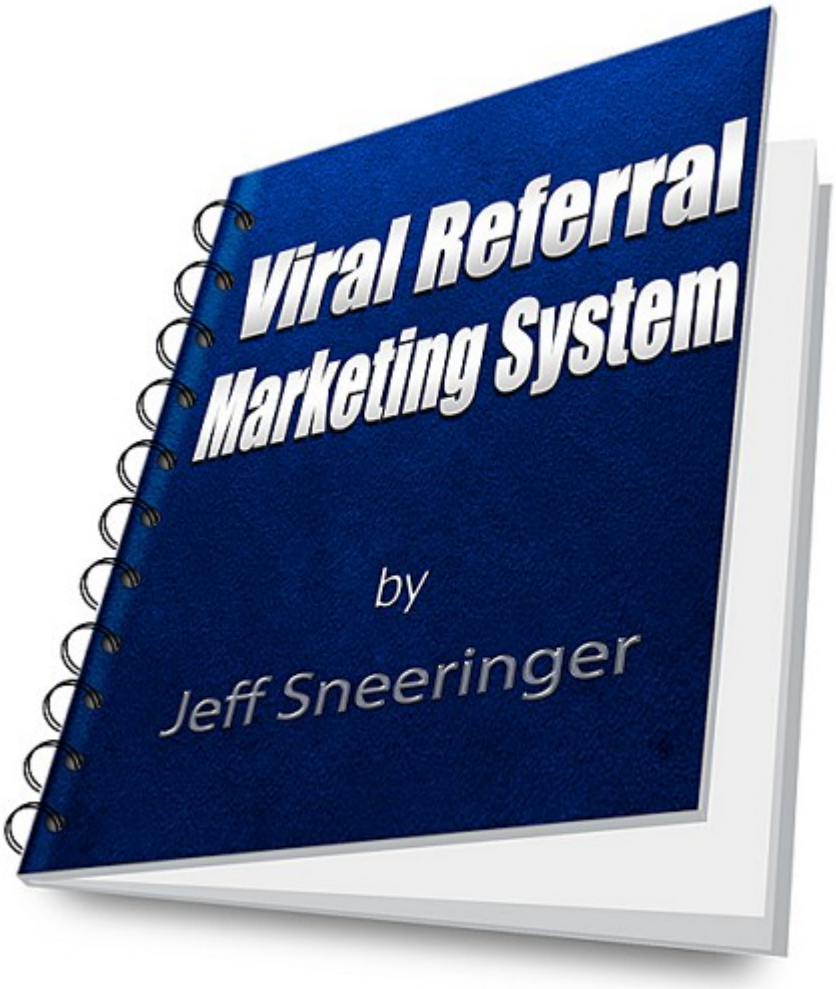
Viral Referral Marketing System



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VIRAL REFERRAL MARKETING SYSTEM

Those of us who are familiar with the term "going viral" have long dreamed of the day we finally create a piece of work, a website, or even a money making offer, that will take social media by storm and really catch that viral wave.

For those of you who are not familiar with the term “going viral”, let me explain...

Going viral happens when something that is liked by a few, go and share it with others, who in turn share it with even more people, and so on, until it saturates the web.

It's genuine exponential growth where two become four, then eight, then sixteen, thirty-two, sixty-four, you get the idea!

The results of this type of growth, especially if it is monetized, can be very profitable!

To better explain this phenomenon, I want to share an example of how "going viral" can truly create an overnight success story...

Ever hear of Rebecca Black? She uploaded a music video on YouTube back in 2008. Although she was an unknown singer prior to that, in just a few months the video had 30 million views. Thirty Million views in just a few months is going viral in every sense of the word!

The amazing thing about this story is, of those who rated her video, she was liked by less than 20%. That means 80% either didn’t vote, or if they did, they disliked it.

You can now purchase the song on several music sites for .99 cents, and the ring-tone for $1.29. Sounds like pocket change, right?

