CONCEPTUAL FRAMEWORK OF VIRAL MARKETING: A REVIEW OF THE LITERATURE OF THE LAST YEARS

MARCO CONCEPTUAL DEL MARKETING VIRAL: UNA REVISIÓN DE LA LITERATURA DE LOS ULTIMOS AÑOS

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ABSTRACT

The purpose of this research was to build a conceptual framework of viral marketing starting from a literary review of the various studies published in indexed magazines in the recent years. It is concluded that viral marketing can be defined as a marketing technique that uses the intercommunication of consumers through the 2.0 tools, managing to spread the message on the network at initiative of the user, giving the possibility to increase the value of the organization through fast and unlimited transmission, similar to a flu or computer virus. This technique takes advantage of people's communication, since feelings, emotions and experiences are transmitted through their networks. Viral marketing must be used conveniently, justifying its use through a simple message that goes beyond repeating information in the different media, thus achieving a good communication practice, and creating interconnectivity between organizations and their consumers.

Keywords: Viral marketing; Social network; Brand; Diffusion; Transmission; Users; Massive media.

RESUMEN

El propósito de esta investigación fue construir un marco conceptual del marketing viral a partir de una revisión literaria de los diversos estudios publicados en revistas indexadas en los últimos años. Se concluye que el marketing viral se puede definir como una técnica de marketing que utiliza la intercomunicación de los consumidores a través de las herramientas 2.0, logrando difundir el mensaje en red por iniciativa del usuario, dando la posibilidad de aumentar el valor de la organización mediante una transmisión rápida e ilimitada, similar a un virus gripal o informático. Esta técnica aprovecha las relaciones de comunicación de las personas ya que se transmiten sentimientos, emociones y experiencias a través de sus redes. El marketing viral debe ser empleado convenientemente, justificando su uso a través de un mensaje que vaya más allá de repetir información en los distintos medios, y así lograr una buena práctica de comunicación y crear mayor interconectividad entre las organizaciones y sus consumidores.

Palabras clave: Marketing viral; Redes sociales; Marca; Difusión; Transmisión; Usuarios; Medios Masivos.

INTRODUCTION

Marketing is "a social and administrative process whereby individuals and organizations get what they need and want, creating and exchanging value with others" (Kotler &strong, 2012, p.5). The way to create value for costumers has been evolving in the last years according to the technological advances, for that reason, marketing professionals must be able to understand new ways to satisfy the consumers' needs.

In the past few years, many events have transformed the social and technological life of consumers, changing the ways of interaction between individuals and organizations, moving from an analogical context to a digital context, transforming their attitudes and behaviors towards the message of the product or service, and replacing traditional media for social media (Sarmiento, Esteban and Antonovica, 2017).

Nowadays, the media has to do the impossible to keep their audience attention through something novel and extraordinary before the competence does, in order to get leadership and be different from the rest (Cárcar, 2015).

The expansion of connectivity and internet domain has generated that the consumers' attention acquires a great power. So that, today costumer relationships must be done with current tools, such as web sites, blogs, videos, online communities and social networks (Facebook, YouTube, Twitter, among others). Consumers give as much as they receive in a bidirectional way, they have an active participation in the dissemination of messages regarding a brand, in other words, they are generating marketing contents (Kotler & Armstrong, 2012).

Consumers have become creators and providers of much of the information they received from each other. They have been divided according to their preferences, life styles and personal interests for social networks, blogs, forums, wikis, etc., leading to the formation of a strategy called *"viral marketing",* where electronic communication systems and current social networks are used, so in this way consumers can establish dialogues and add value to the products and services (Aguilar, San Martin & Payo, 2014).

The classic marketing media, such as radio, television, newspaper advertising, magazines, and others, have become deficient. Since the audience find them boring and invasive, they are no longer of their preference. As a response, viral marketing is presented to be considered for any company as a good alternative (Salazar, 2013).

The above-mentioned, shows the importance that this new strategy called "viral marketing" is generating, which also requires to do further studies that could contribute to the business and academic practice in the knowledge of this new way to do marketing.

So, the objective of this research was to build a conceptual framework of viral marketing from a literary review of the different studies made in the past few years. Which will serve as a reference for future empiric researches in the organizations.

MATERIAL AND METHODS

An investigation with a qualitative approach, of a basic type and non-experimental design was carried out, since a literature review (in this case, scientific articles) was essentially carried out as a technique of documentary exploratory research to collect relevant information about the different concepts related to viral marketing. This implies detecting, examining and obtaining adequate bibliographic references (Hernandez-Sampieri & Mendoza, 2018).

