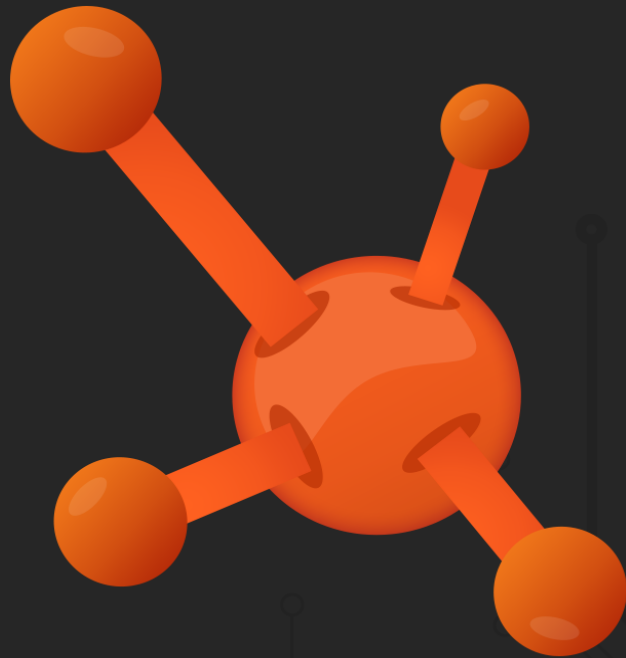


Special Free Report



# **VIRAL** MARKETING Made Easy

Brought to you by [Lisa M Cope](#)

Skyrocket Sales and Profits with these  
proven Viral Marketing strategies



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It is important for you to clearly understand that all marketing activities carry the possibility of loss of investment for testing purposes. Use this information wisely and at your own risk.

# Limited Special Offer for You:

## VIRAL MARKETING BIZ IN A BOX



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# Introduction:



# WELCOME!

Welcome to the latest and very easy to apply Viral Marketing Training, designed to take you by the hand and walk you through the process of getting the most out of Viral Marketing.

I'm very excited to have you here, and I know this will be very helpful for you.

This exclusive training will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate Viral Marketing in the easiest way possible, using the most effective tools and in the shortest time ever.

This training is comprised of 15 premium training chapters organized into 5 sections.

This is exactly what you are going to learn:

## **Section 1: Viral Marketing Basics**

In Chapters 1 and 2, we'll talk about: What Viral Marketing is all about, and The Four Core Elements of a Viral Marketing Campaign.

## **Section 2: Setting up your Viral Website**

In Chapters 3 through 5, we'll talk about: Setting up your Viral Website with WordPress, adding must have plugins for viral power, and Enabling Viral Power Tools in your website.

## **Section 3: Creating your Viral Content**



In Chapters 6 through 8, we'll talk about: Getting Viral Ideas before creating your first post, The Anatomy of a Viral Post, and Posting your viral content like a PRO

#### **Section 4: Going Wildly Viral with Social Media**

In Chapters 9 through 11, we'll talk about: Going Wildly Viral with Facebook, Pinterest, and Twitter.

#### **Section 5: Additional Viral Marketing Tips to consider**

In Chapters 12 through 15, we will talk about: 10 do's to apply, 10 don'ts to avoid, Premium tools and Services, and Shocking Case Studies.

Well, it's time for you to get the most out of Viral Marketing for your business. I know you'll love this training.

To Your Success,

Lisa M Cope



## **Who We Are?**



We definitely are the solution for all your product creation limitations and headaches for your Internet Marketing Success. HQplrStore.com is an amazing monthly membership site whose principal mission and vision is to give you every single thing you need in order to build a good and really profitable business online. More importantly, we help you set up a profitable business on complete autopilot in the shortest possible time.

There are 3 extremely important things you really need to have in order to make great money over the web:

1. The first thing you will need is a product with high quality and valuable information.
2. The second thing you need is an attractive, well written and good converting sales page.
3. Finally, you will surely need a quality sales funnel that will surely skyrocket your business: Squeeze page to build list, a quality report like this one (You got from us), follow up emails and a thank you page to deliver the product to the buyers

We run a 100% NEW, Unique and only High Quality PLR-Trainings Factory based on the hottest and most lucrative markets online; and this is how we are so able to reach our strongest desire: give you every single thing you need to make your own highly lucrative and successful Internet marketing history.