But think about this for a moment…what is the result of 20% of 30 million multiplied by .99 cents? A whole lot more than pocket change!!!

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My point is, she tapped into the power of social media as a method of promotion and caught the viral wave. Her video went viral to such a level that with only a 20% likability, she still stands to make millions!

Today she has many more video's that total hundreds of millions of views. Her channel alone has more than 600,000 subscribers.

Another popular success story, as result of viral marketing, is Dropbox. They were able to go from only 100k subscribers to over 4 million in just 15 months. That's a 3900% increase and shows the effectiveness of using this marketing strategy to build a business.

There are many more stories where those came from. It all works through the power of viral marketing via social media.

As a marketer, there is no better way to realize the ultimate success with your offer than to have it go viral. The problem is, only one in a million ever catch the viral wave.

Unless there was a way to ***force it to go viral!***

I'm about to introduce to you a software that will do just that, *force your offer to go viral.*

In fact, I will not only reveal the software, I will also lay out a Viral Referral Marketing System that I have created around that software, which will help your offer take social media by storm!

This system will bring you more traffic and leads than any other program you have ever tried!

The System...

The system requires three things to make it work, viral software, an email marketing system (autoresponder), and a few people to get the ball rolling.

I'll briefly cover the three components, then I'll come back and cover each one in detail.

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The **first component** needed to make the system work is the **software.**

We use a prize draw software called UpViral. When I say it's crushing any other thing out there for building huge prospect lists in such a very short time, that is an understatement! There are ample testimonials of traffic and lead generation on the UpViral website that are quit amazing.

One marketer built a list of over 100,000 leads in a month. Another got over 16,000 subscribers in four days! This same person is still netting thousands of subscribers each and every day, and it doesn't stop there.

The great thing about this software is, it does all the work for you. You set it up, create your campaign, then it takes care of the rest.

It houses all the workings of each campaign so it's a stand alone software. It sends an email to the contact when they sign up, each time they get a referral, and after they get enough referrals to unlocked the giveaway/prize.

If you haven't already, GO HERE to get the software! (It carries a 30 money back guarantee)

(NOTE: Each step in setting up your UpViral campaign has it's own video tutorial. You'll see the link for the video in the upper right side of the page)

The **second component** needed in order to make the system work is an **email marketing service** (autoresponder).

As the UpViral Software collects your leads for your giveaway, you also want to have then entered into an email marketing program so you can continually market your own offer to them.

If you don't already have an email marketing service to manage your leads, **Get Response** is by far the most economical. It's available for only $15 per month. If you GO HERE and sign up you'll receive a $30 credit! And yes, the UpViral software easily integrates with Get Response.

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The **third and final component** is finding a few people to help get the ball rolling.

When it comes to methods of getting the initial viral links out, it depends largely on the type of business model you are working.

If you have an e-Commerce business you could have your current customers participate. An Affiliate Marketer might use their current marketing channels.

Even if you get it started with paid traffic such as Adwords or Facebook Ads, there will eventually come a point where the viral effect takes over and you can cut back or even stop paying for traffic.

If you offer a business opportunity, or market to other online marketers there is a great source of people to help you get the ball rolling. Facebook Opportunity Groups are a platform where there are millions of opportunity seekers and online marketers.

I personally have been using these groups as a traffic source for several years. In fact, I created an eBook which outlines my method of how I get traffic there.

Just like the ebook explains, there are thousands of these opportunity groups that have a combined total of millions of people, who are looking for other people to join them in their work from home ventures. I have over 600,000 members in my groups alone! It's a gold mine of prospects!

You may have already purchased it through one of the many methods I market it. But if you haven't, here is the link "How To Get Traffic & Leads From Facebook Groups."

After you have the UpViral software, an email marketing service, and my ebook (If in fact you plan on using Facebook Groups for traffic), it's time to learn how to bring it all together to create one of the most powerful Viral Marketing Systems in the history of Internet Marketing.

How the system works...