An appropriate and accurate literature review about different bibliographical sources allows us to collect data that start from the need to understand different results that emerge from the researches carried out. From them, concepts and theories are synthetized according to the topic analyzed, based on the context of the research (Olarte-Mejía & Ríos-Osorio, 2015)

According to Sarabia (2013), this type of research constitutes one of the key processes of success in its development, as they serve as a reference for purpose and methodological approaches of future studies.

For collecting data, it was essential to use different filters that lead to a literature review. The search was conducted by the next terms: "Viral marketing", "Viral marketing strategies", and "Viral marketing and Social networks". These magazines, that are indexed in SciELO and Redalyc, were selected as database. Database that provide us quality of the information and also free access, which allows any marketing professional to easily get all the information with no need of any subscription.

Exclusion and inclusion criteria play an important role in a literature review to develop and adequate selection of the paperwork. These criteria help us to eliminate the risk of skewness, so that identifying articles that contain important information becomes more understandable.

For this research the exclusion and inclusion criteria used are: only scientific articles published in magazines indexed in SciELO and Redalyc, had been considered in order to guarantee that the information is reliable; the articles must have been published, either in Spanish or English (only one article in English was found); the time range of the publication should be enclosed between 2007 and 2019 (basically, this criteria was established due to the minimum amount of articles related to the topic that were found, so there was a need to extend the time range); the articles should mention an strategy and/or viral marketing approach.

Regarding exclusion criteria, the articles that Mendeley, reference manager, found duplicated were not considered and removed; publications in a different language and time range than the ones established were not selected; articles not related with the key words of the study were not included; and finally, those articles that contained information related to viral diseases, were not included either.

RESULTS

The total of articles chosen for the current study, after the selection process (applying the inclusion and exclusion criteria mentioned above), were 22. From them, the following information was obtained:

Viral Marketing History

The consumer's behavior has gone through a great transformation, influenced by some factors as technology. It is important to mention some great events such as: the launch of the first personal computer in 1965; the advent of the internet in 1969; and the social network in 1992. Definitely, these events had an impact in how consumers used to interact with companies and organizations, since during that time, consumers replaced traditional media by social media. A voluntary participation of users, leaded to the emergence of viral marketing (Sarmiento, Esteban & Antonovica, 2017), which is based on a word-of-mouth communication (Paus and Macchia, 2014) quoted by (Sarmiento, Esteban   & Antonovica, 2017).

The term "viral marketing" was published for the first time in the PC Use Magazine in 1980, in which they compared the adoption of Macintosh SE and COMPAQ. However, this term is attributed to two venture capitalists named Steve Jurvetson and Tim Draper, who wrote an article called "Viral Marketing" in 1997, in which they explained the practice of using Hotmail as a free service. They detailed how an advertising message could be seen as a flu virus; the advertising infected consumers, and these consumers rapidly transmitted to other consumers. Then, in 1996, the first theoretical bases of viral marketing were given by Professor Douglas Rushkoff in his book "Media Virus", explaining that once the message got infected, it was ready to continue infecting other sensitive consumers, who transmitted the virus in an exponential way. (Aguilar et al, 2014). As users form a network of members that react as propagating valves causing the spread of the information, this process is defined as "viral marketing" (Bellon & Sixto, 2011).

Viral marketing makes that social networks explode so that the knowledge of the product or brand increases in an exponential way through a process of viral self-replication (Tuñez-Lopez & Sixto-Garcia, 2012). One of the most recent trends in viral marketing is the use of cellphones (especially the use of smartphones or ultimate generation cellphones), which many youngers give it a high value of entertainment, resulting greater relationships in social interaction and promoting viral campaigns for themselves (Camarero & San Jose, 2012). As *The Mobile Viral Marketing*, trusts on the costumer's main role, that is spreading the viral information to other users or consumer so they continue spreading the information to others, and all this thanks to the use of their own mobile devices and communication techniques (Aguado & Garcia, 2015).

Concepts of Viral Marketing

Technology evolution and the changes that have taken place in human behavior and different environments, in which they are developed, has promoted to disseminate the information through various means. It has caused the evolution of Marketing; as a consequence viral marketing has been related with marketing 2.0, or also called "Relationship Marketing" (Sulé & Prieto,2010).

One of the first definitions provided by (Arndt, 1967) quoted by (Sarmiento, Esteban & Antonovica, 2017), who gives this type of communication a specific concept: "oral communication between two or more people in which

the receiver does not perceive the message as an advertising of a brand, product or service."