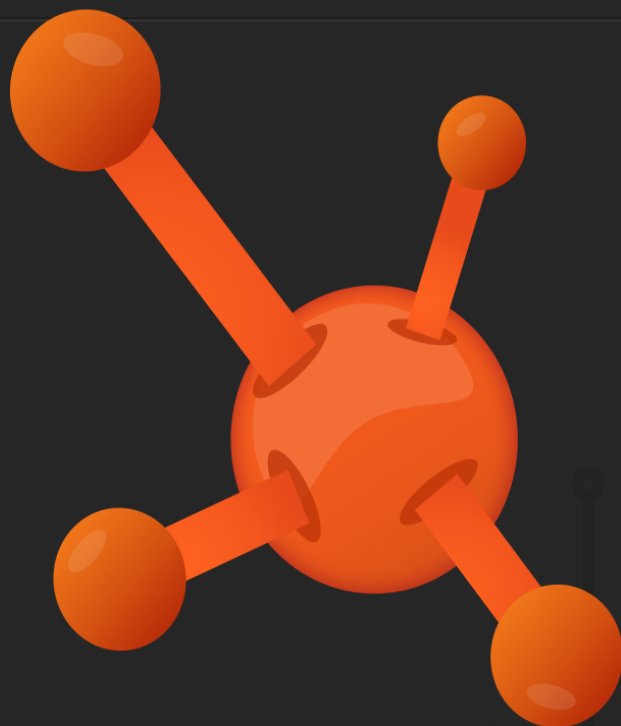
Thousands of dollars and countless hours is what it takes to run this type of factory, and that's because we are the only creators of everything which is included inside every package.



That's who we are and we are so happy for you to enjoy our quality and we are so ready as well to give you a warm welcome to our membership.

**Want full PLR Right to a Complete “Viral Marketing Business in a Box”: The Videos, Audios, PDF Guide, Report & a Lot More?**

HQplrStore.com is coming with Next HQ Publication: “Viral Marketing Business in a Box” Monster PLR on Friday, **November 11<sup>th</sup>** so stay tuned for our announcement to get everything with complete PLR for huge **80% Off for 4 days only.**







# Chapter 1: What Viral Marketing is all about



## What is it?

Viral marketing, also known as viral advertising, refers to marketing that seeks to exploit online trends and social behavior to produce exponential increases in brand awareness, content sharing, rapid sales and other marketing objectives.



The “**viral**” part of the name is attributed to the ways in which viral marketing techniques achieve promotional goals, often mimicking the spread of computer viruses through methods that trigger self-replicating behaviors, such as word of mouth. Viral spread of information online is mostly attributed to the social nature of the transmission of information on the World Wide Web.

Viral marketing differs from other advertising methods, because it is not paid advertisement. Although viral content can be shared by corporate sponsors, it doesn't mean that the actual campaigns are paid for, nor do they need to be.

Instead, viral marketing relies on the quality of content being shared and the social outreach of the people sharing it.

The ultimate goal of viral marketing is to reach individuals with high social networking potential that can help spread information on a very rapid basis to a very broad audience, meeting the objectives set forth for the viral marketing campaign, no matter if it leaves a short or a long standing impression.

## What defines viral marketing as “viral”?

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PLR Training to Sell As Your Own? [CLICK HERE](#)



Viral marketing that works needs to meet three specific criteria to transform an ordinary message into a viral one.

### **Having the right Messengers**

Three types of messengers intervene in the process of causing information to go viral, each one corresponding to a different stage in the process. The first type of messenger is the market expert. This is the first individual, or group of individuals, to be exposed to the message before it goes viral.

This is because market experts are “in the know” and up to date with trends. These experts, often known as authorities or influencers, then pass the message to their different social connections. These social connections are spread among many online subcultures that serve as a bridge for the message to be spread further from the initial connection.

The last messenger involved is the salesperson or marketer, who then amplifies the message by making it more persuasive and relevant, spreading it further to meet the initial marketing goal.

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# **Chapter 2: The Four Core Elements of a Powerful Viral Marketing Campaign**



In our previous chapter, we talked about how viral marketing is all about dramatically boosting outreach by making lots of people pump our content in all directions across many channels at the fastest rate possible. That is why it is called viral, because viral content spreads much like a computer virus, this time intentionally.



We also talked about how viral marketing is not magical, that people do not share content virally only on the merits of good content, and that a successfully run viral marketing campaign heavily depends on the actions put forward by the people involved, whether they knew that they were sharing content to make it viral or not.

In this chapter, we are going to talk about the four elements that are at the core of what makes content go viral, or basically what the messengers, the message and the environment need to do to send a campaign through the roof.

### **Viral Website**

While it is true that much of what has become viral since the term “**viral**” began, there is a very relevant aspect of said content that people tend to forget about: where the content is housed.



That is, any website can potentially go viral if the content on it allows for it, but when this happens it is actually a matter of luck and unintentional. If you want something to go viral, you need to add viral levers to it to increase the chances.

In the early days of the internet, viral content needed a viral website to be strikingly unusual. Nowadays, a viral website just needs to be responsive, be search engine friendly and host trending, high quality content.

