

Name _____ Date _____

Marketing Essentials
Chapter 13 Initiating the Sale

eMarketing Worksheet Activity: Viral and Affiliate Marketing

Directions Viral e-marketing is a technique that e-marketers use to connect with new potential customers via current customers. For example, a social network may invite members' friends to join that social network. In affiliate marketing a visitor on a particular Web site will be directed to another company's Web site. Work alone or in small groups to complete this two-part worksheet on viral e-marketing.

A. Conduct Research

1. What is the major difference between viral and affiliate e-marketing techniques?

2. Which one do you think is more intrusive? Explain your rationale.

3. Which one do you think is more effective? Explain your rationale.

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B. Apply Your Sales Knowledge

1. Compare viral and affiliate e-marketing with prospecting using the endless chain method (customer referrals) and cold canvassing.

2. Explain how a blog service provider could generate customer leads for itself and other companies.

3. Write a catchy tagline to generate new leads for a Blog service to demonstrate the viral e-marketing technique.
