

T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES



**ASSESSMENT OF VIRAL MARKETING IN TURKEY: A QUALITATIVE
STUDY**

Master Thesis

Nilay TÜRKMEN

Department of Business

Business Administration Program

Thesis Advisor: Assist. Prof. Farid HUSEYNOV

JANUARY, 2018

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İSTANBUL AYDIN ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜ

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DECLARATION

I hereby declare that this master's thesis titled as "*Assessment of Viral Marketing in Turkey: A qualitative study*" has been written by my self in accordance with the academic rules and ethical conduct. I also declare that all materials benefited in this thesis consist of the mentioned resources in the reference list. I verify all these with my honor. (02/01/2018)

NILAY TÜRKMEN





FOREWORD

I would like to express my special thanks of gratitude to my advisor Asst. Prof. Dr. Farid Huseynov for his support in the process of writing this thesis.

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ABBREVIATIONS

Ppm : Pre Production Meeting

WOM : Word of Mouth

Ads : Advertisements



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TÜRKİYE'DE VİRAL PAZARLAMA DEĞERLENDİRMESİ: KALİTATİF BİR ÇALIŞMA

ÖZET

Bu tez çalışmasında Türkiye'deki Viral Pazarlama incelenmektedir. Viral Pazarlama, diğer deyişle ağızdan ağıza pazarlama (wom) internetin var olmasıyla dijital ortama taşınmıştır. Sosyal medyanın etkinleşmesiyle birlikte pazarlama stratejileri dijital ortamlar için geliştirilmeye başlanmıştır. Viral reklamlar kendiliğinden yayılan bir reklam türü olmakla beraber, standart reklamlardan farklı olarak izleyiciye reklam izliyormuş gibi sunulmamakta, içerik ön planda tutulmakta ve kendiliğinden yayılması amaçlanmaktadır. Bu tezde sosyal medya, viral pazarlama ve viral reklam kavramları hakkında literatur taraması yapılmıştır bu çalışmada viral reklamların Türkiye'deki işleyişi incelenmiştir. Öte yandan Türkiye'deki viral reklamların kampanya süreçleri ve pazarlama strateji aşamaları da aynı şekilde araştırılmıştır. Bu çalışmada, nitel bir araştırma tekniği olan derinlemesine görüşme yöntemi kullanılmış ve dijital reklam ajanslarında çalışan Türkiye'de ki ünlü reklamcılarla röportaj çalışması yapılmıştır. Beş adet araştırma sorusu bu veriler kapsamında değerlendirilmiştir.

Anahtar Kelimeler: *Viral Reklam, Sosyal Medya, Röportaj*



ASSESSMENT OF VIRAL MARKETING IN TURKEY: A QUALITATIVE STUDY

ABSTRACT

In this thesis Viral Marketing is examined. Viral Marketing, in other words, is named as word-of-mouth marketing (WOM) which takes part in digital environment with internet usage. With the activation of social media, marketing strategies started to be developed for digital world. Viral advertisements are a kind of self-spreading ads, but unlike standard ads, the consumer is not presented as if they are watching ads and the content is on the frontline. In this thesis, a detail literature review is conducted to discuss the social media, viral marketing and viral advertisement applications. In this study, viral advertisement working mechanism in Turkey was observed. However, the campaign process of viral advertising and marketing strategies in Turkey were also investigated. In this study, in-depth interviewing method which is a qualitative research technique was used and interviews were conducted with well known Turkish advertisers in their field. Five research questions were evaluated for an outcome.

Keywords: *Viral Advertisement, Social Media, Interview*

1. INTRODUCTION

1.1. Statement of the Problem

Viral marketing is defined as a kind of word of mouth marketing that is often prepared via electronic environment, which contains funny and consumer informative messages. Viral advertising; is considered as a subtype of viral marketing (Özer, 2009:51).

Sascha Langner argues that viral marketing is a spontaneous marketing method that aims to market businesses and their performance / power. The basis of viral marketing is based on the research results of various scientific branches such as psychology, social sciences and the theory of evolution. They are combined with the experience of firms. The viral name comes from the medical sector. So, viral advertising is defined as a form of rapid spreading of a product like virus transmission (2009:10). Because of rapid spread of viral advertisements, which is a subtype of word-of-mouth marketing, it seems to be preferred by firms. E-sharing ad environments, especially viral ads, are a type of ad that is shared frequently by internet users. In this context, viral advertisements that are spreading rapidly in majority of public, appear to different advertising environments.

Viral marketing become very important for companies today. In an environment where there is so much competition in each area, very serious marketing activities have to be done in order to make people start to use your product. If you can not make enough promotion, the sales of brands can not reach expected levels.

First of all, Viral Advertisement; is a kind of self-propagating advertising. It is possible to be shared and watched by majority of public when viral ads are interesting and newsworthy. In viral advertisements, it is given the impression that it is not about introducing the main product but also about the event. It's like a virus. There are not many team members and high cost needed for creation of viral ads. The important thing is to have a good fiction, a fascinating screenplay, a unique idea to be able to follow. Moreover, it is cost-efficient and effective. In other words, the

consumers are defenseless because it can not directly perceive that the viewed is an advertisement. The scenario is showed as if it is from real everyday life with the actors who are ordinary people. The fact that the brand is on the backplane also creates a sense of reality and sincerity, so it spreads quickly in social networks. This means that the consumer is influenced from viral advertising more than standard advertising. Even with social media it is possible to reach majority of public who are imposible to be reached from traditional media channels.

Viral advertising is provided on the internet a part of digital media. Viral advertising is mostly used on video sharing sites. In short, 'viral advertising' is actually a very beneficial marketing technique.

1.2. Purpose of the Study

The aim of this study is to assess the effect of viral marketing and viral advertising in Turkey. In this context, literature was first searched in this study. Up to today, different from the viral marketing work, interviews were made with succesful advertisers from digital advertising agencies in the advertising industry. These advertisers work in different fields as copywriter, creative director, agency founder, youtuber, producer and commercial director in digital advertising agencies. They are the ones who have prepared most award-winning advertisements, and even jury members at important advertising awards.

In Turkey, Turkish audiences, having difficulties when making viral ads, important points such as given messages, sales rates, view rates and the position of viral ads in Turkey according to abroad and the future situation of viral ads. This study aims to identify viral marketing strategies and viral marketing process in Turkey.

1.3. Reseach Questions

In line with the purpose of this study, five research questions were identified.

- 1) What are the formation and expansion stages of viral marketing?
- 2) What are the effects of viral marketing on online consumer behavior?
- 3) What are the difficulties and advantages for advertisers while making viral advertisement in Turkey?
- 4) What are the online marketing strategies that advertisers use to influence the consumer when they produce viral advertisements?

5) What is the main goal of viral marketing which is different from traditional marketing, product sales or view rates?

1.4. Justification of the Study

Word of mouth communication techniques are also important in internet marketing. Consumers often see an e-mail message from a friend as the most reliable source. Draper Fisher Jurvetson, a researcher, used the term "viral marketing" to refer to the similarity between the dissemination of the message in an electronic environment similar to the spread of biological viruses in 1997 (Deal and Abel, 2001: 38).

Viral marketing offers many advantages to companies according to other channels. We can sort a few of them as follows: It is a difficult job to present a brand to customers with its unique value. Especially, it is very difficult and costly to do these from traditional advertising channels. When social media is combined with creativity, it can instantly raise awareness about the brand.

Consequently, the development process of viral marketing in Turkey was examined. However, only few studies obtain topics about viral advertising. Under the light of this thesis future researchers can benefit as a source for viral marketing studies.

1.5. Thesis Outline

This thesis is divided into four chapters. In first chapter, statement of the problem, purpose of the study, research questions and justification of the study are given. In second chapter, detailed information about social media concept and social media usage are given. In the third chapter, while giving information about social media viral marketing, detailed information about viral advertising applications is also presented.

In the fourth and final chapter, analyzes of interviews with well known advertisers in the sector were included. The affects of viral ads to consumer on-line costumer behaviors were observed. In addition, with this interview study these topics were discussed; the creation and campaign process of viral ads, making and publishig viral ads in Turkey, Turkish audiences, having difficulties when making viral ads, important points such as given messages, sales rates, view rates and the position of viral ads in Turkey according to abroad and the future situation of viral ads. The summary and comments of the obtained data was presented.



2. SOCIAL MEDIA

Today, emerging communication sectors have significantly become supportive of particularly internet and modern communication technologies. The use of internet which started in the 1970s has been developing strongly since the 1990s through the increasing number of users of websites and web portals. In the 2000s social media applications have given it another dimension where people from different social groups gather (Doğan, 2013:4). Where the internet and the advertising facts are mentioned together, it is impossible for the mouth to talk about to the communication of the mind; if the use of the internet was not so much, oral communication could not reach this important point. Because verbal communications ends after some time. In our days, with the help of internet and the insistent confusion of advertisements in our universe, ideas are spreading rapidly. According to Godin's views new economy is formed from ideas more than products (Meriç, 2010:15).

The internet is a multidimensional and multifunctional area that redefines the concepts of "speed", "freedom", "democracy". Individuals can affect the large masses. Sharing contents are limitless and hiding contents are impossible. The Internet is a system that millions of people can communicate and exchange information according to their own goals from their computers. (Odabaşı et al., 2007:61).

Social media is a massive socio-economic change. Although the marketing dynamics that have been practiced since the past centuries are still valid, social media has completely changed the way people do business and the expectations of people. Television campaigns worth millions of pounds aren't as effective in the past. The new power is to access to products and services using social media tools. After that, the winners won't be those who manage traditional media. On the contrary, it will be those who can best present their products and services on the social media as a result of this easy and rapid distribution of information. This ultimately shows that the real winners are consumers (Sevinç, 2012: 27-40).

Youtube which is a video-based website and search engine founded in 2005, has become the second largest search engine after Google in 2009 (Gönenli and Hürmeriç, 2012:220). Twitter which was established as a microblogging site in 2006, is become popular for establishing shorter phrases, communicating with tweets. It is used mostly by young people and celebrities of Hollywood and music world (Hazar, 2011:155-156).

Today there is no spesific definition of social media. Simply, social media are platforms where Web 2.0 (system that users can share and contribute such as Google Adsense, Vikipedi, Flickr, WordPress) technologies are utilized (Gunelius, 2011:10). It is a natural product of the user content of Web 2.0 technologies. As opposed to Web 1.0 which has a static, program-based and one-user productivity, Web 2.0 offers dynamism, self-creating opportunities of content and social-based characteristics, which are the elements in the introduction of social media in our life (Bozarth, 2010:11).

Social media classifications are given in Table 2.1.

Table 2.1: Various Social Media Classifications

<p>According to Icrossing (2008)</p>	<ul style="list-style-type: none"> - Social Networks (Myspace, Facebook) - Blogs - Wikis (Wikipedia) - Podcasts (Apple iTunes) - Forums -Content Communities(Flickr, YouTube) -Microblogs (Twitter)
<p>According to Weinberg (2009)</p>	<ul style="list-style-type: none"> - Social News Sites (Digg, Reddit) - Social Bookmarking Sites (Delicious, Stumble Upon) - Social networks (Facebook, Myspace, LinkedIn)

	<ul style="list-style-type: none"> - Other Contact Sharing Sites (Podcast, YouTube, Flickr)
According to Zarella	<ul style="list-style-type: none"> - Bloglar, Twitter and Microblogging - Social networks - Media Sharing - Social News And Labeling - Voting and Evaluation Sites - Forums - Virtual Worlds
According to Carabiner (2009)	<ul style="list-style-type: none"> - Social Networks (Facebook, Orkut) -Professional Networks(Linkedin, Plaxo) - Blogs - Bookmarking Sites (Delicious) - Video Sharing Sites (YouTube, Yahoo! Video) - Information Sharing Sites (Wikipedia) -Private Social Networking Sites (KickApss, Ning) - Interactive E-Commerce Sites (eBay,Amazon.Com)
According to Safko (2010)	<ul style="list-style-type: none"> - Social Networks - Publishing (Blogs, Wikis) - Image Sharing (Flickr) - Audio Sharing (Podcaster) - Video Sharing (Vlog, YouTube)

	<ul style="list-style-type: none"> - Microblogging (Twitter) - Live Broadcasting (Justin. Tv) - Virtual Worlds (Second Life) - Game Sites (World Of Warcraft)
<p>According to Kaplan and Haenlein (2009)</p>	<ul style="list-style-type: none"> - Collaborative Projects (Wikipedia, Social Bookmarking Sites) - Bloglar - Content Communities (YouTube, SlideShare) - Social Networks (Facebook) - Virtual Game Worlds (World Of Warcraft) - Virtual Social Worlds (Second Life)
<p>According to Mangold and Faulds (2009)</p>	<ul style="list-style-type: none"> - Social Network Sites (Myspace, Facebook) - Creative Work (Video, Picture, Music, Co-Created Content, Common Intellectual Accumulation) - Sharing Sites (YouTube, Flickr, Jamendo, Piczo, Creati and Commos) - User-Sponsored Blogs (Apple Blogu, CNet. Com) - CompanySponsoredBlogs (VocalPoint)

	<ul style="list-style-type: none"> - Company Sponsored Event / Help Sites (cilick2guit.com) - Social Networks Accepted by Invitation (ASmallWorld.net) - Business Network Sites (Linkedin) - Collaborative Web Sites (Wikipedia) - Virtual Worlds (Second Life) - Trade Communities (eBay, Amazon.com, Craig'sList) - Podcasts (Apple iTunes) - Training Materials Sharing (MIT Open Course Ware) - Open Source Program Communities (Linux.org) - Social Bookmarking Sites (Digg, Reddit, Delicious)
<p>According to Akar (2010)</p>	<ul style="list-style-type: none"> - Blogs - Mikroblogging - Wikis - Social Bookmarking - Media Sharing Sites - Podcasting - Online Social Networks and Social Networking Sites - Virtual Worlds

Source: İşlek, 2012:23.

2.1. Social Networking Platforms

In recent years, social networks have shown a remarkable increase. Social networks, especially those affecting the young and active audience, enable them to engage with masses, with different options, applications and tools in different interests. The depth and impact of this interaction varies according to the type of the social network (İşler and Andiç, 2011).

The relationship between the rapid development of Internet, internet technologies and the level of connection established in the connected areas is different. In today's social networks, people are making different means of communication by sharing their ideas, pictures or images, exchanging information about common interests, viewing the profiles of other users, adding new people to their profiles. In addition, in many social networks, network content is being developed with the applications that users form. Every online channel that has functions such as sharing, chatting, interpreting and collaborating is defined as social media. The tools are called as social media have come to exist as a result of the new social nature of internet world (İşler and Andiç, 2011).