According to the literary review of the different conceptualizations about viral marketing, there are three clear terms exposed: *viral marketing, word of mouth effect, and WOM or electronic word of mouth effect*. All of them are focused on the topic of the research. The first term, which is defined as a strategy that takes the most of social media, to increase the value of the organization through a fast and unlimited transmission similar to a virus of information, taking advantage of people's relations of communication, since feelings, emotions and experiences are also transmitted through their networks. The objective is to make possible the transmission of commercial messages through the different online social channels (Carpio, Hannco, Cutipa & Flores, 2019).

The second term is defined more as a model of oral communication that is transmitted among people. In this process two important users are involved. An issuer, related with the trade of a product or a service provision; and a receiver, the one interested in knowing about the product or service. This is a very effective method of advertising, due to the fact that it does not need require much investment and also, has no need of making traditional mass media contracts. Usually, it works as a friend's recommendation, or even someone else who recommends a product and its characteristics. The potential costumer will focus on the trust placed on the message before the purchase. It is essential to consider the word-of-mouth effect is very influential in costumers' decisions (Aguilar et al, 2014).

Lastly, the new communication methods led to the beginning of the electronic word of mouth or online word of mouth, by which people outside the company give positive or negative comments about the product, brand or service, and these comments can be available and accessible on the internet for the majority of people or institutions. So it gets more credibility due to the commercial information given through the networks, which affects more people, who are usually part of this process, by the comments they found on the internet from other users. Also, they are more likely to accept the negative side of word of mouth, due to the lack of experience and information of the situation. We all know that these groups have a great influence causing behavioral adjustments and expectations from other people (Aguilar et al., 2014).

Viral Marketing Objectives

Viral marketing makes the most of the use of social networks by all the internet surfers, with the main objective of spreading successfully commercial messages through the different online channels in which people are the media (Carpio et al., 2019). Another important objective is to get positive comments among the consumers and see the results reflected on the value of the brand's companies (Aguilar et al., 2014).

This type of marketing seeks to disseminate the information in social networks, as much as possible, and for initiative of the users. Likewise, obtaining a great satisfaction from the users who receive the message, so that they feel the enthusiasm of sharing the message of the viral company with other potential costumer (Rojas & Saavedra, 2015).

Another important objective is, not only to disseminate the content, but also to make the other members part of it, and guide them to promote new ways of solidarity when sharing the good news about the benefits of a product or service, where only few of them shouldn't know about it (Bellon & Sixto, 2011).

It is also stated that viral marketing seeks to reduce advertising costs in order to get consumers with chain reactions by the message sent, where internet and word-of-mouth are the basis for getting more and more costumers (Del Pino, 2007).

As a strategy, viral marketing seeks to rapidly increase the company recognition which its main objective is to booth growth of its brand with zero or, at least, very low risk of wasting time and money in advertising campaigns (Ramirez, 2014).

Finally, a very important objective is to increase sales through the communication between the brand and the target audience, thus generating an added value (Salazar, 2013).

Key elements of success

One of the key elements in viral marketing is the credibility, since the impact will be effective as long as it is recommended by an acquaintance and not by the brand, otherwise if people later find it as something commercial, the loss of credibility and interest will be automatic. It is for this reason that the key element for success is the

creativity used to create messages, and not necessarily associated to a product; what is important here, is that consumers interact one with each other, sharing content by using different social media. Another very important element is the technical aspect, so that people can forward the message as faster as possible and without any technical difficulty; for this it is required to be conceived from the beginning. The interaction with individuals is a must in a viral campaign. To create interaction with individuals, there are two important moments to mention: the first one is the call for interaction, that could be a visual spot; which leads us to the second moment, visiting a website, playing games, participating in a forum, forwarding messages or mails among others. Thus, all of them make up the propagation media (Aguado & Garcia, 2009).

According to Lodish, Morgan and Archambeau (2007) quoted by (Aguado & Garcia, 2009) two important elements highlight to create viral campaigns in a very effective way. These are the following: low cost production (related to the time spent by the user visualizing the product); and low cost distribution (related to the facility to distribute).

On the other hand, (Gladwell, 2008) quoted by (Aguado & Garcia, 2009) states the existence of two factors to create successful viral campaigns. First, they must be prone to the word-of-mouth, in other words, there must be a percentage of audience prone to the spread of content, and to do it specifically with our product. Second, "The catchy factor", which acts directly on the "context", where there's a desire to work and be initially recognized. So it is relevant to know the target audience, considering their likes, preferences or attitudes, that play a role of indicators of social groups on the internet, where demographic and even cultural aspects are not relevant.