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My system is called **"Viral Referral Marketing."** and it works like this...

The UpViral software has two different types of campaigns available, which consist of contests and giveaways.

In a **contest** there is only one winner (I use this type of campaign to help local small businesses get customers). In a **giveaway** everyone wins once they complete all the steps to unlock the prize. *The is the type of campaign I use.*

The Giveaway Campaign entices your visitors to bring in referrals by offering a free giveaway. Once they bring you a specific number of referrals (*you set that number*), they receive the prize, which usually consists of an ebook or some sort of valuable training.

Keep in mind, *the prize or giveaway,* ***must be something notable*** in order to give the person a reason to want to participate.

As I give the example on how to set up your campaign, I'll be using my ebook as the prize.

IMPORTANT: I use my ebook as the giveaway in this example only! I do not give the ebook away and you DO NOT have rights to give it away.

The following images are screen shots of how a campaign would look.

The sample image below is the first page they will see when they click on the campaign link. It's called the "Lead Page."

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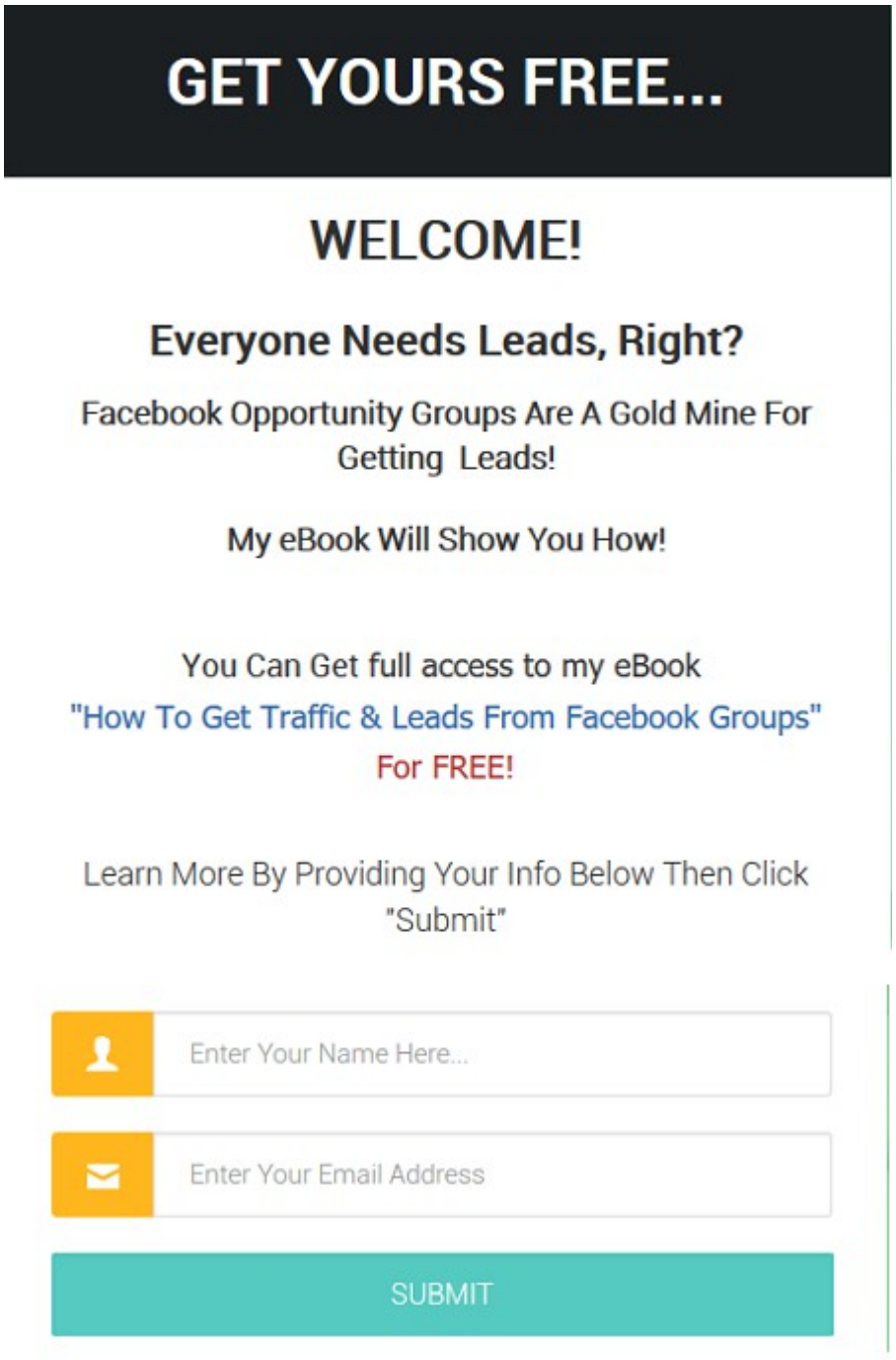