In Table 2.2, Social media platforms are grouped into headings.

Table 2.2: Examples of Social Media Platforms

1.Social networking sites	Myspace, Facebook, Face party
2. Creativity sharing sites:	
2.1. Video sharing sites	-YouTube
2.2. Photograph sharing sites	-Flickr
2.3. Music sharing sites	-Jamendo.com
2.4. Assistance sharing sites	-Piczo.com
2.5. General idea and real-estate sharing sites	-Creative Commons
3. User supported blogs	Informal Apple Weblog, Cnet.com

4. Company supported web site/blogs	Apple.com, P&G's Vocal point
5. Company supported assistance site	Dove's Campaign for Real Beauty, click2quit.com
6. Social networks accepting members upon invitation	ASmallWorld.net
7. Business sharing sites	LinkedIn
8. Collaborative web sites	Wikipedia
9. Cyber worlds	Second Life
10. Business communities	eBay, Amazon.com, Craig's List, iStockphoto, Threadless.com
11. Video player subscriptions (Podcasts)	Forimmediaterelease.biz (The Hobson and Holtz Report)
12. News sharing sites	Current TV
13. Educational material sharing	MIT Open Courseware, MERLOT
14. Public domain software communities	Mozilla's spreadfirefox.com, Linux.org
15. Social check-in sites recommending users online news, music, videos and similar ones	Digg, del.icio.us, News vine, Mixx it, Reddit

Source: Mangold and Faulds, 2009: 358

The most commonly used social media platforms in the world and in Turkey as follows;

- **Facebook:** A social network that aims to make people communicate and exchange information with other people
- **Twitter:** A social network where users can write "tweets" which is must be at most 140 characters.
- **Instagram:** A social network where photos and videos are drawn and edited, shared with friends and family
- **Linkedin:** A professional social networking platform that aims to come together the people in the business world to communicate with others and exchange information.
- **Google+ (Google plus)** Google+ (sometimes referred to as Google Plus and abbreviated as G +) is managed by its founder Google. It is a social networking and identity verification service.
- **YouTube:** A video hosting website whose center is located in San Bruno, California in the United States. It was founded on February 15, 2005 by three former PayPal employees.
- **Myspace:** A social contact Web page that communication and friendships can be formed, where personal profiles, blogs, groups, images, music and videos can be hosted, is controlled by users.

2.2. Advantages and Disadvantages of Social Media

Social media is the way to make information easier, cheaper and faster for followers. Consumers can be informed in a shorter time from new products, promotions and discounts of the brands or businesses that they are following. By social media, consumers and brands have become closer than ever before (Şen Demir and Kozak, 2013:127). Social media allows people to see their family and friends' brand preferences and their interactions with the brand. It provides more possibilities that effect purchasing decisions. So this saves people from doing the same work over and over again.

If a mother sees in the social media that her almost fifteen friends are buying the same model baby car, she will not spend more time for searching a baby car. Because

it has already been done by friends before. In this way, individuals can get so much time for themselves instead of spending for research (Sevinç, 2012:27-39).

Social media developed in order to provide "communication comfort" in a society where many people spend increasing amounts of time with machines. With social media, the need for comfortable communication can be satisfied. At the same time entertainment needs are resolved and resources are acquired (Tuten, 2008:20-21).

Social media has removed the "shame" with Postman's approach, leaving behind the television age that contributed to the "disappearance of childhood." Social media removes the need to pass certain stages to reach knowledge. Social media, on the one hand, breaks the monopoly in the production of information, while on the other side it makes the source of knowledge and information ordinary (Balta Peltekoğlu, 2012:8).

With social media, businesses can easily follow their competitors. They can use social media opportunities to gather information about their competitors. In this regard, social media is a very important resource. Much care should be taken, unethical behavior can not be done while following employees and activities of rivals (Gürel, 2016).

2.2.1. Advantages of Social Media for Corporations

As a result of the work done by Eurasia Real Estate Consultants and Businessmen, the advantages of social media for businesses are under five headings (<http://www.agdem.com>, Access date: 16.12.2016).

1. The company's brand awareness and corporate reputation will increase.
2. By participating in social media platforms, you will have the opportunity to be in the same environment with your target audience.
3. You will be able to meet potential customers who have not heard you so far and to establish long term relationships.
4. Companies that place the consumer and target masses in the same environment, give importance on their wishes and needs, and care about positive or negative comments, will gain a friendly and accessible position for their customers.
5. Participation in the social media allows you to follow the market of your sector closely and the wishes of your target audience.

2.2.2. Disadvantages of Social Media for Corporations and Users

We can list the disadvantages of social media, which become a threat to users and businesses (Zenelaj, 2014: 83-84).

1. One of the biggest problems that social media users face is the violation of private life and the security of private information.
2. One of the criticism related by Internet, it is too time-consuming and it makes people addict.
3. Internet and social media tools that negatively affect the daily life also sometimes affect the businesses negatively.
4. Negative situations caused by third parties will leave company in a difficult situation and it will be costly to repair.
5. When employees share content expressing their opinions, they can be perceived as if these opinions and values belong to the business.

2.3. Difference of Social Media from Traditional Media

Media can be classified into three different forms; they are traditional media, citizen journalism and social media. In traditional media professional staff who works in related area gather information publish newspapers, television etc. in various forms. In citizen journalism information is obtained and published by amateur members. Finally in social media individuals communicate with each other through internet. So, social media integrates citizen journalism with traditional media (Bekaroğlu, 2011:142).

The main difference between traditional media and social media is that traditional media is limited. But every message that heard, read, updated for social media is a process and is often corrected and interpreted by the user (Lester, 2012:118). Any message that is corrected, interpreted, read or heard on the social media can be abandoned by the large masses within seconds, although it attracts intensive attention by other users or buyers (Talih Akkaya, 2013).

The differences of the social media from the traditional media can be summarized as follows (Akinci Vural and Bat, 2010:3348/3382):

- **Access:** Both traditional media and social media technology provide everyone to reach a public audience.

- **Accessibility:** Production for traditional media is often owned by private companies and governments, but social media tools are generally available for everyone with a little or no cost.
- **Usability:** Traditional media production often requires specialized skills and training. For most social media, this is not the case, so everyone can produce something.
- **Innovation:** The time difference (days, weeks, even months) that occur in traditional media communications can be long when compared to social media that has an immediate effect. In social media, the participants decide the time of the reactions.
- **Persistence:** Traditional media can not be changed after the publishing. For example, social media can be changed instantly by commenting or rearranging when a magazine article is published and the same article can not be modified after it has been distributed.

In traditional media, the control of the desired message is in the hands of advertisers also content and distribution, while in social media this control is in consumers. Individuals who produce the content themselves have become active in this environment from passive. Consumers share all their positive and negative thoughts and experiences about products / services in social media (Akkaya, 2013).

2.4. Social Media Use Case¹

In social media researches, social media usage and usage characteristics play an important role on the motivation, attitude and behaviors of the individuals towards the media.

Significant variables were used in most literature searches to determine the use case. A uniform scale is not used. Because the questions about the usage situation usually develop and change in parallel with the technological features used in the environment. Because of the variable nature of the sites, it was found appropriate to examine the three variables usually discussed in most studies (Başer, 2014):

¹ In this title, the work published by Başer in 2014 was used.

2.4.1. Frequency of Use

One of the basic variables of most researches in literature is frequency of use. It is one of the most asked questions in almost all studies. This question is usually asked to people ‘How many times do you click on Facebook in a day/week/month and so on?’ User personality characteristics and frequency of use, motivations and frequency of use are examined in different ways.

In the study it is asked how many times in a week the entry was made. With the development of devices such as smartphones and iPads, the frequency of social media entries is increasing. Different groupings can be formed according to age and the platform that is used (Başer, 2014).

2.4.2. Usage Time

One of the variables that can be considered similar to the frequency of use is the usage time. Some people enter a few times but spend long time, some people enter often and often, spend short time. Generally working people spend whole day but mobile ones stay in for a short period of time frequently (Başer, 2014).

2.4.3. Number of Friends

The number of friends is not a feature about usage, it is also important to understand how active the social media user is. Generally it can be said that extrovert people has many friends (Başer, 2014).

However, according to a survey conducted by Ross and others in 2009, extrovert people have more groups in Facebook. But the number of friends is not more than the others and they do not spend more time. The reason for this is that Facebook can not be an alternative to social activities in real life. It is just a place where they keep their existing friendships in daily life.

Features of compatibility and openness to experience can not be linked with Facebook usage. In general there is no big difference between personality traits and Facebook use (Ross et al., 2009).

In a survey made by Amichai-Hamburger and Vinitzky in 2010, it was determined that the number of friends of extroverts was higher than others who aren't extroverts. Because neurotics are more alone, they are in search of socializing on Facebook, and

more often they share personal information. High responsible people have more friends but share fewer pictures. The group with the highest number of friends is extroverts (Amichai-Hamburger and Vinitzky, 2010).

Moore and McElroy found some similar solutions in their research in 2012. The people who are extroverts have more friends but not spend time more than introverts. Neurotics spend much time on Facebook. Non neurotic people visit Facebook more often. The gender is an important feature in order to determine features of Facebook usage (Moore and McElroy, 2012).

2.5. Social Media Tools

With social media tools such as social networks, blogs, microblogs, instant messaging programs, chat sites, forums, internet users have the opportunity to access what they are looking for. At first, it may seem like dialogue between individuals or small groups. The number of people interested in shared information or content is increasing rapidly. Internet users share their positive and negative experiences on the internet. But it brings opportunities for companies as well as threats (Akkaya, 2013).

In this section, opportunities and threats will be mentioned in sub-headings.

2.5.1. Collaborative Projects (Joint Projects)

Collaborative projects allow many end users to create content together at the same time. This category includes social wikis and social bookmarking that allows you to store and share web bookmark (Kaplan and Haenlein, 2010:62-63).

Social bookmarking is one of social software technologies on the internet that are rapidly gaining popularity. Traditionally when people find a website and like it, they register it to favorites. They open the browser on the next entry of the internet to visit the favorite section and easily enter the page they need.

Social bookmarking carries traditional marking one step beyond. It allows users to save their bookmarks on-line to share with friends. In addition, the bookmarks of users are accessible from anywhere and every computer (Akar, 2010:78).

To give an example of social bookmarking; Delicious is a social bookmarking web service for storing, sharing, and discovering web bookmarks. The site was founded in 2003 by Joshua Schachter.

Collaborative projects also provide the company some special advantages. For example, the Finnish telephone manufacturing brand Nokia uses internal wikis to modernize its employees and to buy and sell ideas used by 20% of 68,000 employees. Similarly, the American computer software company Adobe Systems also maintains a list of bookmarks and addresses of sites linked to the company on Delicious (Kaplan and Haenlein, 2010:62-63).

2.5.2. Blogs

Blog means "web diary". It is internet-based public relations tool, emphasizes mutual interaction with target groups (Yavuz and Haseki, 2012:128). The name of blog is derived from the name Weblog. It is a web-site provides comments and ideas for large mass of audience. That is usually maintained by individuals or groups and, businesses (Akar, 2010:45).

Blogs can be prepared by a person or a group on behalf of individuals or companies. The most important issue for the blog is content. The blog is so valuable, if the content is fresh, accurate and reliable (Yavuz and Haseki, 2012:128). Blogs make so easy for people to express their thoughts to the world that now everyone can publish their own ideas (Sterne, 2010:18). Being a blogger today is not just a hobby or a social media activity for individuals, it became profession or a popular activity.

2.5.3. Content Sharing Communities

Content sharing sites provide users with the ability to create and upload multimedia content called user generated content (UGC). Media sharing sites have become extremely popular with high-speed Internet connectivity and as well as easy-to-use digital cameras (Zarella, 2010:77). Sharing sites in social media encourage users to sharing. It increases their awareness through sharing with other users, and prepare individuals to meet new concepts and have ideas and knowledge.

In 2007, Procter & Gamble held a contest for the over - the - counter drug Pepto – Bismol. With this contest it provided to download a one - minute video on Youtube, users sings about Pepto - Bismol which heals nausea and reflux. Similarly, kitchenware maker Blendtec became famous for the very cheap videos named "Will it work?" That is watched by millions of people (Kaplan and Haenlein, 2010:63).

In Turkey, there are groups that become viral by shooting videos in a similar way.

In the fourth section, which is the application section, interviews with successful names in the field of social media and viral advertising will be conducted.

Content sharing communities consist of various media types such as video (Youtube), photo (Flickr) and PowerPoint (Slideshare), and many social media users actively participate in these areas.

SlideShare is a media sharing site that allows uploading and sharing of presentations. These presentations can be transformed into YouTube-style flash visuals and placed on other sites and blogs (Zarrella, 2010:97). The use of this platform is also possible for brands. If a tourist guide prepares an English presentation entitled "10 historical places to visit in Istanbul", this will attract hundreds or even thousands of tourists who want to come to Istanbul. Or a furniture manufacturer's "Trend corner sets of 2012" presentation may attract the attention of people who want to buy a new living room suite (Sevinç, 2012:119-120).

2.5.4. Social Network Sites

Social networks are defined as web sites that allow people to connect, introduce, engage, discuss, create groups, exchange personalized content on the Internet (Yavuz and Haseki, 2012:129). Many people use social media and social media terms rather than one another. But these two terms are different. Social networking is a category of social media (Safko and Brake, 2009:26).

The roots of online social networks go as far as the billboard systems of the 1980s. These systems provided software and information sharing over a very slow connection. Also allowed users to sign in to send private messages and send messages to everyone on open message boards. The most of the users are local communities, because of the high cost of long distance calls (Zarrella, 2010:53).

In the late 1990s, the first real online social networks began to emerge. These networks, which function as standard web applications, are primarily focused on facilitating personal interactions. Users have created their own online social networks, registered on the network, found their current friends and added them to their online social networks. At the same time, they also discovered new individuals they might want to know (Akar, 2010:120).

In 2003, a few employees of the company which is known as Intermix Media now, copied the main functions of Friendster. They activated Myspace. MySpace is the first social networking site that allows users to personalize their profiles. It continues to be popular thanks to young people, musicians and other artists. MySpace is a good choice for those who are keen on accessing nightlife and music communities. But usage area is more limited compared to Facebook and LinkedIn. In 2003, Mark Zuckerberg, a second-year student at Harvard University, created "The Facebook", a social network that started as a special site for Harvard students (Zarrella, 2010:53-73; Akkaya, 2013).