Advantages and disadvantages

Viral marketing offers many advantages for companies, but at the same time, it brings a number of disadvantages that can be very harmful. One of the principle benefits is the recognition a company obtains when a successful viral marketing campaign is carried out, making more feasible the communication with costumers (Cárcar, 2015). Another benefit is the reduction of costs since companies no longer spend in advertising by the traditional media; such as television, radio, newspaper or panels; which usually have a high cost. Nowadays, they use social media, which lead companies to economize. Likewise, using this media contributes to a quick and interactive diffusion, since users adopt the ideas and share the information with their contacts. This process occurs in a voluntary, active and spontaneous way (Del Pino, 2007).

On the other side, there are also certain disadvantages that could prevent the development of a viral campaign. For instance, there is no control of the message, that means that users could get the information in a wrong way, and that would make the distribution of the message very difficult, or it could also occur a distortion of the information and spreading the wrong message, which would really damage the prestige of the organization. There is also a risk that the message distributed in the networks could be blocked or even taken as spam. Finally, another disadvantage would be the users' dissatisfaction with the company, since it would cause a word of mouth negative effect which would affect directly the image and recognition of the company in light of possible costumers (Carpio et al, 2019).

Social Networks

Social networks are defined as a social communication media; it involves a dynamic interaction of different individuals, groups and entities. It could be said that a continuous social interaction is generated in a progressive way so it lets us know the preference of each individual in different groups (Carpio et al., 2019).

Years ago messages were sent via email. Nowadays with the help of new technological apps and its usage since 2014, Twitter has reached 500 million of messages, considering that 77% of them are cellphone messages, Facebook reached the first place with 70 % of participation on social networks, considering an amount of around 400 millions of users worldwide and 4.75 billion of messages shared a day. This percentage is compared with others medias sources, the 55 % of TV viewers, 37% radio listeners and 22% of newspapers readers (Aguado & García, 2015)

The use of internet is added to the development of new technological tools, becoming a vital tool against barriers and distances, In addition, smartphones started to connect more people that were far way or those who wanted to establish a digital relationships. Social relationships were boosted and this shows social networks as an essential tool for viral marketing (Andrade, 2016).

Portable means of communications were becoming vital for the new technologies as cellphones are used between 12 to 24 hours a day, and as it is a personal device it should be considered the kind of information that we would

like to share, as we could be using personal information from the user (Gómez, 2012).

It is very important to consider the participation of women in social networks is as users and information senders due to their active and strategic position on social networks even more if their ages are around 24 to 29 years old (Pérez & Luque, 2018)

According to some researches the most common social networks that generate content information are:

Facebook: its users are characterized for sharing ideas of searching specific and detailed information that they can accept, comment, react and share with their contacts. They receive the message that was shared and following their own criteria they will continue sharing it, tagging other users. The message that was shared through their contacts will become attractive and its spread level will increase depending on the amount of users that received the message, producing a big impact on the knowledge of the brand or product via self-replication done by the users (Túñez-López & Sixto-García, 2012)

Mailing: As this was one of the first methods companies used to get in touch with their clients, it continues being a tool with more spread messages as: sales discounts, company information and notifications from social networks. It is because this tool can be linked to other social networks. A database is required so it could be considered as a disadvantage. In some cases, it is difficult to know if the user has read the content shared in the message or it could have been sent to the spam and could have also become an unnoticed message, interrupting the viral process.

Twitter: It allows to measure users, visualize messaging and check user`s updates. But this method also has limitations on its usage as letting no more than 140 words in a message, being more difficult to share a message and it requires better criteria before spreading content.

Web Page and blogs: Both of them are different tools but they follow the same purpose. As both of them are tools where users interact and get information through comments .They have adjusted their structure with images , videos, links and different pages generating as a result a good relation among users , being easy and comfortable for them to connect themselves to different digital platforms at the same time (Salazar, 2013).

Viral marketing strategies

The strategy that viral marketing uses is being present on Internet through social networks, with the aim of letting the user and the brand to interact in a dynamic way in order to get higher level of positive comments (Carpio et al., 2019). For a marketing campaign to be successful is not only necessary that the online viewers see the information, the real virus takes placed when users share the information. The strategy recommended to companies is to launch a touchy content marketing campaign that shares sadness, happiness or fear and at the same time they could produce suspense or surprise so in that way we can get the attention of the audience (Dafonte-Gómez, 2014).