## **Viral Content**

Regarding trending and high quality content previously mentioned, your website will be next to nothing without content. Not just any type of content, mind you, but content with the highest possibility of going viral. Content that will not only make people want to share it with their friends, but content that they feel needs to be shared with the whole world if possible!

Viral content needs to be understood as content that not only targets a niche audience, but that caters to a large number of people from different subcultures. An example of non-viral content would be if you have food recipes, because food recipes will only be of interest to food minded people.

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# Chapter 3: Setting up your Viral Website with WordPress



## Installing WordPress

Well, installing WordPress is simple. Hosting Services have made the process as easy as possible, if Hostgator is your Hosting Service of choice, go to the Software area, and click on QuickInstall.

Then click on WordPress. Pick the Domain where you would like to install your domain. You can also decide if you would like to install it on a folder inside of that domain. If you want to install it on the root domain, just leave this empty, and click on next.

After that, fill out all necessary information. Check the terms of service, and click on Install Now.

Well, that took less than a minute. Extremely simple, right?

You will now see your login details, which you should keep in a saved place.

## Leveraging the best Themes for viral websites



When you create a viral website, you cannot just settle for any type of commonplace theme or use a theme just because you like how it looks, if what you want is to drive viral content through your website. That is why there is a good variety of website themes available that have been designed with user engagement in mind.

Themes designed for viral websites increase user interaction, and increase the chances of a given piece of content of going viral thanks to the way they are designed. Thankfully, we have compiled some of the best themes available for WordPress that you can use on your own website.

These viral themes are used by some of the best viral websites around like [buzzfeed.com](http://buzzfeed.com) and [viralnova.com](http://viralnova.com), and you'll only need to do some clicks on your mouse to get them installed from the WordPress marketplace. Some of these are premium paid themes and some are Free themes, so choose based on your needs and budget.

If you are new to WordPress and are not sure about how to start installing a theme for your WordPress site, just go to your dashboard, place your mouse pointer on the “**appearance**” tab, click on “**themes**” and then click on “**add new**”.

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## **Chapter 4: Adding must have plugins for viral power**





In our previous chapter, we guided you through the process of creating a cool viral website from scratch using the WordPress platform, which as you could see allows you to create fully functional and responsive websites with a few clicks on your mouse.

The very best thing about WordPress is how easy it makes it for people from all walks of life to create a website in a matter of minutes!

You also had a glimpse at some of the things that you could access through your WordPress dashboard, mainly the theme store. The “**appearance**” tab will enable you to get your hands on a lot of other features that will give you greater power over your viral website without having to know any programming tricks or other complex tasks!

One such feature is the use of plugins that will allow your website to perform beyond what you actually thought was possible.

In this chapter, we'll teach you which plugins will give you a real advantage in this viral marketing race!



### **First off, what is a plugin?**

A plugin is, in simple terms, a piece of software containing a set of functions that can be added to a given program or platform. In the case of WordPress, plugins can expand functionalities or add new features to your website. In fact, the WordPress community tends to brag about how the platform has a plugin for making basically anything work on a WordPress website.

### **How do you Install plugins on a WordPress website?**

Installing a plugin on a WordPress site is very easy. Just go to your WordPress dashboard and look for the “**plugins**” tab, then click on “**add new**”. You can search a plugin with keywords using the search box, choose the one that best fits your needs, and click on “**install now**”. Additional configurations will depend on the plugin installed!

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# **Chapter 5: Enabling Viral Power Tools in your website**



Congratulations on your newly created viral website! You got through all the initial steps: installing and setting up your website with WordPress, installing a cool, fully functional viral theme, learned about plugins and which are the best ones available to be used on a viral website created with WordPress.

In this chapter, we have decided to give you a helping hand and guide you through the process of setting up viral power tools that your website needs to keep the eyeballs of visitors engaged and the quality traffic coming!

We are going to use tools that focus on two key attributes of a viral website: Website optimization for search engines and social engagement.

These tools are easy to implement and use, and you won't need to write code or do complex technical stuff.

Just use the following steps to enable these viral power tools in your website.

## **Website optimization for search engines**



You'll need to optimize both your website and your content to rank appropriately in search engine results. We are going to show you a tool that you can use on your WordPress website to rank higher and get indexed by search engines such as Google and Bing.

### **Yoast SEO**

The first tool in our arsenal is the “**Yoast SEO**” plugin. It's a fully fledged search engine optimization tool for your viral website. This plugin will allow you to optimize your content on the go, giving you insights on how to write the best titles, meta descriptions and content to be properly ranked on search engine results.