Facebook, the largest social network in the world with the participation of nearly one million new people every day, offers services under three headings: individual profiles, groups and pages (Kerpen, 2011:228-229):

- In Profiles, each individual can sign up and share his / her information, and be "friends" with other profile owners so that they can see each other's sharings, profile.
- Groups are created for any subject and interest. People participate themselves or add their friends.
- Pages that people participate with 'like' and get information. A kind of service used by more companies or organizations. They are often referred to as "fan pages".

Facebook is a social media network that can be used in a variety of forms as a marketing tool. Companies can become friends with Facebook members and send them private messages about any event or issue (Schmidt et al., 2011:39-40). On the other hand, they can get feedback about their products / services or campaigns which they apply. So, they can have an idea about the users' thoughts, comments and behaviors.

LinkedIn stands out among professional business networks with social media. LinkedIn is the social workplace where today's people have career, show their professional work lives (Sevinç, 2012:132). LinkedIn is one of the social networks that provide to show individuals' and companies' potential to outer world. At the same time productivity can be demonstrated. On the other hand, it provides an

environment in which the business can be introduced, business people can be directly reached, and strategies can be developed that will affect sales.

2.5.5. Virtual Gaming Worlds

Social games are online games that are played around with friends, are highly competitive, interactive, and easy to learn, and have no definite results (www.sosyalsosyal.com, Akkaya, 2013). It is also a platform that allows users to create similar personalized avatars in three-dimensional environments and communicate with each other in the same real world. So, virtual gaming worlds are the greatest social media representatives, as they provide social wealth and media richness at the highest level in all applications so far described.

2.5.6. Virtual Social Worlds

Virtual social worlds allow members to choose their behavior more freely and live a virtual life similar to their real life. As in virtual gaming worlds, virtual social world players appear to be avatars and communicate in three-dimensional virtual environments. However, there are no other rules in this area that would limit possible interactions except basic physics rules, such as the law of gravity. One of the most famous examples of virtual social worlds is San Francisco based Linden Research Inc. (Kaplan and Haenlein, 2010:64).

2.5.7. Microblogging

The Micro Blog is a channel to share instant, short, and genuine content with other people. Microblogs are mostly used by professionals to spread and share news and information. Because wherever you locate in the world, microblog is the tool that spread news and information. Features that provide this speed; can be updated with one or two sentences can be used with tools such as mobile phone system and iPhone (Yavuz and Haseki, 2012:129).

Twitter is a web-based social network that allows people to share instant situations and thoughts with others and follow other people's situations. Unlike other social networks, it is limited to 140 characters. So it allows people to share their messages in a short, simple and fast way. However, Twitter allows its users to express emotions or thoughts by using only certain words or titles about many subjects. Tweet followers are able to learn the status and feelings of the people they follow

from their homepage (Okat Özdem et al., 2012:100). Nowadays, Twitter provides to create a category named "Twitter Literature" which is done with short expressions. Short poems or sentences with done short expressions have gained considerable popularity all over the world.

The biggest difference of Twitter from Facebook is that its dialogue is more public. On Facebook posts are generally shared with friends. 5% of Twitter users hide their posts. In addition, a brand on Twitter can send a direct message to its followers, while on Facebook it is only possible to send a message from the individual profile page (Kerpen, 2011:235-236).

2.5.8. Podcasting

Podcasting is a social media component that provides the distribution of digital audio over the Internet via individuals' computers or portable media (Gönenli and Hürmeriç, 2012:217).

The podcasting term was first introduced in February 2004 by Ben Hammersley, The Guardian newspaper tech writer. A podcast is a combination of the "pod" on the iPod and the "cast" in the broadcast. Podcasting is one of the excellent technologies that have emerged in recent years. A podcast is a sound or media file that is usually distributed over the internet to download via RSS. Typically, podcasters, like video bloggers, provide regular updates about their content to consume by audiences. Content is usually provided with voice to connect and impress subscribers. Downloads through iTunes are presented (Akar, 2010:106).

3. SOCIAL MEDIA MARKETING AND VIRAL MARKETING ON SOCIAL MEDIA

The word "advertising" comes from the word "advertere", which is originally Latin means to tend to an area (Goddard, 2001:6). Advertising is a non-personal transmission of information in a structured and unified way by sponsors defined by the sponsors about the products (goods, services and ideas) through various media. Generally paying for advertisements and it is convincing by its nature (Bhagat, 2012:2).

The concept of marketing is developing promoting, pricing and distributing of ideas, services and goods in order to realize the personal and organizational goals (Palmer, 1997:23). In terms of operators, marketing is defined as "all activities that provide the flow of goods and services to the consumer from producer" (Yükselen, 2010:5; D.Buskirk, R., 1970:3).

The social media revolution has given consumers all over the world the greatest power they have ever had. This has forced companies to think about how they can be more open and flexible. With the global crisis, social media make corporations, organizations and governments benefit from it without spending more money to other channels like TV, radio (Kerpen, 2011:4). Usenet, the discussion site for internet users in 1979, and "Open Diary" in 1998, are social environments established as early social media platforms. Many platforms such as MySpace (2003), LinkedIn (2003), Flickr (2003), Facebook (2004) and Youtube (2005) have been around for almost ten years. In other words, these social media environments have changed our media habits, although they are so new. This situation makes advertisers consider everything known marketing again (Başer, 2014).

In this section, social media marketing and viral advertising marketing will be reviewed in detail.

3.1. Social Media Marketing

Today, developments in information technology, enter of the internet into everyday life, change in consumption habits and dynamic market structure have changed both the traditional communication tools and the contents of the communication message. As well as it changes communication environments in which the message sender and the message recipients are located. Consumers' access to information has become easier and companies and consumers have become able to communicate with each other. So while a more interactive structure is formed consumers have begun to receive information and research on sharing platforms. It becomes a part of every day life. Companies have begun to use social networks as an advertising tool with the change that has socialization inside (Kazançoglu et al., 2012:160).

One of the alternative methods of advertising on the Internet is social networks. It is described as a web-based service that individuals can use to create public or semi-public profiles within a restricted system.

Online social networks have proven to have a growing power in e-commerce. So for this reason, respected companies such as Microsoft are benefiting from these social networks by focusing on the activities they can interact with individual customers. Social networks, which are very popular among consumers, can be used not only to create communication channels with existing customers, but also to attract new customers (Zafar et al., 2011:299).

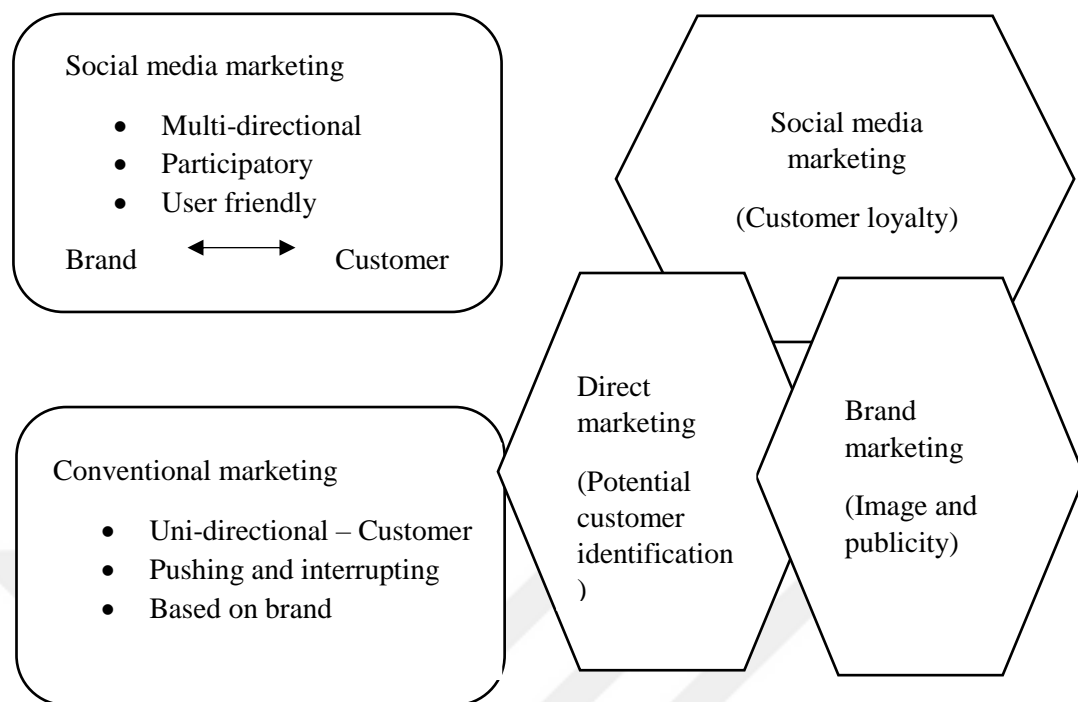


Figure 3.1: Social Media Marketing and Conventional Marketing

Source: Akar, 2010:36.

Social media ads are stronger than traditional media ads because it connects people with other real people and their friends. In the past, while ads focus on product features and benefits but a social media ad can now have a personalized content to maximize impact on each user. (Kerpen, 2011:176).

3.1.1. Word of Mouth Marketing WOM

As the marketing communication model changes with exist of new media, the flow of communication has become more important. As seen in Figure 3.2 and Figure 3.3, with the widespread use of interactive and digital communication, customers can easily interact with each other, companies, publishing tools by social networks and other new media channels. Some part of this new media which is also including social networks can be controlled by marketers, but some are uncontrollable.

For this reason, marketing communication decisions have become difficult because of the increasing number of publications and the fact that some of the broadcast channels of the message to be given are uncontrollable (Winer, 2009).

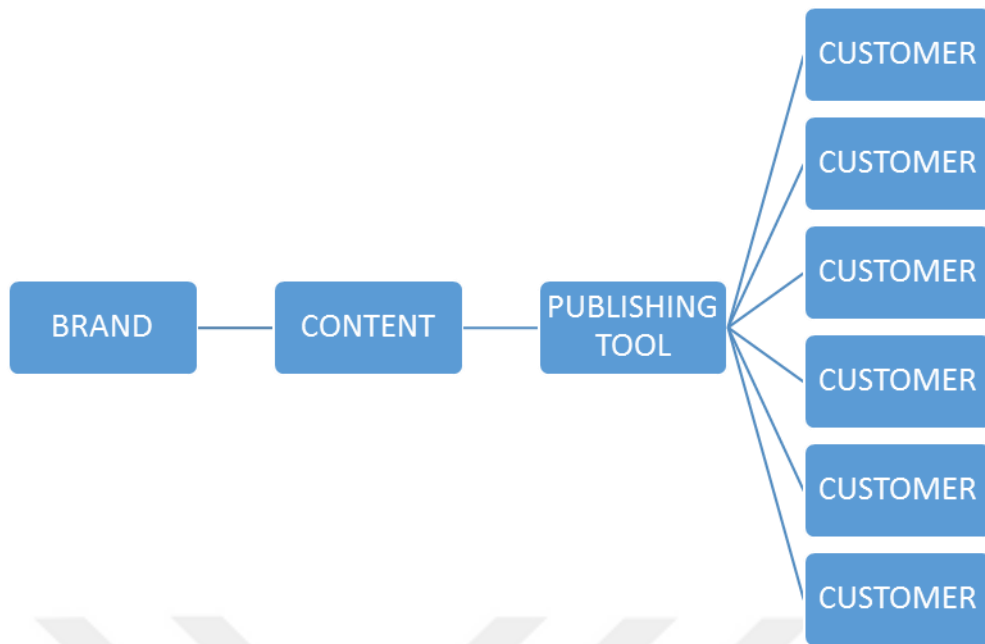


Figure 3.2: Traditional Mass Communication Model

Source: Winer, R. S. (2009). New communications approaches in marketing: Issues and research directions. *Journal of Interactive Marketing*, 23(2), 108-117.

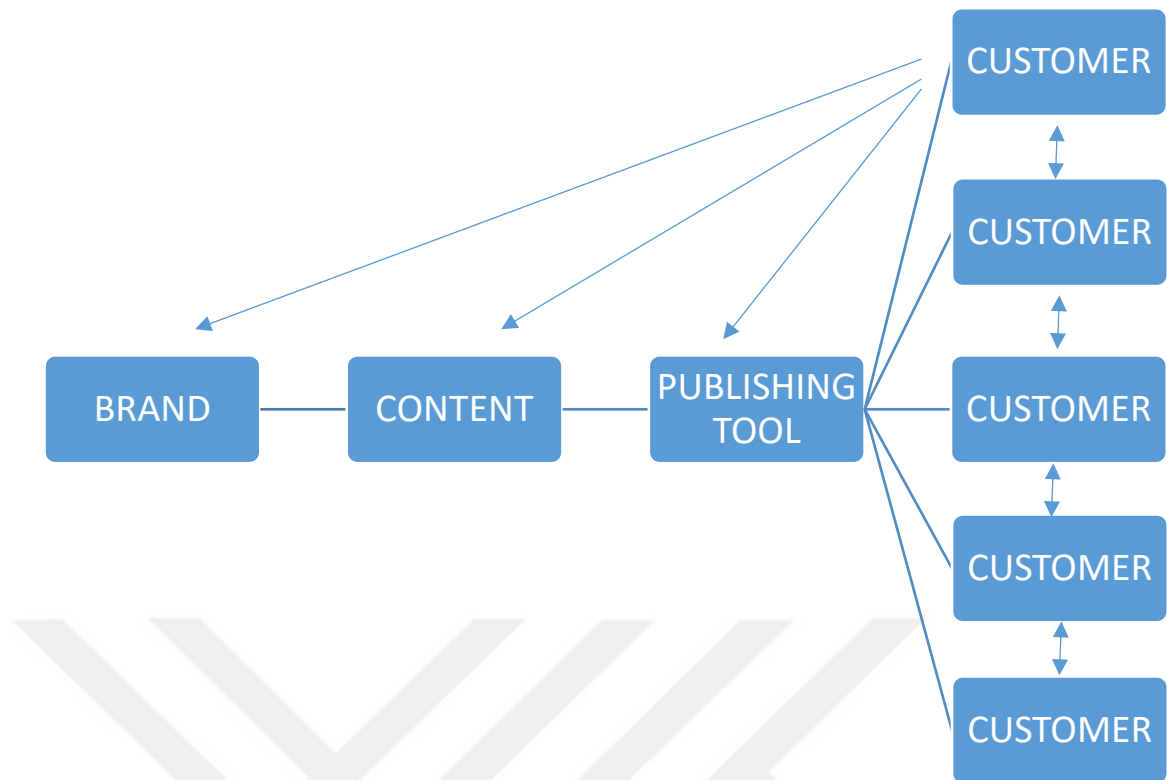


Figure 3.3: Improved Mass Communication Model

Source: Winer, R. S. (2009). New communications approaches in marketing: Issues and research directions. *Journal of Interactive Marketing*, 23(2), 108-117.