Another relevant point is to contact people that have a certain level of influence on other people so in that way when they share the message, their followers could do the same (Del Pino, 2007).

It is also important to have a good communication plan, it is true that viral marketing is focused on social networks, we know that the traditional methods such as the T.V or radio share the news when they are viral, so we can`t put them on the side. We need to keep a high level of communication and share information regarding the different advertising company activities (Bellón & Sixto, 2011).

Viral marketing uses different strategies to achieve success. It is important not to lose interaction with the users even after sharing the message, the interaction between the company and the user should always remain active and the key to have a better response is to have as many followers as possible (Ramírez, 2014).

Systematic approach of social networks on viral marketing

The growth of social networks comes as result of different technological points of view, offering a better access to citizens of all the social classes. From a strategic marketing point of view, social networks are defined as the access of an objective market segment group as they have to be on a permanent interaction with the people that registered in order to have a better communication (Benito, 2015)

Nowadays, social networks are used as a new and attractive way, that brands need to use in order to reengage their brand as they listen , interact, involve , help their prospective clients that could become their loyal clients in the future. In this way social networks interact with contents based on the free participation of the user, as the traditional methods can only select , evaluate and build an informative model according to the criteria's of professional informative structure (Aguado, 2009)siendo la realización y el diseño factores claves del éxito en esta nueva forma de entender la comunicación.","author":[{"dropping-particle":"","family":"Aguado","given":"Guadalupe","non-dropping-particle":"","parse-names":false,"suffix":""}],"container-title":"Comunicación y Hombre","id":"ITEM-1","issued":{"date-parts":[["2009"]]},"title":"Del Word-of-mouth al Marketing viral: aspectos claves de la comunicación a través de redes sociales.","type":"article-journal"},"uris":["http://www.mendeley.com/documents/?uuid=15779078-8436-3a48-9efb-f68ab1198a5a"]}],"mendeley":{"formattedCitation":"(Aguado, 2009.

In the same way, viral marketing uses social networks to produce and increase of the information of an specific brand, spreading in this way the ideas with other clients in a spontaneous way, motivating the interest of the user that could end in to a recommendation. There needs to be more emphasis on the users of social networks as potential clients as internet makes an extraordinary influence on different users (Azpeitia, Ochoa, & Valero, 2015).

Characteristics of the marketing viral plan

Marketing is actively around and consumers tend not to accept this theory. However, the main idea is that the consumers themselves use marketing among them, as the future belongs to those who spread the new virus ideas and share them (Del Pino, 2007).

This theory manages a viral marketing plan where there should be some features that let the users receive the message, the information will be spread from the definition to the feedback. Every time that is possible to identify the ideal audience the sneezers will take part, the sneezers are the ones responsible to adopt ideas in a fast way and spread them actively. This audience is the segment of the population that will be amazed by the information that generates interest and participation of this group. Once the audience, the sneezers and the messages are defined, a mechanism will be established, where the receiver must authorize the arrival of the communication, as well as establishing the virus mutation, the It means to say, measure its life cycle and it is possible answers, in this way sources for feedback will be built (Del Pino, 2007).

The features that are found in a viral marketing plan are as follows:

Message Gratitude: It makes easier to get free access to email accounts, web pages, software, etc. At the end, we can get the interest of the receiver for free.

Click Friendly: There is no guarantee of the success of the business communication. It is only established as a part of a valid scheme to be fast and simple, it should be easier to have access to the message avoiding filling out difficult formats or answering statistics.

Prizing the user: This feature should not be limited as it could guarantee the spreading of the message. Some of the methods could be online postcards, downloadable multimedia resources, among other strategies that could let the i virus idea be spread .Other aspect is that people feel good by sharing their ideas to let this happen it is necessary to listen the audience and it is necessary to offer the tools needed to generate an assertive communication.

Forecast the needs of the users for future strategies: It is important to take advantage of the most recent trends and evaluate how could they determine the future tendencies, we could mention as an example: Second life, it is a virtual world in 3D where users can interact simulating a real situation, Comic Chat, created at the end of nineties, where it was possible to create an avatar, it could be the characters that could enter to a virtual world and interact with other virtual beings.

There are other tools to generate viral marketing, the most important is that the message arrives to the target market; this could be possible if the main features of viral plan are respected and this could cause the "infection "of the idea (Del Pino, 2007).