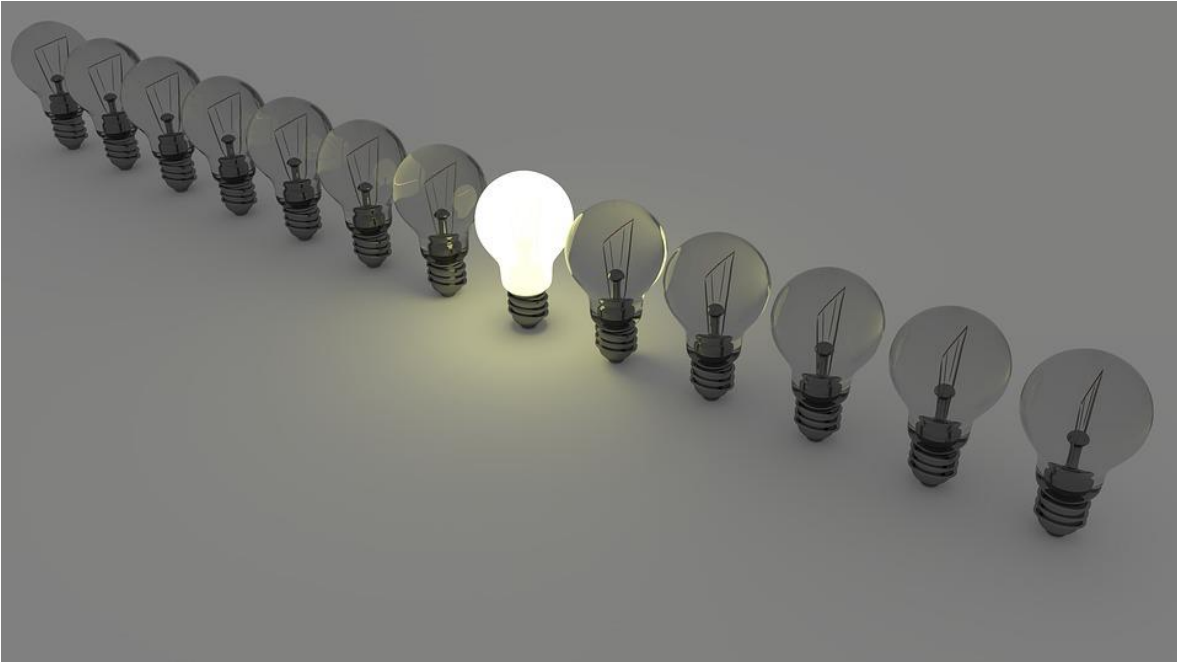
Just head to the “**plugins**” tab in your dashboard, click on “add new”, search for the plugin using the “**Yoast SEO**” keyword, click on “**install now**”, and then on “**activate**”. Once you install this plugin, you can go to the “**SEO**” tab on your left to leverage its power. Click on “**dashboard**” to enter the plugin’s configuration panel.

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# **Chapter 6: Getting Viral Ideas before creating your first post**



Although we told you that viral content needs to be emotional to become viral, there is not too much that can be said about what is bound to become viral. There is not a surefire way to know if something will become wildly popular just by looking at it. Things that seem insignificant can become huge overnight hits without anybody seeing it coming.

The same happens with stuff that looks like the kind of thing that is supposed to make a lot of noise online, but never quite manages to do so. The good news is that there is so much content online that you can just go and take a peek at what can become viral to get ideas before creating a would be viral post.

This chapter mainly deals with ways in which you can spy on trending topics to get a fresh idea about the things that you can capitalize upon at any given moment in time, because something that is in everybody's mouth today, won't be there tomorrow, so you better get prepared for it. Let's get started with some truly useful tips.



You know what's sad? Arriving late to any party. It's worse to get there when everyone has already left. To leverage the power of a piece of potentially viral content, you'll need to put a foot forward and get in the know.

There are plenty of online sources that will allow you to browse trending topics.

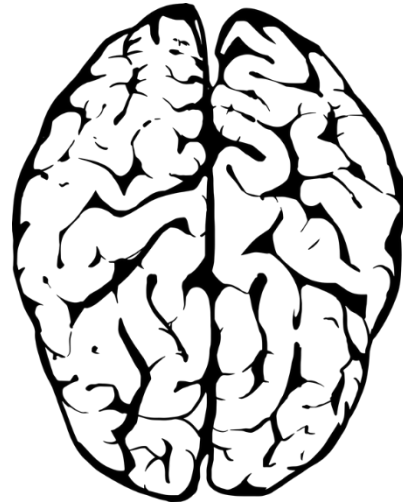
We recommend you use one called [Buzzsumo.com](http://buzzsumo.com). This website allows its visitors to use any type of keyword to see how it relates to trending topics.