After they enter their information and click submit it takes them to a "Thank You Page." *where the magic of the software starts to happen!*

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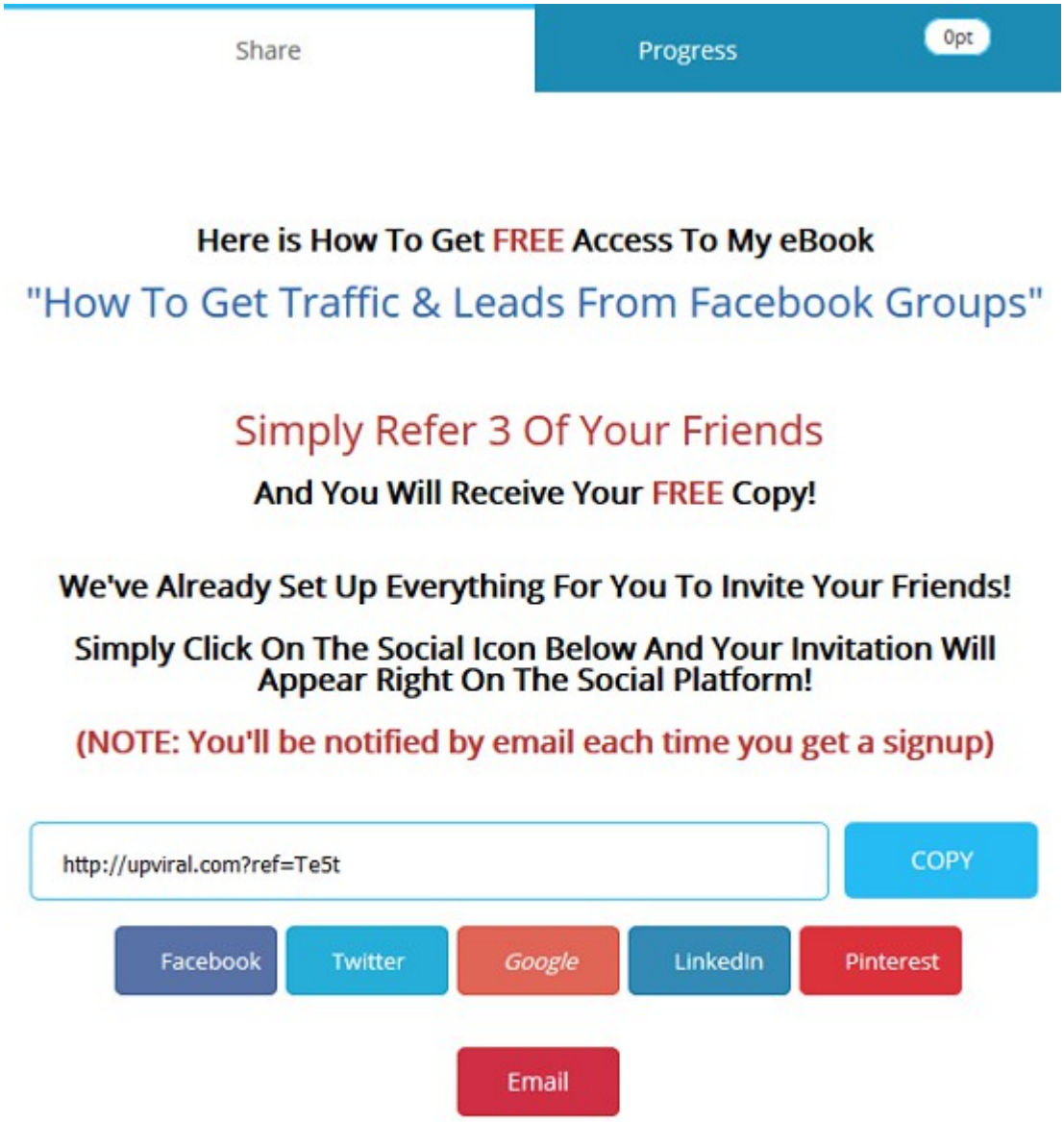
This page gives them the opportunity to easily share the campaign through social media platforms like Facebook, Twitter etc., with one click of their mouse!