3.1.2. Word of Mouth Marketing and Relation with Social Media Marketing

Traditional WOM information can affect many receivers after it passes through a chain of consumers (Lau and Ng, 2001). In the online case, however, eWOM can spread faster among hundreds, thousands, or sometimes even millions of consumers (Brown et al., 2007; Jeong and Jang, 2011). The fact that the Internet makes the dissemination of eWOM information extremely faster is the most prominent difference between WOM and eWOM. Then, eWOM provides visually supported information for consumers. People can use media content, such as pictures or videos, when they talk about products and services in order to support their opinions and experiences. In the offline case, sometimes oral communications do not allow people to visualise the information being transmitted; but yet, eWOM makes it easier for consumers. Furthermore, WOM and eWOM are also not similar in terms of

following their influence. Due to its natural structure, following WOM is considered to be very difficult (Misner, 1999; Nyilasy, 2006).

The Internet, on the other hand, provides some facilities for marketers to follow their customers' chats. For example, social media websites, discussion forums, and review websites are useful platforms for following eWOM chats. Following customers' and potential customers' opinions is very important for marketers. They see that they can shape their strategies more appropriately by using those valuable feedbacks. Table 3.1 summarizes the differences between WOM and eWOM (Yildirim, 2011).

Table 3.1: Differences between WOM and eWOM

	WOM	e WOM
Audience	Person-to-person	Person-to-people
Speed	Slow	Fast
Type	Spoken	Written
Tracking	Very difficult	Relatively possible
Accessibility	Not Always	Always
	Time limited	Time independent
	Scope limited	Not limited to geography

Source: Yildirim, 2011.

Yildirim (2011) also draws attention to differences between WOM and eWOM in terms of accessibility. As WOM conversations occur person to person, it is not possible for other people to Access these conversations; however, eWOM conversations provide chances to be accessed by other people since they occur on the Internet. Similarly, eWOM conversations provide chances for interactions without time and location constraints, while WOM conversations are not independent from the time and the place (Yildirim, 2011).

3.2. Viral Marketing

Viral marketing showed up with the circulation of messages on the Internet. Viral marketing defines a strategy that encourages people to transfer a marketing message to other people. So it shows a significant potential for the spread of the message. Word of mouth communication techniques are so important when marketing over the internet. Viral marketing on the web, also called "from mouse to mouse" or "modems from modems"(Argan and Argan, 2006).

Viral marketing on the Internet is the simple technological dimension of word of mouth marketing. In a very short period of time, millions of institutions, firms and people living in various regions of the world have been able to communicate with each other at very low cost and very easily.

Viral marketing functions as a cost-effective, multi-user reach and feedback marketing campaign for companies, as well as a free service and information service for consumers. E-commerce, groups, communities and messaging; are the tools that firms use to improve their promotional activities. Today, the most used channel of viral marketing is social networks (İşler and Andiç, 2011).

The viral marketing term is defined from different items. The word of 'viral' is associated with the virus and its spread has been discussed. It is said that this term was first used by Jeffrey Rayport, a member of Harvard Business School, and Tim Draper, a graduate student of this school. It was mentioned earlier that they likened viral marketing to the spreading of ripples (Cevher, 2014).

Douglas Rushkoff is one of the first writers who has online viral marketing book "Media Viruses: The Popular Cultural Secret Agenda" (1994). According to Rusfkoff, if internet users are sensitive, viral advertising will attract attention through the internet. It connects the link and shares the viral advertisement with friends or other consumers so that it becomes a virus carrier and infects other sensitive Internet users with this virus. Other users will recommend to other users, and viral advertising will spread quickly. With the development of technology and the increase in internet usage, viral marketing has become more prominent since 2000's years. Well-designed viral marketing practices are expected to take place in marketing strategies more actively in the coming years (www.guaranteedviral.com; Cevher, 2014).

Today, internet is widely used. Almost every brand / product has a website / blog. Nowadays, the number of viral applications, such as "bring your friend" and "inform your friend" constitute a large percentage of all viral marketing efforts. Three basic elements are needed to organize a viral marketing. If one of them is even weaker/ deficient, the success of the campaign will be failed. These elements can be summarized as follows (Moranjkić et al., 2006):

- 1. Spreading motivator:** The main aim of viral activity is to disseminate the message with the chosen spreader. All kinds of motivation theories can be used when determining the spreading motive: to force, to provide financial gain, or to respond to psychological needs. It will be a cost of providing financial gain. It would be risky to just build on this strategy. For this reason it is difficult, but the right way is to find spiritual causes. The strongest motive that can be given is the term "self esteem" (personal reputation) in motivation theories. Knowing a conception first will be the most important motivator to gain appreciation by others.
- 2. Receiving motivator:** It is another element of viral marketing. Spreader is convinced to transmit the message. Then the most important motivator for receivers to take this message is the power of the message. The message must be clear and effective. Because, in the process of spreading the message, receivers consist of the main marketing target mass. They become spreader after they become receiver. So, they should first be motivated to receive and then be motivated to spread. The most successful examples of receiving motivators are often the financial reasons offered by the product or service. For example, the G-mail 3 GB email domain, fast-paced Hotmail accounts, and really funny YouTube videos are some of the "receiving motivators."
- 3. Diffusion environment (Medium):** A third and very critical element is diffusion environment. The most important features about environment are the ability to interact with fast broadcasting, the ability to contact large masses, and the capacity (as visual and content) to carry messages in a very good and understandable way.

The Internet also has these three features. When these three elements have successfully come together, viral marketing element are more returnable than

traditional marketing fictions, but at much lower cost. We should know that only customer understand the feelings of customers.

3.2.1. Social Media Viral Marketing

It is not a new activity to share positive and negative comments as word of mouth after experiencing the products by consumers. But this concept has evolved by taking a new title with the move of word of mouth marketing to internet and social media. To initiate word of mouth communication with a product or service on the Internet is called "viral marketing" (Helm, 2000).

Spreading information of consumers can become intentionally or unintentionally. The transmission of information is happened voluntarily by consumers when they support any product or service. In order to do this, they may have received financial support directly from the agencies or the brand itself, or they may wish to share their product benefits with their friends using their own will (Bruyn and Lilien, 2008).

Viral marketing is spreading among marketers with the beginning of digital media and social networks. Also it has begun to be used in many marketing campaigns (Kirby and Marsden, 2006). The impact of people on other people is nine times higher than according to traditional marketing communications (television, radio, magazines, etc.). Social media channels are the fastest and most effective channels for viral marketing because people who are grouped in their own mass are at the same socioeconomic level and similar age ranges and share similar interests. So the effect of social media on marketing is so important.

Viral marketing can be thought of as communication and distribution. It provides encourage people to send digital products by e-mail to other people, it makes other people to send again and again. There is an indirect relationship between the producer and the consumer: when the consumer takes the role of mediator, the producer firm communicates with only a few people. This process is likened to viruse. Because the information spreads quickly. Viral marketing products can be introduced more quickly with networks like Amazon, Yahoo, Hotmail. The firm doesn't depend on the potential consumer who enter definite website in order to promote its product. The consumer is brought to the site by the intermediary consumer. Critical elements of viral marketing (Moranjic et al., 2006):

- By using the product, every customer becomes a seller of necessity,

- This product is the main product of the business,
- Viral marketing is stronger than third-class marketing.

When performing any activity of viral marketing, different parasitic effects are obtained and desired effect is reached. So, the spread message is tried to be delivered to the destination. Because the text of the e-mail message is actually produced by the consumer. It is consumed again by exchange.

There are some drawbacks to consider. In e-business, the strategy was considered less important than long-term tactics. But key players are turning their attention from claiming space, to defend and get it sooner. Therefore, they must turn viral marketing information into customer protection, rather than acquiring new customers. This new perspective displays a lot of things that have not been found yet. For example, customer loyalty in e-business, oral communication, involvement in viral marketing strategy and avoidance from negative WOM... Finally, viral marketing wants to get in contact with customers as it is in the traditional marketing strategy (Helm, 2000).

3.2.2. Viral Marketing Strategies

According to Wilson viral marketing strategies consist of six titles. In the field of viral marketing, they are called Wilson's six principals. One or more of these six strategies can be applied by the marketer to the firm or brand in order to perform marketing activities (Wilson, 2000a)

- a) **To send free goods or services:** Firms decide many strategies in order to attract consumer's attention. The words "discount" and "cheap" are the first words to attract consumers' attention. It is seen that consumers are not affected by this and they are not willing to talk to other consumers. Because they are used frequently in today's marketing activities. However, the word of "free" attracts more attention than these words. The word of 'free' attracts attention even in products that consumers do not need. With the effect of this word, consumers attention is attracted also it can be spread to other consumers easily. Consumers who visit companies, stores or websites for free products have free products as well as information about other products, brands or companies.
- b) **To provide in transfer effortlessly to others:** It is an important element of viral is that sending messages effortlessly to friends or other consumers. The

message must be sent clearly and rapidly. In this way, the message the message will be continuously sent to others and an effective spread will be provided. The message will easily find a channel in the form of e-mail, link, message or video. (Wilson, 2000b).

- c) **Easily spread large masses from small masses:** Companies seeking to reach consumers and spread their products using viral marketing strategy are aiming to reach large quantities from small masses. In order to do this it should send its message to its target group easily and rapidly. Receivers should be able to take the message in an easy way and send it to other receivers easily. Therefore, the spreading environment must be suitable for rapid transmission of the message. For example, a person who wants to access any video, music or program from the internet should be able to easily download it to his/her computer without any need for a new plugin or software and send it to others. It is becoming a necessity to create an environment in order to reach large masses from small ones. Messages are only can spread rapidly by this way. (Cevher, 2014).
- d) **Using general motives and behaviors:** In order to make viral marketing, messages must be attractive for receivers. When we think that firstly spreaders are receivers, so it is seen that spreading is happening as result of attraction of message. It is also difficult to transmit a message that fails to attract attention or is not advantageous to the consumer. These messages should affect the general motives and behavior of people. Clear and concise information in the message content, selection of used colors, moving shapes or videos, feeling of winning something, priority over other consumers are effective in transferring the message. From this point of view, it is important to use general motives and behaviors in the spreading environment where there are millions of messages or websites (Cevher, 2014).
- e) **Benefit from existing communication network:** Human is a social entity. While continuing his/her life, he/she is constantly in contact with other people. Each individual has a certain environment he/she communicates with. For example, he/she has a communication with his/her family, friends, colleagues and relatives. According to the position and period of his/her life, there are people who are constantly in contact with on the internet. The people who are more suitable for spreaders that have a lot of reference

groups, share a lot of things on social networks and communicate with other people. In terms of marketing, it is important that these people buy goods as well as other people's purchasing effects. (Cevher, 2014).

- f) Taking advantage of other resources:** Most viral campaigns require collaborative work with other sources. It is done on internet. So the speed of spreading will be increased if consumers can easily reach the product with attachments such as link, graphic, animated icon or video to be placed on the website. Authors who publish their articles free to consumers will have them in more than one place (Sandler, 2001:2). Anything that happens in the world can be reached in a very short time. News can reach to millions from internet sites if news is published from a trustable source. It is similar that it is possible that millions of products are delivered to consumers from a reliable source by way of Internet. While managing viral marketing process, it should be to benefit from other sources advantages. It is positive thing for this process and also it provides firms advantages. (Wilson, 2005).

3.2.3 Viral Marketing Campaign Process and Planning

According to Silverman (2006), today become information age by improving technology. Individuals reach information so quickly and think of time. With increasing of internet users, information transfer is getting fast. In recent years traditional marketing strategies lose their importance. In terms of marketing, people don't have time to search and analyse. So the demand for television and advertisements seems to fall. Radio, television, or magazine advertisements are more costly and their effects are decreasing day by day. People get a lot of information by internet so they haven't got enough time to pick over this information mass. It is more attractive for user that these informations filter, analyse and transfer with word of mouth by somebodies. For this reason viral marketing applications and working with these applications successfully is so important.

The factors that will provide the effective run of viral marketing campaign are as follows (Brewer, 2001):

- a) Viral marketing must provide an incentive:** The spread of the viral marketing campaign to other individuals is related to the promoting of the spreader. Encouraging awards motivate individuals. The viral marketing

example made by Gillette Company in Turkey in 2005 attracted attention. The commercial game was made with the campaign named "Jilet gibi ol". Encouraging prizes was given to increase brand awareness, and it was observed that people who are more than expected, participate in this commercial game. Consumers who heard that Apple, i-pod mp3 player will be awarded, have reached the number of 13,193 participants in nine business days. It is observed that entry rate increased by 317% within one month on site which was opened for campaign (Argan, 2006:243).

- b) **Not insist on sending persistently:** When consumers who are spreaders send messages to their friends or other individuals, messages should be gotten by receivers. When the receiver is notified that the message is repeatedly sent again, the receiver effects negatively and the consumer tends to stop responding to the repeated messages and delete the messages. (Cevher, 2014).
- c) **The sent e-mails must be personalized:** It seems that nowadays individuals are having constant rain of messages. Users do not respond to all messages from this message mass. If users see that the message is from a familiar person or from a friend, their approach to the message changes. The possibility of responding and attracting is increasing according to other messages. It is also possible to respond to an e-mail sent from a familiar source. So e-mails must be personalized for people who get many messages and e-mails. A personalized e-mail and message can be identified immediately. It means that approach will be positive by people. According to this reason, e-mail is an important element in viral marketing. (Cevher, 2014).
- d) **The data should be monitored and analyzed:** Datas should be monitored, analyzed, strategies should be determined in marketing campaigns like every planned event. The goal is to follow the plan and to improve performance. In viral marketing campaigns, performance evaluations should be made by experts and data should be analyzed in a good way. Time of spending, click-through rates, sharing rates, and return rates are factors that are considered for email and viral applications in order to analyse. The rate of messages sent to consumers and the responds of these messages must be analyzed seperately also return and click rates of receivers. Evaluations will be stimulating for marketers and will be the determining factor for new steps to be taken (Meriç, 2010:77).

- e) **Continuous promotion to friends should be encouraged:** Sending messages to friends continuously and the possibility of sending messages to another people from these friends consist of viral marketing field. This situation, which is important both in terms of time and cost, is a matter that should be given importance by viral marketers. If the messages are constantly encouraged to be sent to friends, the senders will also create a new area of viral marketing (Argan, 2006:243).
- f) **The traffic of the website should be well executed:** During viral marketing process the density on websites are improving. Because consumers send messages to other consumers. Cross selling to consumers who are trying to get messages about the product on the site will increase. Also becoming member on the site and following numbers will increase. Viral campaign executives should carry out site traffic well in this process. Only e-mailing in this process may not be enough for the companies.