You'll enter a keyword in the search bar and buzzsumo.com will show you the results related to that keyword. The first results that you'll see are the posts that have become viral on social media. You'll be able to filter your results by date, language, country and content type.

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# Chapter 7: The Anatomy of a Viral Post

There are so many things that can make content go viral that they're pretty hard to number and dissect on a whim. You have seen this many times by yourself already: you are on your own, minding your business on Facebook or wherever, and all of a sudden you see something on your wall that immediately grabs your attention.



Then, a gut feeling telling you to click on the link in the post overwhelms you, and you can't do a thing about it. You click without too much of a second thought, and find the story to be short yet compelling, and you can't help but click on the share button corresponding to your social network of choice.

That is the exact same reaction that thousands upon thousands of people just had with that same post. It is worth asking: How do they pull it off? We mean the creators of the post. How do they make a post go viral so easily? The secret, besides cool, engaging content, lies in the post's structure.

Here is a breakdown of the anatomy of a successful viral post. Use this information wisely and you will soon see people reacting the same for your posts!





## Title

Common sense would tell you that a great title is a self-explanatory one. A title that tells you just what you need to know. If it contains the information you are after, it will lead you straight to what you wanted, but does this apply to everybody?

The short answer is a flat **“NO”**. A self-explanatory title will just get the attention of people interested in what the title promotes, but everyone else will pass it off. If you want your titles to grab everyone’s attention, you have to create a title that drives curiosity in people.

## Image

Images are great previews for your posts, and are a great compliment to your title. A well-placed image under a well-crafted title will make a huge difference between getting lots of traffic and attention, versus getting just a few clicks here and there. You will always need to accompany your title and body of your posts with high quality images.

What makes a great image viral? Depending on what your title promotes and what your actual content is about, you might get away with using a common image or you might not, especially when your viral content is all about something really specific.

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# Chapter 8: Posting your viral content like a PRO



You know what it takes to make a post viral: a cool, enticing title, great looking and attention grabbing images, and premium shareable content.

All of those elements combine to make a successful viral post that is sure to make all the rounds.

Now, it is time that you apply the right techniques alongside those elements to create your first viral posts like a pro.



It is easier than you think, and there are various ways to post content that will go viral online, so let's take a look!

## Creating a Viral post

As a first step you'll need to create your viral post, so let's do it the easy way. Start in your WordPress dashboard, and go to the **“posts”** tab, then click on **“add new”**. This is where all of your viral posts will be born, so bear with us here. There are three basic stages when you post your viral content in your WordPress dashboard, and we will teach you to go through them step by step.

The first one is the title, located in the **“enter title here”** text box. Use the tools that we recommended before to create a title that people will want to click on, and enter it here. Next comes the viral image, which can be inserted with the **“add media”** button. You can insert two types of images here: **“featured”** images and **“into post”** images.

A **“Featured image”** is a headline image that will go along with your title, usually on top of it, so this is the first one that you need to insert, just click on **“upload files”** and search for it in your computer or use one from your media library.

**“Into post”** images are images that will accompany your content, so you will insert those depending on how you structure your post.

The last stage is the structure of your content. Like we said, it is better to structure your post in list format, and WordPress allows you to do so with a little code in the **“text editor”**.

Just type your numbered titles in between **“<h1></h>”**. To give you an example, our first numbered title would be **“<h1>Hack Number 5</h>”**. You will have to do this for each one of your subtitles.



