and our conscious thought process. "Consumers apply both holistic (emotional) and analytic (cognitive) judgment in the decision to buy a product." So that feeling you evoke in users through a "clean, professional design" can have a halo effect on their buying judgments.

The strong impact of visual appeal to a site might even tend to draw attention away from usability problems. It could be that aesthetics might be detected first and these could then influence how users judge their subsequent experience.

Hence, even if a website is highly usable and provides very useful information presented in a logical arrangement, this may fail to impress a user whose first impression of the site was negative (due to poor visual appeal).

Websites need to look good at first glance so that prospective customers will stick around long enough to take a second look.

Conclusion

I hope you found this eBook to be useful. I encourage you to take action on the information I have provided to you in this eBook. Viral marketing really is an excellent way to drive targeted traffic to your websites, build a powerful list and sell your products/affiliate products (ebooks, reports, videos, etc.).

If you need any help or have any questions/concerns/comments, please do not hesitate to contact me at admin@makemoneyfromhomehelp.com.

To your success!

Andrew Kosinski

Andrew Kosinski
http://www.makemoneyfromhomehelp.com