The site traffic will increase greatly by the people who want to get information about the product, to make comments, and to give opinions about the site. Consumers' expectations should be satisfied by content of site and guidance (Meriç, 2010:77).

3.2.4. Viral Advertising

Through viral marketing applications, brand awareness can be created and brand image can be strengthened by paying attention to the target kit. Viral advertising applications can effect to consumers purchasing decisions in the increasingly competition environment and increasing product alternatives. Some viral advertisements that are presented to consumers may be indefinite. Such viral ads are shared only they are liked by people without knowing actually they are ads.

Consumer loyalty can be gained through viral advertising activities on social media and networks, and new consumers can be added to this loyal customer group. Considering that consumers now perform many daily activities on the internet, it is possible to provide consumers services with less time and effort by advantages of viral marketing (Güner, 2016).

Table 3.2: Here Is the Top Viral Advertisement Campaigns Youtube Views

Date	Brand	Video	YouTube views
19/04/2013	Evian	evian baby&me	96,070,935
14/11/2012	Metro Trains Melbourne	Dumb Ways to Die	92,976,007
13/11/2013	Volvo Trucks	The Epic Split feat. Van Damme (Live Test 6)	76,467,518
14/04/2013	Dove	Dove Real Beauty Sketches	64,873,251
07/10/2013	CarrieNYC	Telekinetic Coffee Shop Surprise	59,941,884
11/04/2012	TNT	A DRAMATIC SURPRISE ON A QUIET SQUARE	51,665,435
04/02/2010	Old Spice	The Man Your Man Could Smell Like	49,599,949
12/03/2013	Pepsi	Jeff Gordon: Test Drive Pepsi Max Prank	43,361,650
14/10/2012	Red Bull	Felix Baumgartner's supersonic freefall from 128k' - Mission Highlights	37,499,773
19/10/2012	LG	So Real it's Scary	22,903,077
10/04/2010	Kmart	Ship My Pants	21,830,671
15/11/2013	Kmart	Show Your Joe	18,304,479
02/09/2013	LG	Ultra Reality: What would you do in this situation? - LG Meteor Prank	17,331,066
24/01/2013	TNT	A dramatic surprise on an ice-cold day	14,772,642
22/10/2014	Air New Zealand	The Most Epic Safety Video Ever Made #airnzhobbit	13,134,301
31/10/2012	Air New Zealand	An Unexpected Briefing #airnzhobbit	12,196,563
28/02/2013	Three UK	The Pony #DancePonyDance	9,721,656
16/10/2012	Bodyform	Bodyform Responds :: The Truth	5,625,872

Source:<https://www.branded3.com/blog/the-top-10-viral-marketing-campaigns-of-all-time/>

3.2.5. Viral Marketing and Social Networks²

Traditionally, social networks are always more descriptive than being predictive.

A lot of information in large social networks is based on blogs on the Internet, information sharing sites, online games, newsgroups, chat rooms, social networking sites, etc. These social networks consist of millions of individuals. These networks play a major role in the production of information and in the creation of models built from individuals. By gathering / modeling this model into a larger network model, new ideas and useful estimations are obtained in analyzing social networking. Also information from their productive use is obtained in the decision-making process.

Social bond models help us in designing viral marketing schemes that maximize "word of mouth marketing" among customers. Because unlike traditional marketing, it is possible to make bigger profits without paying attention to the interactions between customers.

Consumers protest traditional ads such as TV or newspaper ads increasingly, so the marketer has gone to alternative strategies, including viral marketing. Viral

² While this title was being prepared, it was benefited from the work of Moranjkic et al.2006

marketing makes use of social networking, by allowing consumers to share product-related information with their friends. Some researches have shown that the social network effects the adoption of individual innovations and products. But recently, it was difficult to measure how many of the recommendations affect a wide variety of products. By examining an online retailer's promoted viral marketing program, the effectiveness of recommendations could be measured directly and it can be a model. Discounts are made by viral marketers to consumers who offer products to others on web sites. Then purchases and additional recommendations are followed.

Richardson and Domingos assume that the possibility of buying a product depends on the beliefs of reliable peers of individuals in networks. They set up an algorithm to maximize the viral marketing effect and use Epinions' reliable criticism network. Kempe, Kleinberg and Tardas evaluate several algorithmic efficiencies. They do in order to maximize the magnitude of the effects of various adaptive models. These models try to maximize the propagation of network activity. It is based on the assumed effect than measured effect.

3.2.6. Viral Marketing and Brand³

Today, the brand is a phenomenon that reaches to personalization. Individuals and corporations, especially those who have reached to more people with developing technology, are able to reach the honor of being a brand through their studies on the internet.

Today, creating a brand is an important point, but one of the important issues is that the brand can reach the consumers. Now, it is important to be able to use different media for each marketing need, each category and every target audience. The internet is at the beginning of these. It's easy to use the internet and reach it. But brand owners need to be very talented in order to adapt to the developing competitive environment and not to disappear in this crowd. Managers must use all the media channels together and effectively in order to stand out amongst others.

The development in the Internet sector has caused to the establishment of many interactive organizations. Managers realize that internet is the best way to adapt increasing competition. Managers try to incorporate their companies into this system. Especially in researches, it has become clear that the narrowed target group has been

³ While this title was being prepared, it was benefited from the work of Moranjkic et al.2006

reached much faster with the internet. The studies of the companies in this regard have been accelerated. The easy identification of the target group has increased the interest to internet. It is considered to be quite efficient in order to create a brand and to promote the brand that is created. Because there is an opportunity such as low cost.

The Internet has increased its importance in every aspect of our lives and it is also important when create a brand. It is very easy to create a new brand. However, it is very difficult to promote this brand. The important thing is to reach consumers with the right time and right activities. Every positive impression is transmitted to another person via the internet, but these impressions can sometimes be negative. For this reason, companies who want to promote their brand by internet, pay attention this issue. Nowadays, the internet has gone indirectly or directly into our lives and it makes our works easier. Although it is not reliable enough, the internet is a very effective tool to reach many information and experience. It is quite easy for customers to reach the brand owner company with the return system. This indicates that negativeness will be transmitted first to the company. So the brand can be kept away from rumors that will lead to many negative thoughts. Today, internet is one of the most effective tools in order to create a permanent brand. But it is not important for the company to big it self up. However, products that are praised by others can have a brand character and at this point the viral marketing strategy is especially important.

Marking strategy is one of the most important strategic decisions for companies. Strong brands create long term brand value and contribute cash flow to firms. It increases competition. So the value of firms is increasing.

In the early days of the Internet, the value of a brand was perceived as how this brand saw itself. Now the conditions have changed, the consumer has changed, the conditions of competition have changed, and the public has increasingly become more sensitive and alert in all matters. Actually there is always a relationship between the brand and the value chain, but one thing has changed. It is the confidence that the customer has to the brand. Now customer has been looking for confidence, openness and honesty. Now, customers are not only satisfied with purchasing the brand, they are also seeking answers to the question of how, by what stage, by whom and by which methods the products and services represented.

Viral marketing or word of mouth is a strategy that can create wonders when marketing is applied well. Viral marketing can be used for every purpose, every kind of field, for every product. It is one of the biggest parts of our business to reach customers by making time, labor and budget. But with the word of marketing we can leave it to the customers. With this way, it is much easier and less costly to reach a group of people with similar tastes than to a person. The aims of the mini sites are very important: to increase brand awareness, product launch, to reach more detailed customer information.

3.3. Consumption and Viral Advertising Relationship

In his book "Consumption", Bocoock says that consumer goods constitute people's sense of identity. From this point of view, a person who shares a viral ad also gives tips about his identity through the video he has been using. He/she uses viral advertising to identify his identity (Bocoock, 2005).

According to Bocoock; people in modern consumption consume for: "The individual in the city consumes more in order to be able to create a sense of identity and to wants to be perceived who he/she is. The style of clothing that an individual uses to make him self different from other individuals must be understood and interpreted by the other individual. So the individual can only make different himself or herself from the others by sharing a common cultural symbols with them (Bocoock, 2005).

Bocoock describes modern consumption patterns in his book "Consumption" also explains the reasons behind people sharing viral advertisements with their friends. In other words, the individual consumes how he/she wants to be perceived. It is possible to say that the individual follow and share things according to perception which is seen outside. By sharing viral advertisements with friends, the individual give the message that 'I love the videos like this' (Bocoock, 2005).

3.4. Life Style and Viral Advertisement Relationship

David Chaney describes lifestyles in the following way: "People are behaving differently from each other. The way of life helps people to explain what they are doing, why they do it, and what it means to them and others (rather than justify it) (Bocoock, 2005).

The individual shares the videos he watches in order to show his lifestyle like another chooses such as eating, drinking, choosing clothes. The video (viral) that he watches and shares, belongs to his lifestyle like foods, clothes he chooses. It can be said that "Send me the video you watched and I can tell you who you are" (Polat, 2010).

An example of this is Twitter and Facebook. Today, Twitter and Facebook which are popular social networks, shows the individuals lifestyle. Twitter and Facebook users tweet their lives from Twitter, what they see, what they read, what they do at the moment, or post them on Facebook with photos and messages. They put their lifestyles and mean "I am the one who does these things, reads them, and follows them". So they will definitely add or comment on Twitter and Facebook on a viral ad they watch and like (Polat, 2010).

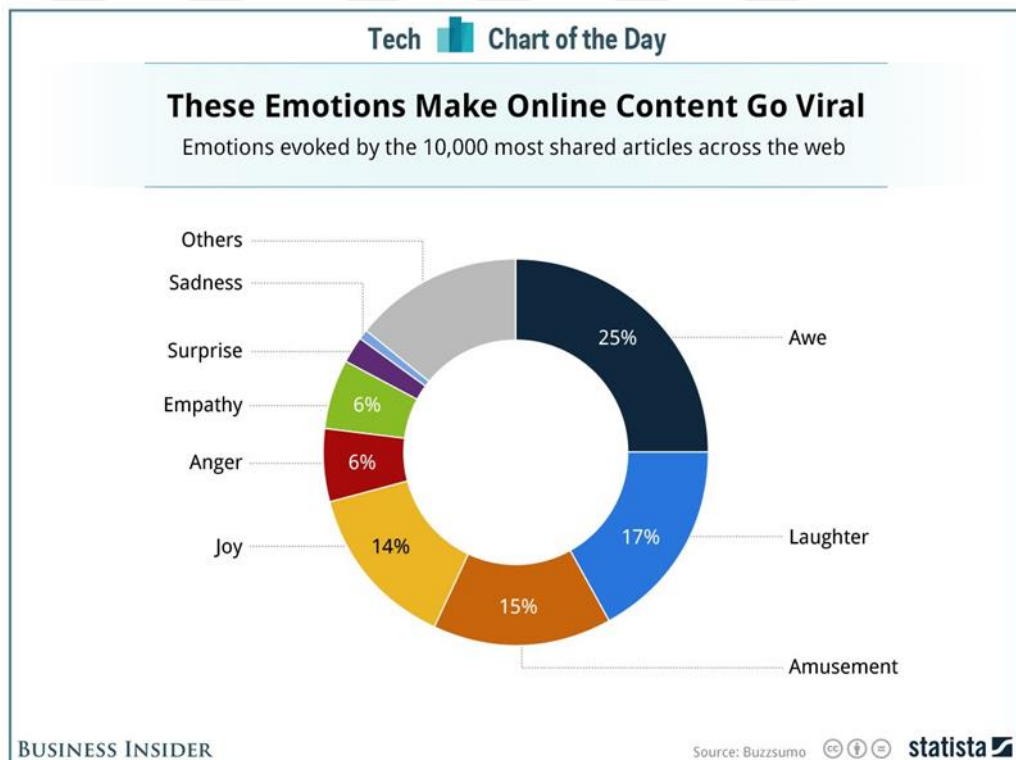


Figure 3.4: Here Is the Emotions Which Make Viral Videos Go Viral

Source: <http://neilpatel.com/wp-content/uploads/2015/03/image252.jpg>

3.5. Viral Advertisement Application Environments

By looking definitions made about viral marketing and viral ad, it seems that it is a kind of communication that spreads from the word of mouth. The advertisement is

created by hiding it rather than being done directly, make people share faster. So brand is remembered easily by people. At the same time, viral advertisements seem preferred type of advertising. Because viral advertising is suitable for people due to changing technological conditions and people's lifestyles.

Viral advertising allows people to express each other's opinions about various products in a clear way, especially through the internet. So a consumer who uses a product to give information to target group and make them purchase the product. As a result, the spread of viral commercials on the internet is very important for firms. Because companies advertise their products and reach the target group.

3.5.1. Virtual Community and Forum Viral Ads

Forums are an online community that has its own characteristics and has been popular by consumers in a short time (Toros, 2009:69). In virtual communities and forms which are formed by internet users, comments and sharings are made instead of directly advertising the product/service. Forum writers, who are frequently followed by people, will express opinions about the brand. It makes people a positive perception in their mind. So, product is advertised in a more natural way by providing a rapid propagation.

At this point, companies get the opportunity of using low budget to advertise their brand with people who have gained the trust of the masses. Even a small positive comment on the brand's product / service is reaching a large audience. It is also presented by internet users without being referred to as advertising. It provides consumer credibility.

3.5.2. E-Groups / E-Mail Viral Ads

E-mail advertising is a type of advertising that is used by companies to deliver messages to a specific audience. E-mail marketing is a form of marketing in which e-mail is used as a kind of direct marketing tool to deliver marketing messages to a specific audience (<https://www.theguardian.com>, et: 19.04.2017).

Newsletters are seen that can be used effectively in viral marketing, which has an important thing in e-mail. When interesting news which provides information about the product or service is published and presented to the people, it increases the website density or online offers. The aim of bulletin is providing long articles or short

articles about the product or service and publishing the necessary information. Bulletin news may be in the product or service recommended by the publisher. The ad should not be very clear. But when readers face advertising, they need to create their own ideas about the product and the service (Stanton, 2015; Çakırkaya, 2016:68).

We see that e-mail viral advertisements are very important. These types of viral ads allow people to exchange information between people. It aims also allow people to feedback to each other about a brand's product.

3.5.3. Game (Advergaming) Viral Ads

Advergaming is a term created by combining the abbreviation of the word 'advertisement' and the word 'game'. It is also called game for advertising purposes. The concept is based on the idea of advertising a product, brand, or organization using 'video games'. The word Advergaming was first introduced into the literature in 2000 by the advergaming.com and adverplay.com domains which are bought by Anthony Giallourakis (Erksoy, 2008:1). Advergaming offers companies an effective way to increase brand awareness and brand loyalty. It provides low cost advantage compared to other marketing tools, it is possible to create a database for target group (İlgin, 2013: 30). These advertisements which contain specific target groups, affects consumers with the content created in accordance with the wishes of the people in the game.

