



VIRAL MARKETING

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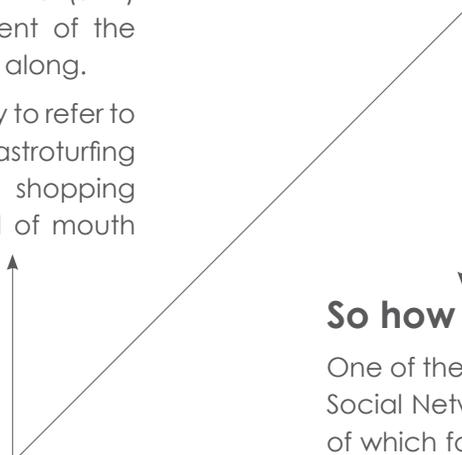


What is Viral Marketing?

The buzzword, viral marketing, refers to marketing techniques that use social networks to produce increases in brand awareness or to achieve other marketing objectives through self-replicating viral processes, analogous to the spread of pathological and computer viruses. It can be word-of-mouth delivered or enhanced by the network effects of the Internet. Viral promotions may take the form of video clips, interactive Flash games, advergames, ebooks, brandable software, images, or even text messages. The goal of marketers interested in creating successful viral marketing programs is to identify individuals with high Social Networking Potential (SNP) and create Viral Messages that appeal to this segment of the population and have a high probability of being passed along.

The term “viral marketing” has also been used pejoratively to refer to stealth marketing campaigns—the unscrupulous use of astroturfing on-line combined with undermarket advertising in shopping centers to create the impression of spontaneous word of mouth enthusiasm.

- Wikipedia



So how do we use this?

One of the great social aspects of the internet are the popularity of Social Networking sites, such as LinkedIn, Facebook and Twitter. All of which focus on the primary goal of staying in touch with friends, family and colleagues, as well as the sharing of information.

One of the benefits of these sites is the ease of automated replication of your listings onto your profiles, so they can be seen and shared with everyone on your network with little time involvement.

The next few pages will list information on how to display your listings on these sites, the initial time involvement is minimal and once done you will never have to manually update anything.



Step One - Turning on Your RSS Feed

Within each brokers web profile on ISIS, is the ability to display "My Property RSS Feeds". Once turned on it will take up to 24 hours for our system to start propagating information to it from our database.

Once the link is turned on you will be able to click on the "My Properties (Subscribe)" which will display a page with a web link that looks like this:

<feed://www.colliersparish.com/rss/excl/las/feed.emolfetta.excl.xml>

This is the link we will be using in the next steps, one thing you MUST do however, is changed where it says "feed://" to "http://" for entering it into the other sites. The finished link should read:

<http://www.colliersparish.com/rss/excl/las/feed.emolfetta.excl.xml>



Colliers Global Site | Log In | Contact | Jump to an Office or Group | Search

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Add Contact Information

Profile
Eric Molfetta is an Associate Vice President in the Industrial Division of Colliers International, the leading commercial real estate firm in Nevada.

Mr. Molfetta is a graduate of the University of Nevada Las Vegas with a Bachelor's degree in Hotel and Business Administration. Prior to his graduation, he was awarded a Management Training Position at the MGM Grand, Las Vegas. After eight years in the Hotel/Casino Industry, Eric pursued his MBA which piqued his interest in Commercial Real Estate and International Business. Since then, he has become a part of one of the top industrial teams at Colliers International - Las Vegas. He has also become a member of the Southern Nevada chapter of the National Association of Industrial and Office Properties (NAIOP) and the Nevada U.S. Green Building Council (USGBC).

On July 20, 2008 Eric completed his first Half-Ironman event in Sonoma County, Ca...and is competing in the 2008 Silverman relay with colleagues Scot Marker and Pat Marsh. We decided to compete in the relay to support Operation Rebound - for Our Troops, and wish them a safe return home.