# Section 4

## Going Wildly Viral with Social Media

Skyrocket Sales and Profits with these  
proven Viral Marketing strategies



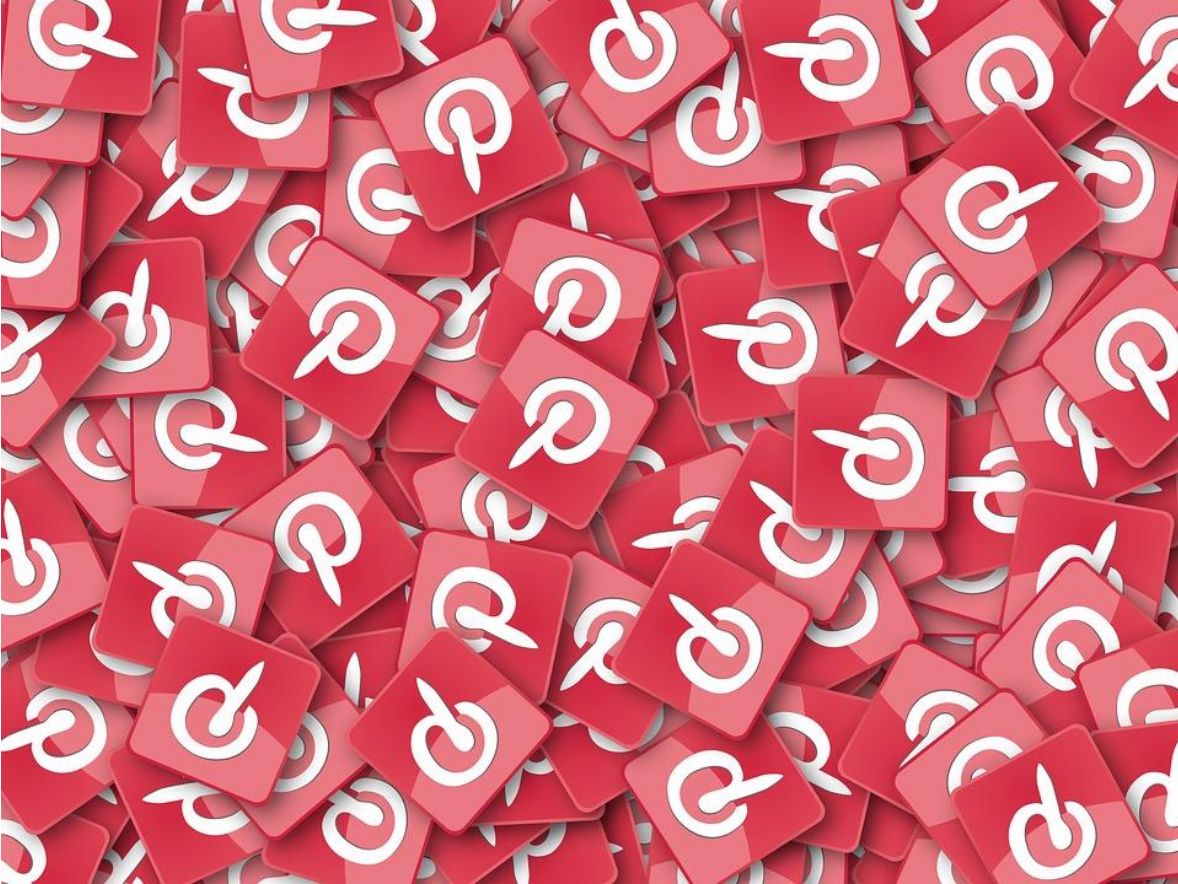
# Chapter 9: Going Wildly Viral with Facebook



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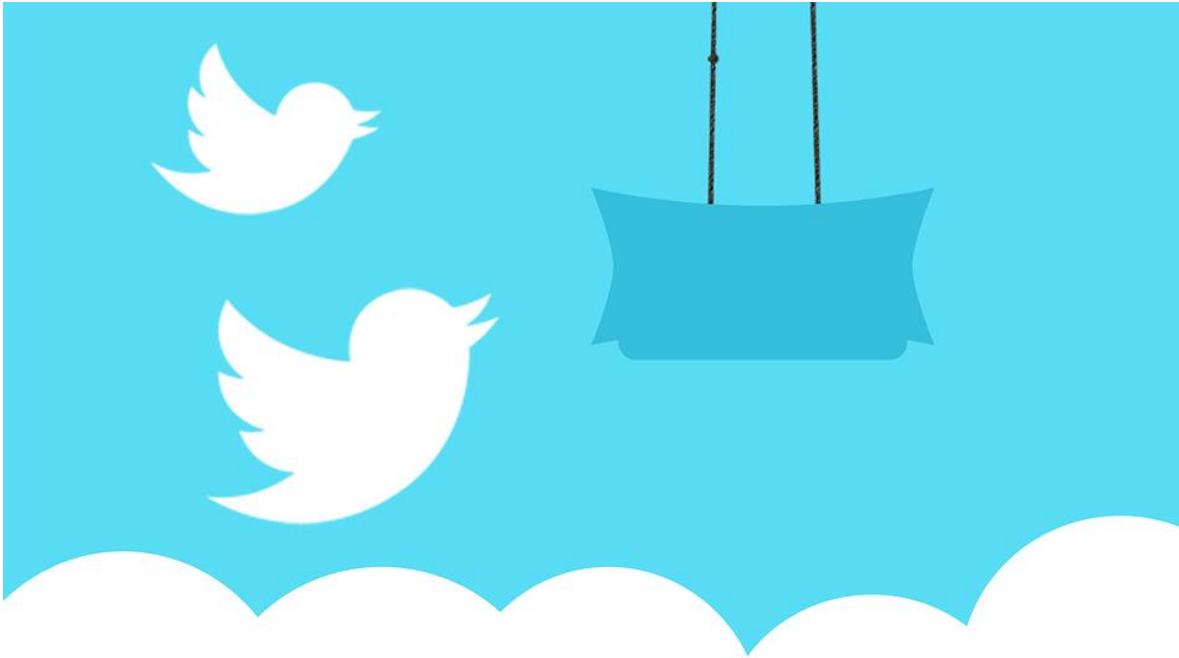
# Chapter 10: Going Wildly Viral with Pinterest