3.5.4. Social Media Viral Ads

Social media is known as social networking sites, where content is formed from activities such as content sharing and personal comments that enable internet users to communicate online with each other. Social networks are a group in which the various contents contained in different information as a web-based service. Users make personal profile pages their selves. Users send messages to each other, participate in social groups, and share photos and videos on their own pages. (Güçdemir, 2017:82).

In other words, it allows to make an open or semi-open profile within a limited system. It clearly shows the list of other users on the link. It shows a list of contacts

in the system that others are connected to. As a result all digital-based services consist of social media (Alakuşu, 2014:104).

With the billions of users, social networking sites have become almost the basic needs of people. As a result, millions of content are shared every day on social networks and it is seen that it is watched by so many people again. It seems that the content that succeeds in attracting attention among all these messages is spreading from the user to the user like a virus. So newbrands are formed. Viral marketing provide the opportunity to institutions to be successful in the social media as a marketing technic (Alakuşu, 2014:45).

3.5.5. Personal Site / Blogs

When it is said ‘dairy’ people firstly think writing. But there are three different types of network diaries in the internet environment. These are images, sounds and text. These formats can be prepared separately or in support of each other (Sevinç, 2012:56). Platforms like Tumblr and Blogger have tools that allow sharing and voting of users on the same platform (Babacan, 2015:346).

Blog pages are an internet platform where internet users share their experiences, experiences and hobbies with other users under the same topic title. Advertisements that are usually published in accordance with the theme of the blog page reach the target audience more effectively.

3.5.6. Photo / Video Sharing Viral Ads

Blogger.com, the first service provider of internet, was launched the late 90s. So the diaries written by the people transferred to online. As time goes by, cameras became a part of activity and these internet diaries are kept with display not with writings (Yeraltı, 2008:20). So people make comments about the products they use, the videos they watch. Thus, they spread the contents they like, by sharing with different people.

If you want to create a viral effect on a web page, putting relevant videos about product will increase the number of visitors and attention. Also attention increases by making a video to companies that make internet sales. For example, a vendor selling information products should express the benefits, expenses and the people who can use by video. At the end of video there must be a link in order to get more

information or for people who wants to buy the product. Detailed information should be accessed with this link. It should be succesful while introducing the marketing concept to individuals or foundation members who wants to make viral marketing in a simple, supportive way. There are many different ways to reach potential customers (Stanton, 2015:37-38).

3.6. Attitudes towards Social Media Ads

Attitude is the perpetual feelings, tendencies, enthusiasm, objectivity, or evaluations of individuals towards an object or idea. In other words, attitude is the way in which determines the feelings and behaviors of an individual to an objective situation (Cömert and Durmaz, 2006:358). Attitudes are formed by personal experience. Individuals are influenced by ideas, personality, media, experiences of friends and family members (Bhagat, 2012:91).

Attitudes are an important concept for researchs are made about fields of marketing and information systems. Fishbein describes the attitude as "a learned tendency of mankind" (Fishbein aktaran Tsang, Ho and Liang, 2004, s.66).

3.6.1. Attitude toward Ads

The attitude towards ads is "the tendency to respond positively or negatively to a particular ad alert during an ad exposure" (MacKenzie and Lutz, 1989:51).

A positive attitude towards advertising is called liking, oppositely "dislikability" describes a negative attitude (Franzen, Goessens and Hoogerbrugge, 2005:46). Accordingly, consumer changes his/ her attitude at first. Then ad can effect and change consumer behaviours (Berger and Mitchell, 1989:269).

Generally the concept of attitude toward advertising, is a broader concept than the concept of attitude towards a particular ad. Second concept is about expose of an ad from spesific tool. Attitudes towards advertising in general are related to general attitudes towards advertising as a media concept (Lutz, 1985).

When we look at the literature, the attitude towards advertisements in the 1970s is negative, as Zanot (1984) notes. When we look at this period, the government has set up a free agency to defend the rights of consumers. Because some ads were really

misleading. In the 90s, Alwitt and Prabhaker (1992) and Mittal, (1994) examined the attitude towards television commercials.

Berger and Mitchel defended the opinion that consumer change his/her attitude in order to be effected by ad (in their studies in 1989) (Berger and Mitchell, 1989:269).

Likert type attitude scales were generally used in evaluating the advertising attitude by using adjectives such as good-bad, liking-dislike, positive-negative (Schlosser, Shavitt and Kanfer, 1999:41).

3.6.2. Attitude towards Internet and Social Media Ads

Attitudes towards online advertising activated at the end of the 90's. The attitude of consumers towards online services (Miller, 2008), the attitude towards online purchasing (Gupta, 1995), the attitude towards web usage (Gupta, 1995; Hammonds, 1997; Hoffman, Kalsbeek and Novak, 1996) the effect of banner ad to judgments about brand (Briggs and Hollis, 1997) were discussed in this period.

The emergence of the internet as a communication and advertising platform, a lot of researches focus on the internet as a subject. Also it encouraged the studies about attitudes towards internet advertising (Tsang, Ho and Liang, 2004:66-67).

According to Tsang, Ho and Liang (2004), interesting and enjoyable advertisements positively influence consumers' attitudes towards the brand (Tsang, Ho and Liang, 2004:66-67). Campbell and Wright (2008) indicate that the ads published on website perceived consistently according to individual's goals and values. So the positive attitude of individual to ad, is getting increase if the message of ad is appropriate for him/her (Campbell and Wright, 2008:64).

4. INTERVIEW STUDY ABOUT SOCIAL MEDIA VIRAL ADVERTISING

In this research, interview study was conducted with a qualitative research technique. Interview study involves asking questions, getting answers from participants and analyzing the comments. Data was collected by in-depth interviewing. In-depth interviewing is a type of interview which researchers use to find out information in order to achieve a holistic understanding of the interviewee's point of view or situation. In-depth interviews are a useful qualitative data collection technique that allows the interviewer to deeply explore the respondent's feelings and perspectives on a subject.

The goal of this research is to learn and understand the viral advertisement process, its' effects on consumers' purchasing behaviours and the evaluation of viral ads in Turkey.

4.1. General Information about Interviewed Advertisers

In this study, interviews were made with succesful advertisers who are famous in their sector. There are 5 research questions. We achieve a solution by asking 12 interview questions to advertisers. A total of 9 interviews were conducted. The names of the advertisers, their firms, duties and their positions in the sector are given below;

- 1. Volkan ÖĞE:** Copywriter, Actor, One of the Founders of Batesmotelpro (Video Production Agency) (Jury Member in the category of Digital and Social Media in Crystal Apple Festival in 2017)
- 2. Öncü Doğu GÜRSOY:** Creative Director at Pure New Media (Digital Advertising Agency) (Jury Member in the Category of Digital and Social Media in Crystal Apple Festival in 2017)
- 3. Ali Kaan DİNÇ:** Director, Copywriter at Batesmotelpro (Video Production Agency) (2014-2015 Crystal Apple / The Best Advertising Film Director Award –Jolly Tour ad named ‘Cinnetten Bir Köşe’)

4. **Kerim BARUTÇU:** Director/Producer at FS Istanbul (Creative Production Company)
5. **Fatih TÜYLÜOĞLU:** Creative Director at C-Section (Digital Advertising Agency)
6. **Ersan KARATAŞ:** Senior Copywriter, Creative Group Head at 11 Digital (Digital Communication Agency)
7. **Evren YÜCETÜRK:** Creative Group Head at Fikirbuzz Agency (Social Media & Digital Marketing& Online Advertising Agency)
8. **Ali Musa PAÇA:** Founder / Creative Director at Punch (Digital Advertising Agency) (Jury Member in the Category of Digital and Social Media in Crystal Apple Festival in 2017)
9. **Enis ORHUN:** CEO (Chief Executive Officer) / Founder / Executive Creative Director at C-Section (Digital Advertising Agency) (Jury Member in the Category of Film TV and Cinema in Crystal Apple Festival in 2017)

‘Crystal Apple Festival is one of the important "Advertising Awards" contest in Turkey. Every year this big organization organized by the "Advertisers Association". Successful works of the people and institutions in the advertising sector are rewarded in many fields.’

4.2. Research Questions

Before starting this study, the research questions were determined with the interview questions. We list the research questions as follows;

- 1) What are the formation and expansion stages of viral marketing?
- 2) What are the effects of viral marketing on online consumer behavior?
- 3) What are the difficulties and advantages for advertisers while making viral advertisement in Turkey?
- 4) What are the on-line marketing strategies that advertisers use to influence the consumer when they produce viral advertisements?
- 5) What is the main goal of viral marketing which is different from traditional marketing, product sales or view rates?

4.3. Evaluation of the Results

Viral advertising has been the preferred choice for many advertisers because the ads have the ability of spreading spontaneously and getting millions of views. On the other hand, seeing viral ads as easy can be caused by various misconceptions. In some cases, viral advertisements can lead to unwanted possible reactions such as not spreading enough or receiving negative reactions. As Duncan J. Watts and others have pointed out in the article "Viral Marketing for the Real World" even the creators of successful viral video projects can seldom continue this success on their next projects (Watts et al., 2007). It can be seen that the creation process of viral video which has millions of views, is so difficult.

Advertisers in our research claim the same thing, creating only one good viral video doesn't bring success. The content must be perceived striking and attractive by audiences. It is hard for advertisers to continue the success. Because there are huge number of contents on the internet. In addition Turkish advertisers must care about social sensibilities and territorial restrictions.

According to Odabaşı and Oyman; "There are some key elements in creating brand image. Some of these are related to the product. Some of these are related to consumer such as consumer's needs, values and lifestyle. It is a fact that the product has a meaning for consumer beyond the functional benefit "(Odabasi and Oyman, 2002).

In order to create a brand image in this regard, advertisers prefer to make viral videos that do not aim for sales profit. Advertisers create viral videos which appeal to consumers' emotions, their senses and values. So the brand and the consumer can establish an emotional connection.

According to Argan and Tokay Argan; "Viral marketing describes a strategy that encourages people to transfer a marketing message to other people and thus points to a significant potential for the spread of the message." (Argan and Tokay Argan, 2006: 231-249). One of the most popular ways of creating positive bonds with customers is the creation of viral ads.

The most important reason for the viral advertising's contribution to the brand image is that it establishes an individual relationship with the customer and enables the customer to follow it with his own interest rather than being dictated. As Deal and Abel point out; it is the consumer group, not the company officers, who is

responsible for the distribution in viral advertising. It is system's superiority. From this point on, every customer who uses the product becomes a simple volunteer salesperson. This has revealed an exponential expansion of the viral marketing strategy (Deal and Abel, 2001:38).

According to advertisers the viral videos preferred by friends not by brands, so it has positive affect on purchasing rates. They claim that the aim of viral advertising is already organic spread and the firstly consumer should be focused on. Because consumers make the organic propagation of the viral video. They were paying attention to creating content that the consumer said 'I should share it firstly'.

While the advertising message is being developed, there is a tendency to spread more in advertisements created using humor, fear, unhappiness or inspirational strong emotions (Güney, 2006). Although the most successful viral advertising creation is not a definitive way, trends of internet users and seasonal trends are factors that affect the rate of viral propagation.

When applying marketing strategies to consumers, advertisers offer both crying and laughable content that make people laugh, cry, provoke, frustrate, or they provide both crying and laughing content to the user. Also people like contents which include humiliation, amuse, etc....,

In the viral advertising context, given the new technological and social media developments, advertisers need to focus not only on the effects of ads on attitudes toward the ad, brand and purchase intentions, but also on shooting ads that consumers will submit to their friends. Viral ads need to be emotional or enjoyable enough to determine if consumers will submit it to their social network (Porter and Golan 2006; Tsai 2009) and make an emotional bond between the campaign and the consumer. Dobele et al (2007) examined five primary emotions that are experienced during viral advertisements which included: surprise, joy, sadness, anger, disgust, and fear. The most prevailing emotion revealed in this study was the emotion of surprise (Dobele et al. 2007).

In this regard, emotions play an important role (Dobele et al. 2007). Research found that ads that create strong emotions, such as humor or inspiration, have a strong probability of being shared. The most successful viral ads contain very funny jokes or touching, inspirational stories, entertain and engage (Cruz and Fill 2008; Phelps, Lewis, Mobilio, Perry and Raman 2004). For instance, the most known viral study in Turkey is "Fulya's Revenge" of GittiGidiyor.com. The study involves a young girl

who is a university student and sells for 1TL the goods of her ex-boyfriend who cheated on her. The credibility of the story allows to be talked among public, even provide to be mentioned in news bulletins. This interesting story was watched and shared by millions. It displays the power of viral advertising.

Research indicates that using emotions in viral advertising is a good work. According to a study done by Porter and Golan (2006), besides funny and humorous viral ads, other types of appeal use by viral advertisers contain sex, nudity and violence. Consumers are more willing to share an ad if it has a higher degree of utilitarian and hedonic values, is more engaging, entertaining and highly emotional (Chiu et al. 2007; Dobele et al. 2005; Dobele et al. 2007; Phelps et al. 2004; Simmons 2007; Stanbouli 2003).

Advertisers in research explain that generally funny, humorous contents are watched by large masses. At this point the views about viral contents are same. But Turkish advertisers have some difficulties while making viral ads in Turkey. They should pay attention censorship. There is a cliché 'sex sells' it doesn't work in Turkey like in 90s. There are a lot of social media restrictions.

Dobele et al (2007) explains that there are two keys to securing the success of viral messages. The first key offers that the success of a viral advertisement may not rely on an emotional bond, but that it relies on being unique and making the advertisement unforgettable. The second key offers that viral advertisements should be targeted to a specific audience, which can in turn increase message forwarding and positive returns (Dobele, et. al, 2007).

At this point there is difference of opinions. Turkish advertisers claim that a viral video shouldn't be addressed to standard audiences. Everybody can watch and share the viral video. If only one specific group watches and shares, the video isn't called as viral. A viral video can be watched and shared by millions from every section.

Viral ads are supported and shared via social media. Research shows that consumers are very interested in viral advertisements. Because viral advertising has very important position for the point of purchase. Since viral ads are spreading rapidly, consumers can watch these instantly presented images. But the effect of viral advertising is not fully understood. Studies on the effects of viral advertising on demand creation and procurement are not yet at the desired level. However, it is estimated that these ads have a direct impact on sales. Since viral advertisements are

shared and tracked on the internet, it is quite easy and cost effective to measure them compared to traditional media (Kırık, 2017).

