



Técnicas de marketing viral (Libros Profesionales) (Spanish Edition)

Miguel Angel Montañés del Río, César Serrano Domínguez, José Aurelio Medina Garrido

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La comunicación es algo innato a todo ser humano. No es posible evitarla, ya sea de modo formal o informal, siempre estamos enviando mensajes a nuestros iguales con algún tipo de propósito.

El marketing viral está concebido para que las ideas se propaguen entre las personas de igual modo que lo haría un virus biológico, gracias a la democratización en el uso de Internet.

La misión del marketing viral es que un mensaje, por lo general con contenido comercial —aunque no necesariamente—, más o menos explícito, tenga la capacidad de involucrar a sus receptores y que éstos se encarguen, voluntariamente, de su retransmisión entre sus contactos y allegados.

Este libro enseña los conceptos básicos del marketing viral, así como las principales técnicas que se utilizan para su desarrollo práctico, todo ello desde una perspectiva de gestión.

La propagación viral de ideas es algo que los usuarios de Internet ya están experimentando ¿Su organización aún no?

Índice

¿Qué es el marketing viral?- Principales técnicas de marketing viral.- Viral incentivado.- Viral buzz (rumores).- Viral de compromiso.- Viral de utilidad.- Listados y rankings.- Juegos virales (advergaming).- Viral de descubrimiento.- Humorístico.- Los virus negativos o bulos.- Clasificación complementaria de técnicas virales.- Referencias bibliográficas.

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