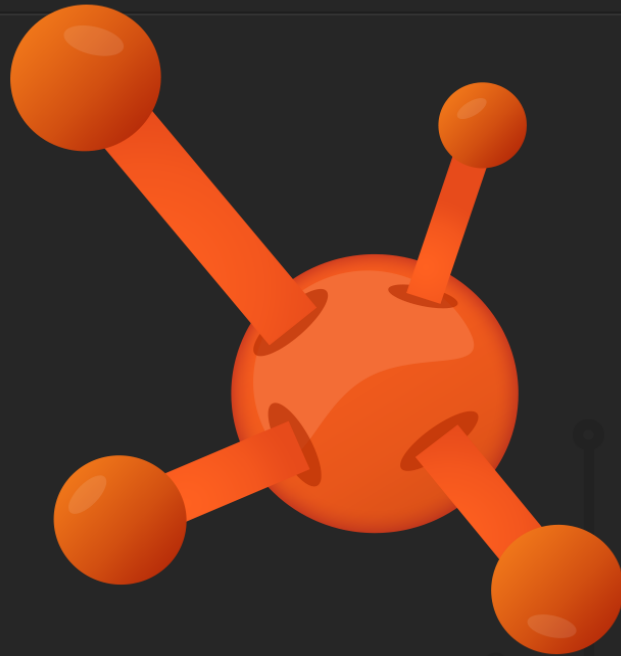
Access the Full training [clicking here](#)



# Chapter 11: Going Wildly Viral with Twitter



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# Section 5

## Additional Viral Marketing Tips to consider

Skyrocket Sales and Profits with these  
proven Viral Marketing strategies





## Chapter 12: 10 do's to apply



### **Create content that creates reaction**

Making people react to your content is the best way to make it go viral. Make sure that your content is about something that touches a nerve within people, because that is the secret behind getting people virally sharing it.

It has to be something that anyone, not only a fraction of an audience could be interested in. Use buzz and power words to grab everybody's attention. Your viral content is surely going to be a hit if you can present it as something familiar with an element that has not been shown before.

To summarize this, you do create reactions through your viral content when it is emotional, familiar and has an element of novelty that fosters curiosity in the viewer.



### **Respond to interaction**

You have to answer the questions of your followers and interact with them! Why? If you create content that goes viral, you'll have to be prepared to answer questions about it, and be present to keep the viral fire alive, so be ready for it!

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## Chapter 13: 10 don'ts to avoid



### **Don't restrict access to your content**

By restricting access we don't mean prohibit or block certain people access to your viral content, which you would find sooner than later impossible to pull off. We mean that access to your viral content should be as easy as a simple click.

You might ask how is it possible to restrict access to a piece of content if you just want to make it go viral and monetize it? Well, the easiest way to restrict access to a piece of content is to put it behind a pay wall, and many marketers do not realize this until it is too late.

To force people to subscribe, pay or give away any type of information in exchange for access to your content might work for other types of marketing campaigns, but not for viral campaigns, because it will slow down or entirely stop your content from going viral really fast. Remember, viral marketing is not about exclusivity, so you should allow everybody easy access your content!



### **Don't expect it to go viral immediately**

The results of your viral marketing campaign will not be immediately apparent. In fact, it might not be all that exciting in the first few hours after you launch your campaign.

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# Chapter 14: Premium tools and Services

## [Untorch](#)

This is a fully automated referral program for email signups. Untorch will allow you to create a reward for those who share, push and forward your content to others, unleashing a new layer of interactivity with consumers. All you have to do is copy and paste the Untorch widget on to your website.

Untorch creates email capture forms, provides each signup with a unique URL to share, keeps track of referrals and follows up through emails, notifying you every time that someone signs up through your link. It will also provide you with emails and referral info.

Untorch is priced at \$199 per campaign per year, with no hidden fees. You'll be paying for the service as a whole and not per email, enabling you to go viral by collecting as many leads as you are able to. You can try it before you buy it by creating a campaign and testing the Untorch widget on your site today!

Access the Full training [clicking here](#)



# Chapter 15: Shocking Case Studies

## [How Chris Gimmer Generated 17,584 Visitors \(In One Day\).](#)

Chris Gimmer is the founder of BootstrapBay, a marketplace for website themes built using the ever popular web development framework Bootstrap. Chris knew he was getting into a very competitive niche, so he needed a good strategy to get started.