The image below is a screen shot of a sample "Thank You Page" ...



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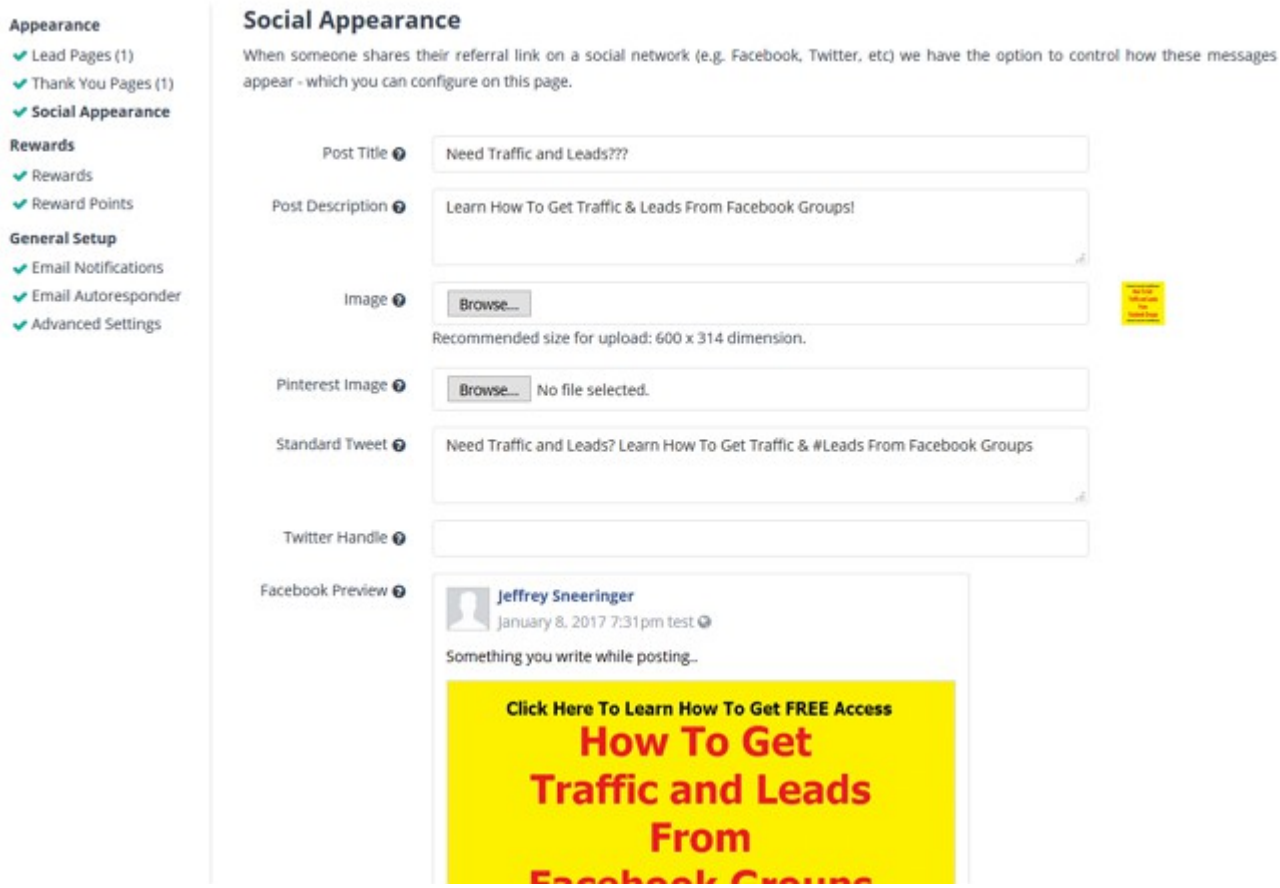
The other action that happens after they complete and submit the Lead Page is, assuming you have an email marketing service integrated with UpViral, their information will also be **added to your auto-responder.**

