

2.11 30111 VIRAL MARKETING AND HOW TO CRAFT CONTAGIOUS CONTENT

UNIT-1 WHAT MAKES IDEAS STICKY?

In this module, you'll start to learn what makes products, ideas, and behaviors contagious; in other words, why they catch on. You'll explore the science behind why some things become popular while others fail. You'll also discover the key principles, or six SUCCEsS" factors that make messages stick. Finally, you'll learn how to make any idea more memorable, whether it's a pitch to your boss or a lesson you want students to remember.

UNIT-2 HOW SOCIAL INFLUENCE SHAPES BEHAVIOR:

In this module, you'll examine how social influence shapes everything people do: from the products we buy and candidates we vote for to the food we like and careers we pursue. You'll learn how people use others to help them make choices and how companies leverage this power to shape the products and services we use. You'll discover when people are more likely to conform or do the same thing as others, and when they are more likely to diverge or do something different. At the end of this module, you'll understand how to avoid being influenced by others and how to use influence to make yourself more successful.

UNIT-3 THE POWER OF WORD OF MOUTH:

This module will teach you about the power of word of mouth. You'll learn why word of mouth, or person to person communication, is 10 times as effective as traditional advertising. Further, you'll discover why some products or ideas get talked about more than others. Why some online content goes viral or some things get more buzz. You'll learn the six key STEPPS that drive people to share, and how by understanding those drivers, you can make anything more contagious.

UNIT-4 SOCIAL NETWORKS:

In this module, you'll learn what social networks are, and how they shape the spread of information and influence. How the patterns of social ties between people determine what we do, and what catches on. How people we've never even met can influence our tastes and preferences. You'll learn about how strong and weak ties help get people jobs, and whether to concentrate or spread out marketing resources when launching a new product. By the end of this module, you'll not only be able to analyze the success of popular products, ideas, and services, but also apply these insights to make your own stuff more likely to catch on.

References Books:

1. Jonah Berger
2. Marketing Professor The Wharton School