

VIRAL MARKETING: THE SCIENCE OF SHARING BY KAREN NELSON-FIELD



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About the Author

Karen Nelson-Field, Senior Research Associate, Ehrenberg-Bass Institute for Marketing Science, University of South Australia

Karen Nelson-Field is a Senior Research Associate with the Ehrenberg-Bass Institute at the University of South Australia. Her current research focuses on whether existing empirical generalisations in advertising and buyer behavior hold in the new media context. Her research into social media marketing, content marketing and video sharing have been internationally recognised both in industry and academic forums while her (sometimes controversial) findings regularly spark global discussion amongst practitioners.

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This is not your typical "how to get shared" book.

It would be nice to believe that viral success is as easy as being sneezed on. Those who spend a marketing dollar relish the possibility that the brave new world has brought brave new rules and the tantalising potential for a free ride. After applying scientific method and rigorous research to the topic, Nelson-Field says, "Wake up and smell the well-branded coffee."

Using original research from more than 2 years of work, 5 different data sets, around 1000 videos, 9 individual studies and a large team of researchers from the Ehrenberg-Bass Institute for Marketing Science, Viral Marketing offers solid advice on the nebulous business of video sharing. Dr Nelson-Field reports new knowledge on sharing, memory and the influence of creative devices.

Viral Marketing suggests that contrary to current trends, the old scientific laws of buyer behaviour and advertising still apply to social media. Marketers who have read How Brands Grow (Sharp, 2010) will find the key research that underpins this new work familiar. Nelson-Field's research builds on the science behind brands and buying.

This is a must read book for anyone working in the social media space. Read it before you strap those roller skates onto a kitten, it might just save you some time, money and credibility.

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Most helpful customer reviews

2 of 2 people found the following review helpful.

More brilliance (as expected)

By Frank C.

"Viral Marketing: The Science of Sharing" continues the brilliance of the Ehrenberg-Bass Institute in the Marketing field. Karen Nelson-Field's book is an evidence-rich, fact-based look at online videos and what really constitutes success. The book is well written, brief, to the point, and an important addition to the (still understood, much hyped) field of viral marketing and videos. Highly recommended (disclaimer: I am a client of EB's, but no matter--this is a great book!).

1 of 1 people found the following review helpful.

Delivers insight of high value.

By Joakim Vars Nilsen

The work done by Karen Nelson-Field and her colleagues at Ehrenberg-Bass Institute is extremely important and should be read by anyone serious about marketing.

The reason why it's important is that in a fundamentally changed media landscape where there's a lot of new opportunities (i.e social media, realtime marketing, content marketing, big data etc) to place the brand in the hearts and minds to as many people as possible - and as frequent as possible - to achieve growth, it's easy to take shortcuts. Shortcuts that often are based on assumptions, intuition or poorly found correlation studies. Even worse - pure coping of a "viral success".

The fear of not doing the right things often leads to doing things poorly. This book can help you to both create a better strategy and a better execution of your marketing tactics - especially when it comes to creating content like social videos.

The book evoked high-arousal emotions...

Joakim Vars Nilsen - [...]

1 of 1 people found the following review helpful.

Working smart.

By Amazon Customer

Putting this much research in to terms that anyone working in the industry can understand and value, at a glance, is a huge task.

If you are considering producing something you would like to go 'viral', read this before you start your brief, and send your agency a copy too.

The nuggets of evidence based advice throughout the book will increase your odds of 'viral' success- well worth it.

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