**Objective:** His objective was to heavily promote his new product without having an initial social build up, because he didn't have too many social connections to speak of. What he found was that, even when his competitors had a huge fan base, they weren't actively marketing their sites with SEO or marketing content. He saw this as a golden opportunity for BootstrapBay to quickly grab some market share.

**Strategy:** He started to use grade A contextual backlinks, which bumped up BootstrapBay's domain authority, which boosted the rankings of every page on Chris's site.

**Result:** BootstrapBay's content has been shared over 240,000 times on social media, bringing in 17,584 visitors in one day to Chris' site. It also generated over 204,000 total visitors over the last 4-months. The BootstrapBay homepage now ranks number 9 for “**bootstrap themes**” on Google with 12,100 monthly searches.



## [How the Skyscraper Technique increased Search Engine Traffic to Brian Dean's blog by 110% in 14 Days](#)

Brian Dean is the founder of Backlinko, a training hub for digital marketing pros with over 110,000 monthly readers and a popular email newsletter.

**Objective:** His main objective was to boost the number of backlinks to a post called “**Google’s 200 Ranking Factors: The Complete List**” with the execution of the “**Skyscraper**” technique, a technique that Brian says almost guarantees you’ll get high quality links for every piece of content that you publish.

**Strategy:** The strategy was to publish a piece of content that people would consider to be among the best and stack more content on top of it, that way creating a piece of content that would have something for everybody in it, making it more shareable. It worked, because he took an already popular subject and made it longer, with better design and handed it to the right people.

**Results:** The number of backlinks to that page shot up like a rocket. That single post has driven more than 300,000 referral visitors to Brian’s site in a short span of time, and traffic to his entire site doubled after the post was published!

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## Conclusion:

We're thrilled that you have chosen to take advantage of our Special Free Report, and we wish you amazing success.



And in order to take your Viral Marketing even farther, we invite you to get the most out of it by getting access to our Full Training [clicking here](#)

Thanks so much for the time you have dedicated to learning how to get the most advantages from Viral Marketing.

Viral Marketing has come to stay in the market forever.

To Your Success,  
Lisa M Cope



# Top Viral Marketing Resources



## Videos

- ✓ <https://www.youtube.com/watch?v=HQBHDD8Zs9Q>
- ✓ [https://www.youtube.com/watch?v=KJ\\_\\_6XyAvOM](https://www.youtube.com/watch?v=KJ__6XyAvOM)

## Tools & Services

- ✓ <https://www.jm-seo.org/2015/08/top-ten-viral-marketing-tools/>
- ✓ <http://www.creativeguerrillamarketing.com/viral-marketing/7-viral-marketing-tools-you-might-not-know-about/>

## Training Courses

- ✓ <https://www.udemy.com/home-business/>
- ✓ <https://www.udemy.com/social-media-marketing-2015/>

## Blogs

- ✓ <http://www.viralblog.com/>
- ✓ <http://backlinko.com/viral-marketing>

## Forums

- ✓ <http://www.warriorforum.com/tags/viral%20marketing.html>
- ✓ <http://www.smallbusinessbrief.com/forum/forumdisplay.php?f=9>

## Affiliate Programs

- ✓ [https://www.amazon.com/s/ref=nb\\_sb\\_noss?url=search-alias%3Daps&field-keywords=viral+marketing](https://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=viral+marketing)
- ✓ <https://accounts.clickbank.com/mkplSearchResult.htm?dores=true&includeKeywords=viral+marketing>

## Webinars

- ✓ <https://www.youtube.com/watch?v=5obYwYnuo6U>
- ✓ [https://www.youtube.com/watch?v=Zp1ayaRlc\\_U](https://www.youtube.com/watch?v=Zp1ayaRlc_U)

## Infographics

- ✓ <https://blog.kissmetrics.com/viral-marketing-cheatsheet/>
- ✓ <http://infographicworld.com/viral-effects/>

## Case Studies

- ✓ [http://www.digitalstrategyconsulting.com/intelligence/2015/11/viral\\_video\\_marketing\\_case\\_studies\\_the\\_25\\_best\\_virals\\_of\\_2015.php](http://www.digitalstrategyconsulting.com/intelligence/2015/11/viral_video_marketing_case_studies_the_25_best_virals_of_2015.php)
- ✓ [http://www.digitalstrategyconsulting.com/intelligence/2014/12/viral\\_video\\_marketing\\_case\\_studies\\_the\\_best\\_virals\\_of\\_2014.php](http://www.digitalstrategyconsulting.com/intelligence/2014/12/viral_video_marketing_case_studies_the_best_virals_of_2014.php)

## Facts

- ✓ <http://www.522productions.com/4-scientific-facts-about-viral-video-marketing>
- ✓ <http://www.sliderocket.com/blog/2012/02/viral-marketing-examples/>

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