Create a you tube video that goes viral   
  
must promote jctc coffee cart  
  
4 teams

Think about tags, where to post, how to get hits?????social networking?????  
  
upload asap! Why?  
  
million hits - A  
  
3/4 mill - B  
  
1/2 mill - C  
  
1/4 mill -D  
  
  
  
rules  
  
pg-13, no cursing, no nudity, no getting hurt, no slander, no hurt feelings.

**Viral marketing** and **viral advertising** are [buzzwords](http://ilearn.jessamine.kyschools.us/wiki/Buzzword) referring to [marketing](http://ilearn.jessamine.kyschools.us/wiki/Marketing) techniques that use pre-existing [social networks](http://ilearn.jessamine.kyschools.us/wiki/Social_network) to produce increases in [brand](http://ilearn.jessamine.kyschools.us/wiki/Brand) awareness or to achieve other marketing objectives (such as product sales) through self-replicating [viral](http://ilearn.jessamine.kyschools.us/wiki/Viral_phenomenon) processes, analogous to the spread of [viruses](http://ilearn.jessamine.kyschools.us/wiki/Virus) or [computer viruses](http://ilearn.jessamine.kyschools.us/wiki/Computer_viruses). It can be delivered by [word of mouth](http://ilearn.jessamine.kyschools.us/wiki/Word-of-mouth_marketing) or enhanced by the network effects of the [Internet](http://ilearn.jessamine.kyschools.us/wiki/Internet).[[1]](http://ilearn.jessamine.kyschools.us/mod/resource/index.php?id=183#cite_note-0) Viral promotions may take the form of [video clips](http://ilearn.jessamine.kyschools.us/wiki/Video_clip), interactive [Flash](http://ilearn.jessamine.kyschools.us/wiki/Macromedia_Flash) games, [advergames](http://ilearn.jessamine.kyschools.us/wiki/Advergame), [ebooks](http://ilearn.jessamine.kyschools.us/wiki/Ebook), [brandable software](http://ilearn.jessamine.kyschools.us/wiki/Brandable_software), [images](http://ilearn.jessamine.kyschools.us/wiki/Image), or [text messages](http://ilearn.jessamine.kyschools.us/wiki/Text_message_marketing).

The goal of marketers interested in creating successful viral marketing programs is to create [viral messages](http://ilearn.jessamine.kyschools.us/wiki/Viral_messages) that appeal to individuals with high [social networking potential](http://ilearn.jessamine.kyschools.us/wiki/Social_networking_potential) (SNP) and that have a high probability of being presented and spread by these individuals and their competitors in their communications with others.

The term "viral marketing" has also been used [pejoratively](http://ilearn.jessamine.kyschools.us/wiki/Pejorative) to refer to [stealth marketing](http://ilearn.jessamine.kyschools.us/wiki/Stealth_marketing) campaigns—the unscrupulous use of [astroturfing](http://ilearn.jessamine.kyschools.us/wiki/Astroturfing) online combined with undermarket advertising in shopping centers to create the impression of spontaneous [word of mouth](http://ilearn.jessamine.kyschools.us/wiki/Word_of_mouth) enthusiasm.