Once they are in your autoresponder you can then market your offer to them.

In the Next Step you'll be setting up your "Social Appearance."

Social Appearance is how things will look when they share your campaign on social media. Below are two screen shots of how I have it set up...



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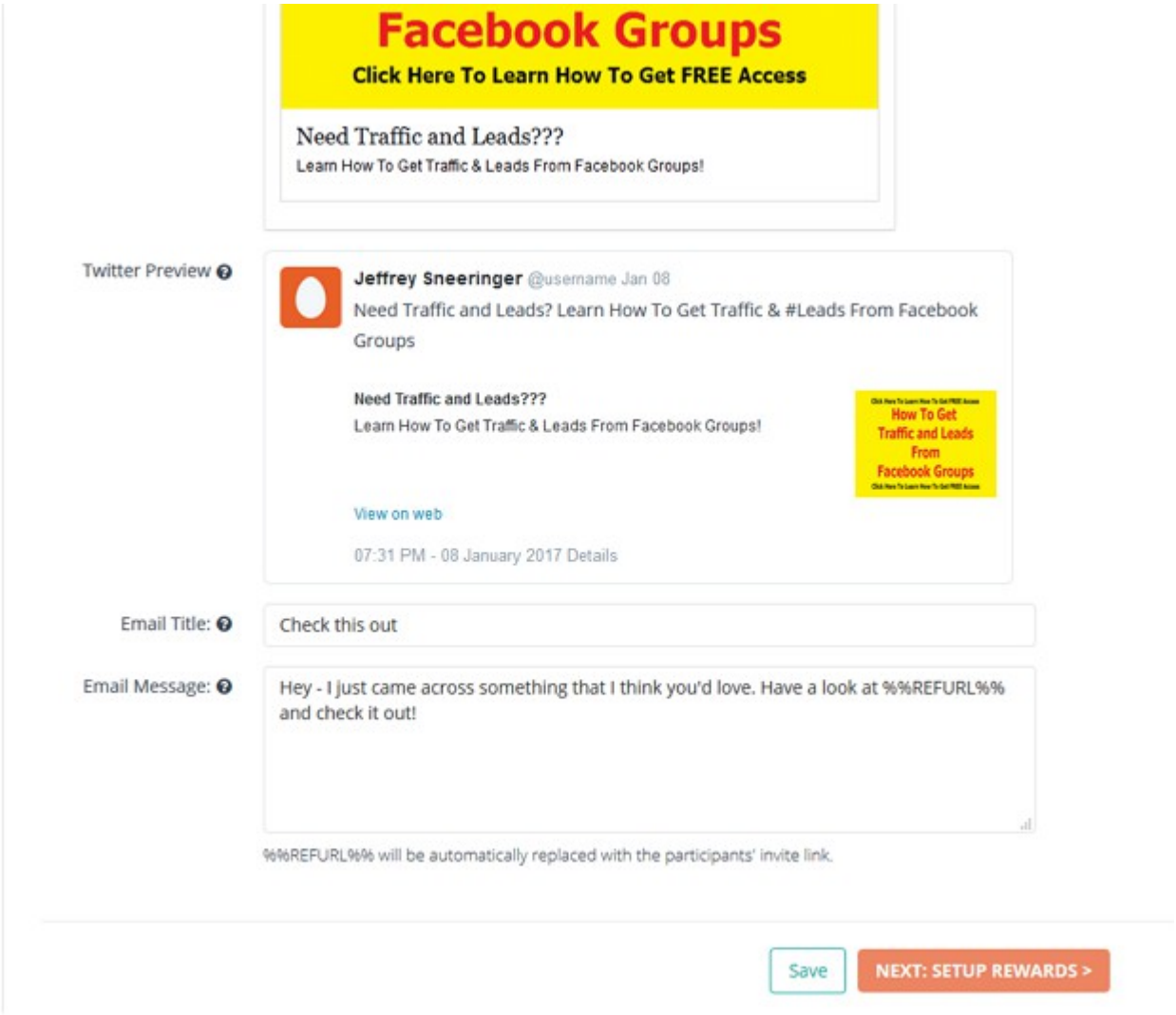