Advertisers explained that they can measure the results in social media by looking comments, likes, writings urban dictionaries, number of sharings. Digital media has the advantage that it can be measurable easily. For advertisers if the brand carries out the communication in a continuous and healthy way with consumers, it will see positive results in long term. Only one succesful viral video does not provide high sales rates. Advertisers indicate another point that some projects are very successful, but they have no affect to sales. Generally it viral videos has a good impact on sales rates but according to TV commercials, it can not be seen significant sales rates the next day.

4.4. Analysis of Interviews

In this study, the research questions were also determined as we mentioned earlier. There are 5 reseach questions. As a result of the interview study, the following data was obtained.

1. What are the formation and expansion stages of viral marketing?

The people we interviewed in this question generally gave similar answers. The viral ad campaign process is also in a classic ad format, but of course there are some differences.

Brands/Companies reach advertising agencies. They have an idea. Then process is starting right here. Some questions are considered like ‘Is the idea of firm right? Does it work if we do this? Could this idea go viral?’ Short information is taken from customers or if they have no idea, the idea is found by agencies. After idea is determined, revision process is started by both agency and brand. Scenario and budget are revised. Finally production process starts. Production processes consist of determining directors, actors, locations, test shots, etc...

Unlike TV commercials, content should be exciting, striking and impressive. It is one of the most important factors of viral ad. When spreading the viral ad, all advertisers want to make people say ‘I’ve seen it first and I can share it.’ This explains aim of viral. Because people could change, stop or watch other things whenever they want.

Advertisers are trying to communicate to the people who are not the audience but the users in the internet environment.

The best advertisement is being prepared with the budget given by the company. The next step is to run the ad. According to the strategy of the firm/brand, the distribution process starts after the channel is determined.

First, it is being distributed on social media channels like YouTube, Facebook. Generally all digital tools are used for distribution. Social media phenomenons and Social media influencers (famous people, bloggers, popular Youtube users, social media experts, etc...) are also used. If they have, distribution is provided from their facebook page. By paying money, it is possible to spread from many social media tools. Customers solve this with media planning agencies the media planning agency is doing an analysis. As a result of this analysis, the channel is determined for example an ad is put on the video related with the product.

If the content isnt able to spread automatically, media is used and emotional reactions are created on media.

According to company's objectives, the advertisement is also distributed in the press channels such as TV, newspaper and magazines.

2. What are the effects of viral marketing on online consumer behavior?

Generally viral advertising effects on-line consumer behavior in a better way according to interviews. Because people hear the content of their friends directly, not from brand. So it affects sales rates increasingly. People like to watch interesting videos. People can watch viral videos which promote a product that even they dont need. Sometimes very rarely, even though some projects are very successful, no effect is seen on sales.

It is a new kind of marketing tactic, it is more interesting, funny, striking to watch due to standard ads on TV. But some obstacles it has when compared to TV ads.

The viral advertisements don't focus on sales at first. It is not the general purpose. Mostly, it draws attention to matters such as firm / brand image, brand awareness.

Viral ads have an undesirable situation that there is no rapid return like TV commercials. It is possible to see the difference in the sales figures of a consumption product which is advertised on TV within a few days. However, viral advertisements

does not show results in such a short time. The interest created on the internet does not increase as fast as the TV. On TV everybody watches and follows same thing but on the internet the consumer chooses the product, he/she likes or dislikes. It may take several days maybe several months to reach a few million views. So it can be said that on viral ads, sales booms cannot be seen the next day after viral ad come out. Watchings are irregular on the internet.

More emotional results are expected with regard to the brand. It is expected that in this business, the user will be able to establish a bond with the brand and create empathy. The advertisers give importance to increase of brand value. Only one viral ad doesnt bring success, marketing concept could be thought integrated and supported with other marketing activities.

Digital media is measurable. Generally, agencies look at the results in social media to see the results / effects of viral advertising. The results are considered by regarding comments, likes, dislikes in social media, writings in urban dictionaries (such as Ekşi urban dictionary), number of sharings... By looking at all these things, the video makes a positive or negative feeling.

Brand measures the results of viral ads, it makes agencies to change strategy.

3. What are the difficulties and advantages for advertisers while making viral advertisement in Turkey?

The advertisers gave similar answers for this question. Because they must face same national obstacles but of course some different views are obtained.

Firstly the main problem is budget. Advertising agencies could not work with the production agency that they would like to, because brands work with their own producers. They always expected to shoot videos with low-budget. Even, while creative process is progressing, price is tried to change by brands. It disturbs to advertisers, because they must do works with cheap production and low budget. When viral advertisements are compared abroad, it can be seen that they work with high-budget, they have more powerful production power. Also celebrities, famous football players can perform in videos shot abroad. It shows that how much their financial power is.

For advertisers, deadlines in Turkey are short. For example an art director and copywriter do a work in one month abroad, but Turkish advertisers do 4 works in a month. It causes quality difference.

Advertisers have another difficulty in Turkey. It is censorship. There are different social groups in Turkey. Advertisers find their job is so critical. Social differentiation is so high in Turkey. If you say something to one side, the other side is offended. The society goes into division as ethical and ideological.

Viral videos are published on social media tools that people can leave comments and hide under their nick name easily. They can show their reaction on internet, not on TV. Advertisers are afraid of giving wrong message to society and doing something which tease groups which can damage brand image.

Brands have their own sensibilities. Viral video can cause a misunderstanding and unexpected results could be happened. Other troubles they have like these; when they make Youtube film, Youtube is closed, they can't produce twitter project because of political agenda, etc... They can't feel brave and free now like in 90s and according to abroad. Turkish advertisers find foreign brands more courageous.

Some of advertisers have difficulties when working close-minded brands that they don't understand what digital advertising is. Advertisers have to explain from the beginning to digital advertising process. It is hard to leave behind traditional advertising habits for some brands. Scenario process is extending if brand behave shyly.

4. What are the on-line marketing strategies that advertisers use to influence the consumer when they produce viral advertisements?

Day by day consumption increases, viral marketing campaigns increase also. So advertisers make videos that should make people amazed. For advertisers viral videos must be interesting and original. Because millions of contents exist on the internet sometimes they could get a good idea but it had been done before. The content must stands out amongst others.

Different dynamics are used in viral videos. Viral videos must have different features from normal TV ad content. Sometimes content allows people to laugh, sometimes to cry, sometimes to irritate and provoke. Sometimes combined emotions are presented like laughing and crying.

For advertisers, viral advertisements shouldn't address to only one specific group. The content isn't addressed to fixed audience. You (the viral ad) need to be able to talk to everyone. If an advertising video go viral, it should be widespreading. If the viral ad is for one specific group such as elites, the non-elites don't share the content. So it can't be said it is a viral work. The content should be understandable from every segment of society. There must be something that everyone can see and share.

Advertisers use social media phenomenons, influencers in order to affect consumers. In addition media planning agencies determines a strategy for distribution and plans to where the content is published.

5. What is the main goal of viral marketing which is different from traditional marketing, product sales or view rates?

The answer to this study question is similar to the answers we obtained in the second question. To summarize, the target is determined according to the desired subject.

Both product sales and view rates are important. But for advertisers, the aim of viral ads is not product sales at first. They would like to attract audience emotionally and would like to put forward brand value. The first goal is to create a content which is watchable and sharable by large masses.

At this point product sales is not as effective as the sales on traditional TV ads. Because the interest created on the internet does not turn out as fast as the other media channels like TV. Because everyone isn't following and exposing to the same content on the internet like on TV. On the internet people come across the content and if they have a chance to watch the content, they can watch or pass or stop. Shooting only one wonderful viral video doesn't bring success only.

Funny, amazing content is created and it is expected to watch by large masses with low-budget according to other media tools and it is able to spread less effortlessly.

At this question, most of advertisers say that view rates are more important than product sales. On the other side brands could come to agencies and would like to increase their brand image. Then agencies prepare scenerios and shoot emotional viral videos which touch people's heart by using special days or sensitive experiences such as Father's Day, 10th November, cardiac patients, etc... Then agencies expect more emotional results related to the value of the brand. It makes

consumers to feel sympathy for the brand. As a result both items are important for advertisers.





5. CONCLUSION

Nowadays, viral marketing advertisements improve with the increasing use of the internet. The most important feature of Viral Marketing is that it reaches to many people very quickly. So this can be called spreading as a virus. With the development of social media, new digital marketing channels have been created. Brands and agencies that noticed this begin to benefit from viral advertising as a digital marketing type.

Viral advertising has a positive effect on the on-line consumers, because milenium people use the internet very often, almost everyone has social media accounts in developed countries. This has created new marketing channels. Social media gives the role to individuals, being audience and the active participant at the same time. Viral advertisements distributed in social media channels are not just like ads also they are presented as a stunning short events, enabling both people to watch and share it at the end. Viral ads are cost-friendly and they are able to spread spontaneously, in other words it is cheaper and content is more creative than other media channels.

An effective strategy is followed when spreading content, not to leave it to its fate. So the channels that published should be determined well. Facebook, Twitter, Youtube, Blogs, etc. are the mainly the fastest growing channels.

According to the research, viral advertisements have to provide effective and striking content to influence the consumers. Because audiences should be able to watch and share without boredom. In order to rise the sharing numbers, viral advertisements should touch the consumers' emotions like anger, humor, excitement and anxiety.

In addition, TV is still very powerful medium in advertising. Viral marketing is mostly addressing youth. However it is necessary to raise the visibility to mention the brand on the TV and requires to have a good media plan, the content on social media

is being countered by anyone at any moment. Also it is impossible to escape the attention of an user, because it is often talked about and on the agenda.

Advertising agencies are paying attention to the message they give as well as their stunning content when they prepare viral commercials. If they are contrary with consumers' opinions, it can cause the brand to get negative reactions. The negative reactions from the consumers causes the advertisers to be very careful and even worried when creating the content. Advertising agencies should be able to properly assess the sensitivity of the community to pay attention to the message they give. Particularly advertisers should pay attention to the political and ethnic ideologies of the country where they live while creating the content.

Viral advertising also has missions, such as selling products and increasing profitability and brand value. Sales are not the only purpose. Apart from the product promotion of brands, it is aimed to gain personal sympathy with ads appealing to consumers' emotions. Turkish advertisers demand to happen these situations; the extending of deadlines, to increase their budget which is determined for production, the decreasing of social media restrictions in the country.

In conclusion, viral marketing is always present and will continue to exist in the future. Viral marketing, as a field that changes day by day and constantly refreshes. New trends, new technologies and new phenomenons will be occurred. Viral advertising is expected to grow even further. As advertisers and consumers will become more conscious, much higher quality works will take place in the industry.

The viral advertisement researchers benefit from this study while analyzing, measuring, studying the creation and diffusion process of viral advertisements. Since the number of studies on viral advertising is very few and this study focuses on the advertisement text itself, so it is expected that the findings obtained will be useful for the future work related to the subject.

Consequently formation and expanding process of viral advertising was examined and the obstacles were revealed while creating viral content in Turkey.

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APPENDIX

APPENDIX-1 Interviews

A.1. INTERVIEW VOLKAN ÖĞE

Copywriter, Actor, One of the founders of Batesmotelpro (Batesmotelpro is a production team which was founded in order to produce online/viral videos. In 2013 it transformed a video production agency by investment it took.)

1. Could you tell us about your background and how you got into viral marketing?

It started when Youtube was launched. I was making videos by myself, i had a camera. I was making in order to get my friends to watch my videos. We were having fun among us. We decided to upload a video to Youtube. Then we discussed the most watched video between us, i had a lot of videos and they could be watched by people. I had a video named 'Bana kitap al'. It was watched by large masses and it became the definition of 'viral' exactly. Actually we should see the viral as a result that you create, the content doesn't go viral at the beginning. My first uploaded content became completely viral because there isn't any channel that i spent too much. Even facebook hadn't been established yet, Youtube was so new, the system hadn't been worked completely. Everybody downloaded content to computer or sent mails each other or links from msn. When people watched this video, they thought that i should share it with my friend, they wanted to them to watch. It is the aim of viral.

2. How many people do you have in your team? How to structure a good social media team?

There are 10 co-workers in our team. We have directors, project supervisor, brand manager and copywriter. We try to get better all the time. The communication is so important in our team. Every one should skilled and productive. It is important. But, if

you can get along and develop project with your co-workers, you become a good team. For example two people are so skilled, but there will be no good work if they cant communicate well with each other.

3.Which periods do the campaign process of viral advertising consist of? How does it improve?

The campaign process of viral advertising is like standard advertising format. Brand has a problem and would like to express it. It would like to solve the problem. So there is a brief decription is done and try to be found a solution. After that you can make a strategy.

We dont follow a disciplined plan. After idea is completed, we followed a disciplined way but not before we form the idea. Because as you plan in a disciplined way, it is getting narrow. Creative process should be free. You should find an idea make people get excited. After you find the idea, you should represent it to clients in a good way. If you excite the clients, then you start a disciplined plan. The firm give the budget to us. Budget is determined. You represent the scenerio and conformation is finished. Then revision process starts. At the end of 1-1,5 month video is ready to be presented to audiences. Others make these quicker. They make it with their cellphone and submit. But it is the way of our work.

4.In viral marketing literature it is important to find the right influencers to spread the right message. How do you give and spread the right message go viral in a best way? Do you use any special strategy?

Actually the strategy is that. Presenting the right message in a good way is a part of strategy. I have not got a strategy about giving the right message. But the firm make a prestudy. We cant dictate the whole strategy to the firm of brand. We give them a content. Client determines the message. We, on the other hand think how we make a film which can go viral. Sometimes they would like us to determine the message. So there is no certain strategy. I think about it and talk to clients about how i express my opinions to people.

5.What kind of social media tools you spread your viral campaign video after you make it?

There are a lot of publications and publishing tools. We choose them according to the strategy of the firm of brand. Videos are published the way of they want. We use

social media influencers. We publish on Youtube if the firm wants or send the channels.

6.Do you integrate other marketing applications to viral marketing?(Television, magazine, newspaper, etc)

We do this. But sometimes we made only Youtube video. For example we work for Pronet (security firm) Advertisements are posted in airports, advertised on GQ Magazine. It is related to the agencies that we work with integratedly. Our job is making video. Agencies of brand can contribute the work.

7.How do diffusion process of viral campaign videos develop after you make it? Is there an application?

There is an agency that we take a brief. We make only viral videos for firms. The firms have their public relations departments that deal with social media. They expand process of viral campaigns. Sometimes we do this. Some firms would like to spread their content to different channels. They consult with advertising agencies. If we succeed to persuade the firm, we do everything. If i am not contrary with agency, i do everything. Process determines the plan. There is no standard status quo.

8.Ratings or sales rates? Which one is the target of viral marketing?