- Profile
- Listings
- Map My Properties
- My Properties (Subscribe)
- Resume (PDF Format)
- Las Vegas Roster

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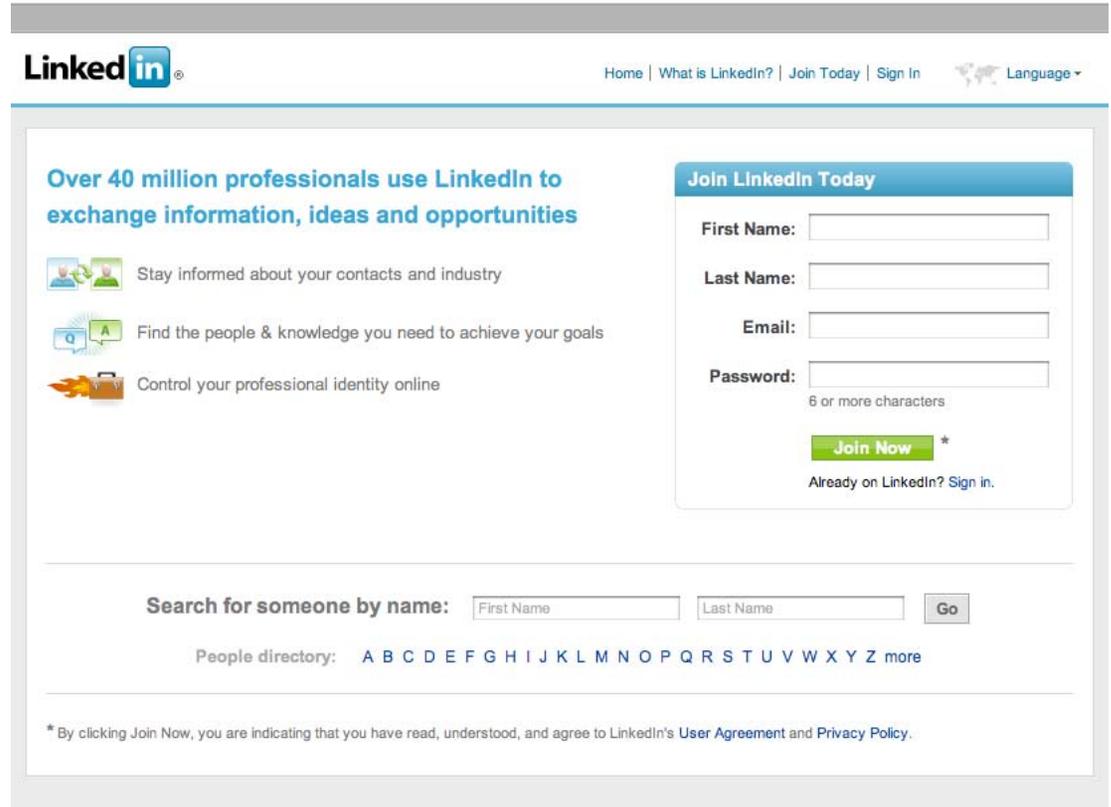
Step Two - LinkedIn

I'll begin with LinkedIn.com as it is probably the most easiest to implement as well as the most used site for strictly professional networking.

Once logged in you will select "Edit My Profile" from the left hand sidebar. Next select "Websites" and choose "Edit". While you can select up to three sites to enter, choose one of these to be "My RSS Feed" and copy your Properties RSS feed to this. Click "Save Changes".

Next, select "Applications" from the left hand sidebar. Scroll down until you see an application called "BlogLink". This application will pull information from any of your website(s) feeds and display them on your profile. If your feed is working, you should immediately begin to see your listings displayed on your profile.

Note: If you have more than one website listed BlogLink will only display up to the four most recent posts, however it does have a scroll arrow users can use to click through your listings or posts.



The screenshot shows the LinkedIn homepage with the following elements:

- Header:** LinkedIn logo, navigation links (Home, What is LinkedIn?, Join Today, Sign In), and a Language dropdown menu.
- Main Content:**
 - A headline: "Over 40 million professionals use LinkedIn to exchange information, ideas and opportunities".
 - Three feature boxes:
 - "Stay informed about your contacts and industry" (with a group of people icon).
 - "Find the people & knowledge you need to achieve your goals" (with a magnifying glass and document icon).
 - "Control your professional identity online" (with a person and gear icon).
 - A "Join LinkedIn Today" form on the right with fields for First Name, Last Name, Email, and Password (with a note "6 or more characters"). A green "Join Now" button and a link "Already on LinkedIn? Sign in." are also present.
 - A search bar: "Search for someone by name:" with input fields for "First Name" and "Last Name", and a "Go" button.
 - A "People directory:" with a list of letters from A to Z and a "more" link.
 - A disclaimer: "* By clicking Join Now, you are indicating that you have read, understood, and agree to LinkedIn's User Agreement and Privacy Policy."
- Footer:**
 - Company:** Customer Service, About LinkedIn, Learning Center, Blog, Advertising, Press, Partners, Careers.
 - Tools:** Overview, Outlook Toolbar, Browser Toolbar, JobsInsider, Developers, Polls.
 - Products:** LinkedIn Answers, LinkedIn Jobs, Recruiting Solutions, LinkedIn Updates, Company Directory, Jobs Directory.
 - Copyright notice: LinkedIn Corporation © 2009 | User Agreement | Privacy Policy | Copyright Policy.
 - Disclaimer: Use of this site is subject to express terms of use, which prohibit commercial use of this site. By continuing past this page, you agree to abide by these terms.