Remember, there is always a video tutorial to help you set up each step!

Next Step, "Reward Setup"

You will see setup steps titled "Reward", and "Reward Points".

In the Reward step you simply upload whatever it is you are giving away.

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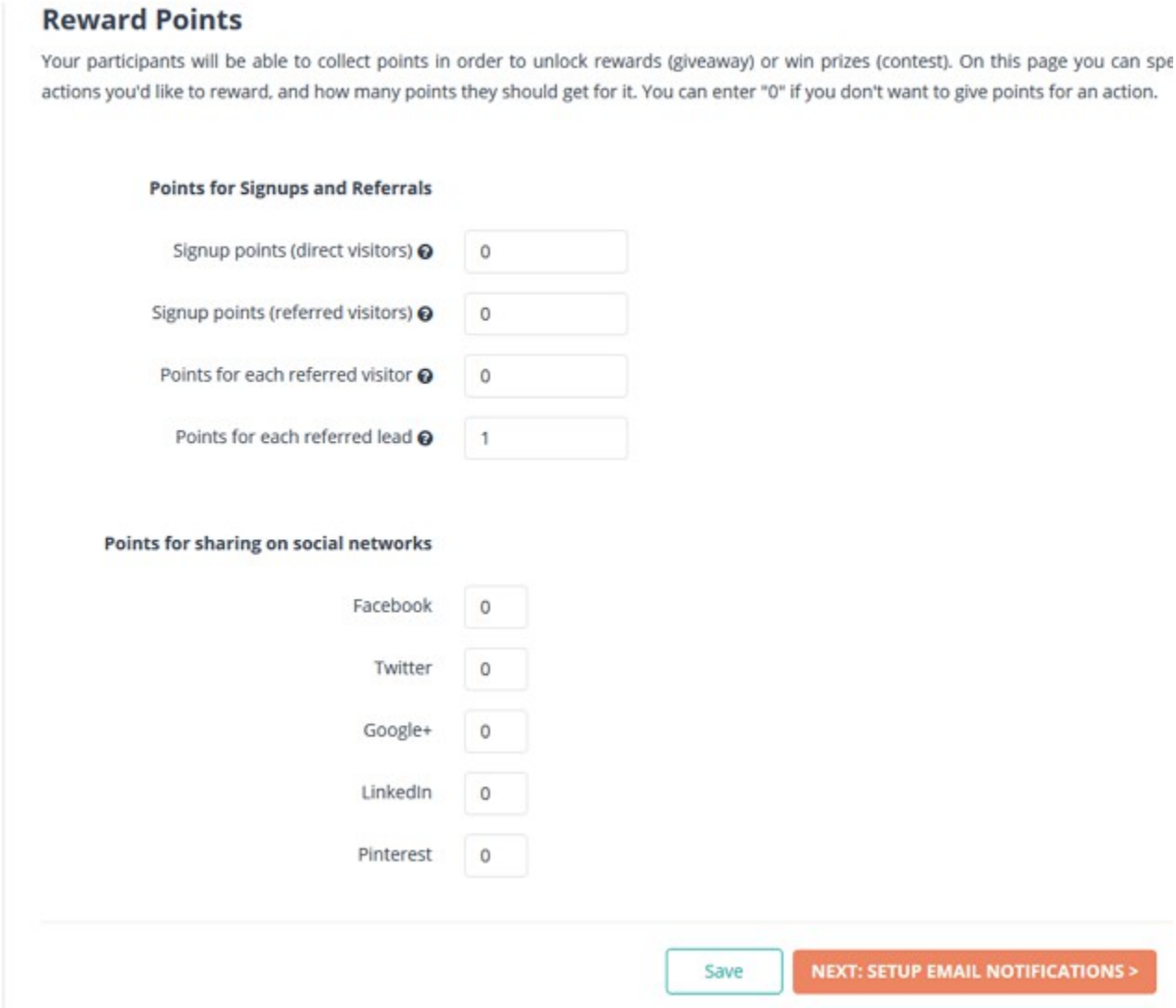
Next step: **Reward Points**