Tools and techniques for a virtual viral spread

At the beginning of this virus caused by viral marketing, the first tool was mailing, that offered the corporative advertising through sending messages, then, we have used multiple tools as links, web pages and blogs but

with all of them with a good common goal "creating an epidemiologic chain where the center of attention is the message" (Torrado et al., 2011).

To be able to reach the market, the director of the company and the team members need to work as a team, posts need to be controlled, and strategic dates should be fixed to publish an announcement, evaluate and keep track of the followers based on the consumer's behaviour. In the same way, it should be encouraged to generate new marketing ideas considering the participation of new groups. A good selection of sources is important considering in advance the schedule of activities. Nowadays, to select the different sources depends on the market, comments and suggestions that could be observed by the users (Ayala, 2015).

DISCUSSION

The main central objective of this research was to elaborate a conceptual framework of viral marketing. However, there are different definitions; the most complete is the one that associates it directly with social networks and user. From one side, viral marketing is defined as a direct process of interaction between the client and the brand when sending quality content that generates the attention of the user encouraging him to send a message through social networks (Rojas & Saavedra, 2015). This approach considers that viral marketing will develop different strategies to reinforce the viral campaigns, it will be focus on spreading a message through the ability of intercommunication of the users through their social networks obtaining the acknowledgment of the brand (Carpio et al., 2019).

On the other side, others define viral marketing as a marketing technique that uses the intercommunications of the consumers through the tool 2.0 to be able to spread a message exchanging information in uncontrolled way, having the same mechanism as a flu virus, it is called the word of mouth marketing strategy applied on the internet and it has to use a reliable source to generate interest on the receiver, get his attention and spread the information (Rojas & Saavedra, 2015) creating a epidemiologic chain where the message is the center of attention (Torrado et al., 2011).

Viral marketing has as a main goal to send commercial messages with success through different chains where people are the source (Carpio et al., 2019) to get positive comments between the users and increase the value of the brand (Aguado, 2009; Salazar, 2013; Aguilar et al., 2014; Ramírez,2014) with the aim of spreading as much information on social networks at his own initiative so that online users have the enthusiasm to share the message of the viral campaign with other potential clients (Rojas & Saavedra, 2015).

The meaningful characteristics of viral marketing include the lowest level of investment that the brand will put in practice because it will not put in practice other traditional marketing strategies as it will use only online sources (Del Pino, 2007).It is also required a creative team that designs a viral campaign with a positive impact on the users (Ramírez, 2014) There are some techiniques that are necessary to follow to do an effective use of viral marketing, like keeping track of the spots in order to avoid missunderstanding the message, we should define properly the launch date of the viral campaing and it is also important to evaluate user`s behaviour (Ayala, 2015).

The main advantage of viral marketing is that this tool has become a marketing option at a lower cost with the help of social networks, the rapid growth of the brand and the loyalty of the users. From the other side, it is important to take into account, that the message of the company could be misunderstood, or not can generate an impact, becoming a total failure which means a disadvantage that should be considered (Ramírez, 2014).

The technologic tools and the use of internet make it easy to interact online and being the starter point for viral marketing. Facebook and twitter are some other important online platforms to promote products and launch a marketing campaign (Túñez-López y Sixto-García, 2012, Benito 2015). Launching a marketing campaign using this sources doesn`t guarantee us that it will be successful as it will depend on how creative and attractive the message is (Salazar, 2013). The strategy recommended to companies is to launch a marketing campaign with a touchy content as sadness , happiness or fear, and at the same time , they share suspense or surprise in order to keep the attention of the users (Dafonte-Gómez, 2014).

The results of the present research have important impacts for companies and professionals in marketing. From the side of the companies, they need to work with professionals with the ability to work through the new sources of promotion and marketing with the purpose of having a positioning brand reducing the cost in meaningful way. From the side of the professionals in marketing, it consists on the need of the developing skills to plan, prepare and measure the results of this type of viral campaigns that means a lot of training on the use of new digital tools to improve the result of professional practice.

Regarding the limitations of the research, there is one that should be mentioned, it is regarding the biographical references because it has been performed taking into account only the articles published on Scielo and Redaly magazines, that means that there could be other more important researches published from 2017 to 2019 but they haven`t been considered when doing this research. However, the results of this research could be used for future investigations that could generate better evidences on different contexts and business sectors. It is recommended to establish viral marketing indicators, design and validate a scale to be used on further researches. It is also advisable to research models and accurate processes from this type of marketing for small and micro companies from the different sectors of the developing countries.

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