Step Three - Twitter, TwitterFeed & OpenID

If you have a Twitter account, you will not need to do anything special from here. If you don't have a Twitter account, it might be a good time to create one.

The screenshot shows the Twitter homepage with the following elements:

- Twitter Logo:** Located at the top left in a light blue font.
- Select Language:** A dropdown menu at the top right.
- What is Twitter?:** A central section with three tabs: "What?" (active), "Why?", and "How?". Below the tabs is a graphic of a yellow bird on a branch and a list of tweets.
 - Tweet 1: "Ev Waited all morning for PCA&E, who didn't without power or Internet let me get some over, back at office. 2 minutes ago from txt"
 - Tweet 2: "Maggie just landed in LA. 2 minutes ago"
 - Tweet 3: "mollydotcom wishes she could sleep recovering from trauma. 2 days of dr web :)"
- Sign In Section:** On the right, it says "Please sign in" and asks for "user name or email address:" and "password:". It includes a "Remember me" checkbox, a "Sign In »" button, and a "Forgot password? Click here." link. Below this is a green box: "Already using Twitter from your phone? Click here."
- Get Started—Join!:** A large green button in the center.
- Testimonials:** Three boxes at the bottom:
 - "Twitter is the telegraph system of Web 2.0." by Nicholas Carr, Author and Technologist.
 - "It's almost like ESP" by Wired.
 - "Suddenly, it seems as though all the world's a-twitter." by Newsweek.
- Footer:** © 2009 Twitter with links for About Us, Contact, Blog, Status, Apps, API, Search, Help, Jobs, Terms, and Privacy.



Step Three - Twitter, TwitterFeed & OpenID

Once you have a Twitter account you will want to go to TwitterFeed.com and set up a RSS Feed that will post to your Twitter account automatically.

You will need to sign in with an OpenID. See next page for explanation on what an OpenID is.

Once you have logged into TwitterFeed, you can select "View My Feeds" or "Create New Feed".

The form here is pretty self explanatory, you paste your Properties RSS feed where it asks you as well as you can set the time to display updates. I'd recommend setting it to 5 hours. On the section where it says "Include" I would recommend selecting "Title & Description".

You will need to "Authorize" the application to access your Twitter account. It just involved clicking the Authorize link and signing into Twitter.

Congratulations, within the next 5 hours you will start to see your Property listings displayed on your Twitter automatically.

follow us on twitter: [@twfeed](#)

not logged in [[login/register](#)] | [help](#) | [blog](#)



... feed your blog to twitter, identi.ca, HelloTxt or Ping.fm

Getting started

Here's how to get your blog (or any other RSS or Atom feed) sent to popular microblogging platforms:

- Decide which network(s) you want to post to**
twitterfeed can post directly to [twitter](#), [identi.ca](#), custom [laconica installations](#), and via [HelloTxt](#) or [Ping.fm](#), simultaneously to the many platforms supported by these services.
- Login to twitterfeed using your OpenID** 
OpenID is a standard for providing single sign on between web sites
You can register your own OpenID for free, or may even be able to use your existing blog ID [[more](#)]
- Provide us with the URL for your blog's RSS feed, and how often we should post on your behalf**
Our servers will check your blog's feed at the specified interval and post any new items to your specified service. You just sit back and relax!
[Both RSS and Atom feeds are supported. Posts need to contain publish dates or GUIDs in order for our server to know what's new. Feeds requiring authentication are not supported.]

[Make A Donation](#)

[currently feeding **285,994** feeds to twitter. yum!]

This service is provided on an as-is-and-as-available basis, and is not affiliated with [twitter.com](#), [identi.ca](#), [HelloTxt](#) or [Ping.fm](#).
Many thanks to [@Foomandoonian](#) for creating the fab logo!