Here is where you determine how many referrals they have to send you. The number is up to you, but through experience, 3 is a good number. I know of marketers who are giving away entire courses with UpViral and are setting this number to 5.

Below is a screen shot of how to set the points required...



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Next Step: **Email Notification Setup**

UpViral will send out 3 types of campaign emails, one right after they register, one each time they get a referral, and the final one when they unlock the reward, which will include a download link to the prize you are giving away.

Below are the text for sample emails...

Right after registration:

SUBJECT: Welcome {{name}}, you're on your way!

BODY:

Hey {{name}},

Congrats, you are on your way to discovering how to grow your business by tapping into the millions of opportunity seekers on the Facebook Groups platform.

You should have been redirected to a thank you page with everything set up for you to share this amazing opportunity. Please be sure to bookmark that link!

In case you can't get back to the refer page you'll find it here {{sharepage}}

Also, here is your unique referral URL to use to invite your friends {{referral_url}}.

The faster you share, the faster you will get your copy!

Each time you have a referral you will be notified by email. So keep a lookout for those emails. When you get enough referrals to unlock your copy of the ebook you'll receive it by email also.

Best Regards,
Jeff Sneeringer

Email when someone signs up through their referral link:

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SUBJECT: You Got a Signup {{name}}... You're Getting Closer!

BODY:

Great for you, {{name}},

You referred a signup!

That means you only have {{points_to_unlock}} signups to go until you receive your copy of the ebook.

Keep on sharing!

Best Regards,
Jeff Sneeringer

Email when reward is unlocked

SUBJECT: You did it, {{name}}!

BODY:

Congratulations {{name}}!

Click on "Download" below to get your copy of **[Enter the name of your giveaway]**

{{reward_url}}

Best Regards,
Jeff Sneeringer

The **Final Setup** is to integrate your Auto-Responder with UpViral.

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All you do here is, from the drop down menu, select the Email Marketing company you are using. Then you'll enter the API Key for that company.

Then choose what Auto-Responder you are using. (this is the name of the AR which you create for this list within your Email Marketing System.

That is it for setting up UpViral. Again, there are plenty of tutorials within UpViral that will help you along.

If you use this Viral Referral Marketing system you will be amazed at how quickly you can build a marketing list.

To Your Success,

Jeff Sneeringer

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