Privacy policy (of sorts): Rest assured I will never knowingly disclose, sell, give away or otherwise use any personal



Step Three - Twitter, TwitterFeed & OpenID

Chances are you already have an OpenID (OpenID.Net), though if you do not, you can sign up for any of these free online services and use that as your login.

For me, I have an account on Gmail as well as Wordpress, so I use those to login.



[For Developers](#) | [Discuss](#) | [Demand](#) | [OpenID Foundation](#) | [Wc](#)

▶ **What**
is OpenID?

▶ **Where**
can I use it?

▶ **How**
do I get one?

How do I get an OpenID?

Surprise! You may already have one. If you use any of the following services, you already have your own OpenID. (When you see **bold** text, you should replace it with your own username, screenname or membername on the service.)



[openid.aol.com/**screenname**](http://openid.aol.com/screenname)



Look for the "Sign in with a Google Account" button



Look for the "Login with MySpaceID" button or enter [myspace.com/**username**](http://myspace.com/username)



Look for the "Sign in with Yahoo! ID" button



blogname.blogspot.com



Look for the "Sign in with Yahoo! ID" button or enter [www.flickr.com/photos/**username**](http://www.flickr.com/photos/username)



[profile.livedoor.com/**username**](http://profile.livedoor.com/username)



username.livejournal.com



<http://openid.orange.fr/>



username.smugmug.com



[technorati.com/people/technorati/**username**](http://technorati.com/people/technorati/username)



member.vox.com



username.wordpress.com

Well Known & Simple Providers

News Archives:

[May 2009 \(1\)](#)

[April 2009 \(2\)](#)

[February 2009 \(2\)](#)

[January 2009 \(2\)](#)

[December 2008 \(5\)](#)

[November 2008 \(3\)](#)

[October 2008 \(4\)](#)

[September 2008 \(2\)](#)

[August 2008 \(2\)](#)

[July 2008 \(1\)](#)

[May 2008 \(4\)](#)

[April 2008 \(3\)](#)

[February 2008 \(2\)](#)

[January 2008 \(2\)](#)

[December 2007 \(3\)](#)

[October 2007 \(2\)](#)



Step Four - Facebook

Once you login to Facebook, choose "Home" and scroll to the bottom of your page. A button on the lower left hand corner will say "Applications" select this and choose "Browse Applications". Search for the Twitter app. *(Note: this is different than Twitter Updater app)*. Or you can go directly to the applications page at <http://apps.facebook.com/twitter/> to install it.

Once you have it installed, and have "Authorized" the application your Facebook "Status Updates" will display your Twitter posts, which should be including your Property feeds.





Step Five - Other Sites

While other social sites include Myspace, Orkut, BeBo, Hi5 and Friendster - the popularity and target audience are not necessarily the most beneficial for the Commercial Real Estate industry.

Therefore I have not taken the time to create a guide for them. That said, if you have an existing social network on any of these sites and would like me to look into it for you, I would be more than willing to help you out.

Feel free to add/follow me on these social networks as well:

<http://www.linkedin.com/in/mghurston>

<http://twitter.com/lvcrenews>

The screenshot shows the Myspace homepage with the following elements:

- Header:** Myspace.com logo, user status (Morbidgames), mood (creative), search bar, and navigation links (Home, Mail, Profile, Friends, Music, Video, More).
- Main Banner:** "BEYONCÉ I AM TOUR" with a "Buy Tickets Now!" button.
- Right Sidebar:** "Track one Web site while surfing another." with a search icon and a "Go" button.
- Today on MySpace:** A grid of featured updates from celebrities:
 - Barack Obama:** "Let Congress know you want real healthcare reform by the end of the year!" (Mood: hopeful)
 - Russell Simmons:** "thanks all his Myspace friends for their well wishes....I appreciate yall." (Mood: neutral)
 - George Lopez:** "Check me out on Oprah tomorrow!" (Mood: relaxed)
 - Busta Rhymes:** "FREE MySpace Release Show in NYC Monday 5/18. Details on how to get TIX here." (Mood: accomplished)
 - Ashley Tisdale:** "On my way to WFLZ!!!! Just saw thunder, it was pretty exciting!" (Mood: excited)
 - Milo Ventimiglia:** "proud member of http://celebrity.myspace.com" (Mood: none)
- Bottom Right:** "Hi, Morbidgames! You are logged in." and "Find Your Friends on MySpace" section.