Generally sales rates arent important for our viral films. Commercial image is considered. Everyone would like to have financial gain. But emotions are also important. For example we make a video for Father's Day for Garanti Bonus. So sales rates arent considered. They would like to have an emotional film for Father's Day. It is a brand image. In this way people adopt the brand. Financial gain isnt important for us every time. Sometimes it is important. The effect of interest on internet doesnt spread as fast as other media channels.

9.What is the effect of viral marketing campaign to purchasing rate? Is it measurable?

We usually consider the results in social media such as comments, likes, writings in Ekşi(urban dictionary), number of sharings... By looking these results, we reach a conclusion. It is precious for us. We also do research of these results.

10.How do you define differences between viral marketing campaigns in Turkey according to other countries?

Their production power is higher than us. They have high budget. Of course there are unsuccessful examples, but we take into consideration to good ones. We envy wonderful works they do. The videos that we usually like, are made with high budget. Brands are more courageous than us. In Turkey brands must pay attention to censorship. We are afraid of doing something which tease groups. We can be lynched. Brand image can be damaged. Any one can be brave. When we mention from a subject overly, it gets reaction. Society is so touchy, men, women, etc... Political agenda is also stressful.

11. Countries have their own folk culture, hence Which strategies do you use in order to effect Turkish audience?

Definition of 'viral' on social media is changing all the time. Before they want us to make a video lasts 1 minute. Now we make a video lasts 10 minutes. This is watched and shared. But tomorrow maybe it wont be, we will make shorter videos. Internet is changing according to trends. You need to follow every time. Sometimes you have an amazing idea, but it had been done before. So people dont need same thing again. You see no one share it.

12. Day by day consumption increases, viral marketing campaigns are increases also. So it is getting difficult to keep consumers attention. What do you think about future of viral marketing campaigns?

You shouldnt talk to standard audiences. You should address to everyone. If a video go viral, it must be spreadable. Everybody can watch and share it. For example you make a video for white-collar workers. So only they watch and take the message. Non white-collars dont prefer to watch it and share it. It cause you lost a channel that spread you content. Therefore you make the video share from everyone to go viral. It should make people smile or cry. Otherwise you produce contents for spesific group. We cant name it as viral.

A.2. INTERVIEW ÖNCÜ DOĞU GÜRSOY

Creative Director at Pure New Media (Digital Advertising Agency)

1. Could you tell us about your background and how you got into viral marketing?

I graduated from 9 Eylül Fine Arts Faculty, i studied graphic design. I entered the sector as illustratör. I worked in an agency in İzmir. That time internet came into our lives. I was making animation and interface. Then i came to Istanbul and began to work in a company name Leke Interactive. I was continuing to make web sites. Afterwards i worked in an agency called Sibername and then i transferred to Make Fresh Media which is one of the best agency in Turkey. It makes design for advertisements. After that i worked for 8 years in a agency called C-Section. In this period i dealt with stages of development of digital advertising sector. Because when the digital world developed in every two years, advertisers thought to introduce their products by these channels. Facebook and Instagram had begun to enter our lifes newly. It caused agencies to change their identities. I established digital department in an agency called Rafineri. I spent 2 years in this agency. At last i transferred to Pure New Media my current agency. I have been working in here for 2 years.

Now i work for advertising agency. There is a social media department. This agency make viral videos, shoot tv ads, make micro web sites, press announcements, hang posters on walls. I am creative director of all these sections.

2.How many people do you have in your team? How to structure a good social media team?

The structure of team is changing every other year. Media changes shape. So users adapt it according to this change. You have to produce works for this adaption. Producers also have to change. Therefore team structure changes. If you would like to know about my team, we have a strong social media department. I have two copywriters, a viral copywriter works with them, another two copywriters have social media background, two art directors and 3 others work under art directors. Totally we are 16-17 co-workers in our team. This number is only creative part of team. There are also social media channel directors, they work apart from creative team. They work as consumer representative, strategist and support copywriter team by giving texts.

3.Which periods do the campaign process of viral advertising consist of? How does it improve?

Actually idea is sold. It is sold like this; for example we make a video but we show it as a real case. (like Koç Allianz viral ad video) People like to watch failed videos. There are failed videos show problems of tow trucks and some failed videos about female drivers, animals... When we saw these failed tow truck videos, we thought that we can make our own failed video. We benefit from watching potentials of these type videos. We released a short version of failed video as if it was real. We made a deal with 4 phenomenons. We paid some money. They acted as if they had the case in real life. People began to share the video, there is no brand presentation. Then we published long version of the video. At that time logo was showed. Then we expressed to people who supposed the video as amateur, is an ad in fact. Just then our video was published on news portal. It was supposed as a real case. Normally you have to pay too much to media in order to advertize your product. But if you create a content which media is interested, they automatically publish your video. You don't try to publish and need to pay money. We shot this viral ad to 5.000TL with cell phone. 40 people worked for this.

4. In viral marketing literature it is important to find the right influencers to spread the right message. How do you give and spread the right message go viral in a best way? Do you use any special strategy?

Viral content that people could watch, is created in accordance with a brief description. For example, a song of Kalben is put in an ad of health insurance. The name of song is 'Haydi Söyle'. It made for TV but it has also potential to be spreaded on internet. Because it is very emotional. There is a girl who is cancer patient, a sportsman who get injured and suchlike 3 other emotinal family stories. Pop music vertion of the song in ad influences deeply to people. It makes people cry, sad and it become successful. In Koç Allianz viral advertisement video, we put forward a foolish young girl who makes people laugh and angry and get a significant ratings. In this ad a foolish young girl was showed. It was risky. Feminists would protest it.

5. What kind of social media tools you spread your viral campaign video after you make it?

We use phenomenons, social media tools. When we produce a content we spread it from our channels like conventional agencies. They publish an advertising video in

time of the most watched series, I put a banner ad on home page of newspaper. For example i try to present a hair-removing cream to woman. You dont come across with this ad on your facebook account, if you dont follow to this brands' facebook page. Customers solve this situation by media planning agency. Media planning agency makes an analysis, guides you about social media channels which are needed for spreading your content. For example there is a an art management study who watches Tolstoys' funeral on Youtube. You know, at the end of video ads are shown in 5 seconds. IKSV puts their own video in front of your video that you watch. It works like this.

6.Do you integrate other marketing applications to viral marketing?(Television, magazine, newspaper, etc)

It depends on your product. For example, in an ad you download an application, when your car is stranded, tow truck comes as agreed. We have to announce this application. In this product the only channel we used internet, so we spreaded the video on the internet. We put a logo in video in order to show the product. Client have possibility to spread the video with low-budget as digitally. So they wanted to work with us and we found them a digital solution.

There some works which are needed to present integrated. Now we have a clint which is a technology brand. It will release a new product. We are thinking a TV ad or how we integrate clients' own ad to turkish language. They have a slogan. We try to present it to turkish audience the way that they comprehend. We try to find channels like TV, banner on internet, posters, etc... We service as integrated not only digital.

7.How do diffusion process of viral campaign videos develop after you make it? Is there an application?

There is a co-worker who is responsible from media channels. The content is shared from channels and it is checked at any moment. For example it is shared from Facebook. If the video spreads from automatically, it pays for itself or we pay for another channels in order to be spreaded. Otherwise the budget is cut.

The type of producing content is changed by social media of people. TV is still too powerful but generally the population who consume contents are youngs. TV format will be changed. It will become interactive. People become user from being

audience. We produce contents to users. In a second 100mb video is downloaded on Youtube in the world. There is a huge mass of contents and it is increasing day by day. We try to make a video which has to catch the attention and do this by provoking the emotions. Actually this work is contained in media planning, because the algorithm of Facebook and Instagram is structured over again. The content you see is allowed by these sites.

8.Ratings or sales rates? Which one is the target of viral marketing?

It depends on description of brief. For example, in Turkey an important holding company gave an ad about 10th November (the date of death of Mustafa Kemal Atatürk) in order to declare their Kemalist thought, ratings aren't regarded.

Another example is, there are medical products of a technology brand. When this brand would like to tell something about children who are cardiac, there is no sales target in this ad. But if Fiat presents for sale a new model car, it has a sales target. Campaign for image and campaign for sales are different. KPI (Key Performance Indicator) is determined according to it.

9.What is the effect of viral marketing campaign to purchasing rate? Is it measurable?

We follow up on them. Generally clients measure it. There is a department of clients which is in contact with us. The work is done collaboratively by client and agency.

We get lovely thank-you mails. Sometimes we get negative feedbacks. We have achievements or failures. Once we worked with a motor company, 15-20 cars were sold from Facebook page by us and we have nice thank-you mails then.

10.How do you define differences between viral marketing campaigns in Turkey according to other countries?

It comes to a very bad position in Turkey. Because the budgets are decreased. Brands begin to work with their producers. We can't work with production agency that we wish. It has happened recently and it hasn't been a good thing for us. Price is always talked and changed at creative process. So we have to produce contents with low-budget.

For example Ronaldo is acting for a computer game ad, there is an NBA player for another ad or a rapper, etc... As this kind of ads exist, we try to make all these with

low-budget. A great deal of money is spent abroad. When we look at country's agenda, we can't produce twitter projects. The political agenda is changing day after day. We produce a Youtube film and Youtube is blocked.

On the other hand budgets are low and deadlines are short. Normally an artdirector and a copywriter do one project in a month, but we do 4 projects in a month.

11. Countries have their own folk culture, hence Which strategies do you use in order to effect Turkish audience?

You should look Boxoffice TR list in order to know it. The most watched Turkish films are comedy and of poor quality. They effect people from them. People look these such as insulting, amusing, etc...

12. Day by day consumption increases, viral marketing campaigns are increases also. So it is getting difficult to keep consumers attention. What do you think about future of viral marketing campaigns?

Viral videos are always exists. One day Obama loses his footing and falls in Boston river. It becomes a viral content and everybody watches it.

A.3. INTERVIEW ALI KAAAN DİNÇ

Director, Copywriter at Batesmotelpro (Video Production Agency)

1. Could you tell us about your back ground and how you got into viral marketing?

I graduated from Faculty of Communication at Bilgi University, i studied film and television program. Normally i was not interested in viral marketing. I have friends who make viral advertisement videos, they were making amateur videos. I had just graduated from university. I entered the sector by giving them production support and helping their shooting.

2. How many people do you have in your team? How to structure a good social media team?

We are 10 people as a team. A good team should work collaborative and share the work efficiently. We always try to do this. A director, copywriter have different perspectives. They find out different meanings and points according to their job,

when they work. We combine all of them, finally we get a film draft. For example a Youtuber who has 1,5 million subscribers produce his/her contents from his/her network. But we did different work. We also become a film-maker. We try to build expensive movie sets. They are not ordinary Youtuber videos. We make commercial films and we try to make them go viral.

3.Which periods do the campaign process of viral advertising consist of? How does it improve?

We work in accordance with brand's wishes. Actually every time you are ready to talk about task even you drink coffee. I suggest a subject and go around. I get inspired from similar videos, films. You find an opinion, it is about chance. Because sometimes it takes alot of days to get the inspiration. I am thinking as i am walking, wathing video, staying alone... Sometimes you never get but sometimes immediately you get it...

4.In viral marketing literature it is important to find the right influencers to spread the right message. How do you give and spread the right message go viral in a best way? Do you use any special strategy?

There is no strategy about giving right message. Consumer determines it, then we try to expess it and try to spread in a best way. Sometimes we determine it.

5.What kind of social media tools you spread your viral campaign video after you make it?

We use social media influencers, our facebook channel or youtube. It depends on the strategy of brand.

6.Do you integrate other marketing applications to viral marketing?(Television, magazine, newspaper, etc)

Yes, we do, we work integrated. It depends on your planning.

7.How do diffusion process of viral campaign videos develop after you make it? Is there an application?

There isnt any standart method. Normally agencies have a social media department which works for it. But sometimes we do it, if agency demands from us. It is a journey. It starts with an idea. You develop, spread, add or remove. Sometimes we

do small works because of low budgets or sometimes small works are enough. According to circumstance we do works.

8.Ratings or sales rates? Which one is the target of viral marketing?

I say Ratings, we dont care sales rates more than ratings. We try to set an emotinal bond between brand and consumer. In our work, we regard users to develop intimacy with brand. We expect emotional results. Our target is this.

9.What is the effect of viral marketing campaign to purchasing rate? Is it measurable?

We get results from on social media tools such as comments, number of sharings, articles on urban dictionaries, likes, dislikes, etc...

10.How do you define differences between viral marketing campaigns in Turkey accourding to other countries?

This channel Batesmotelpro is the first Youtube channel in Turkey. Normally we should have had millions of followers. We overcame some many troubles in Turkey. When we work for Youtube, it was closed in our country. We got bored and did projects to different areas. We cant be as brave as them because of society's sensibility. If you say something to one side, the other side is offended. It is difficult thing in Turkey. Brands have their own sensibilities. You have to think all risky situations.

11.Countries have their own folk culture, hence Which strategies do you use in order to effect Turkish audience?

You have to produce a content which must get people excited. They should want to watch and share the video firstly. Branding must be made right. There is no only one formula of this. It is about communcation between brand and people. Brand name adds value to viral publishment, sometimes brand name keeps in the background. You put forward a lie, people admire. You make emotional abuse about man-woman, mother-child relationships, etc... In Turkey generally you make viral videos to make people laugh.

12.Day by day consumption increases, viral marketing campaigns are increases also. So it is getting difficult to keep consumers attention. What do you think about future of viral marketing campaigns?

There will be some people to produce contents every time.

A.4. INTERVIEW KERİM BARUTÇU

Director/Producer at FS Istanbul (Creative Production Company)

1. Could you tell us about your background and how you got into viral marketing?

I was involved in the profession with the rise of digital advertising in school years. My first viral ad that I shot is 'Buz gibi Biraderler'. Too much shared. The project was very popular. So things went on. For seven years, I have worked as director and producer more than almost forty projects.

2. How many people do you have in your team? How to structure a good social media team?

We had a team of about 10 people at Batesmotelpro that I was a partner of. I changed my company at the beginning of this year. Being a team is a tough issue, being friend, doing business with friends and making good projects, etc... organized is the main thing of work. I think it's imperative to be the same frekans. Especially the way of the work is determined by the fit within the team.

3. Which periods do the campaign process of viral advertising consist of? How does it improve?

Generally, customers and agencies are reaching us. The presentation is being prepared after the required brief is given to us. After the presentation, if the customer and the agency are satisfied, scenario and budget studies are starting. Sometimes the budget is prepared according to the scenario, sometimes scenario is prepared according to the budget. After the confirmation of the budget, operation part is started. We process as post-production after production and shooting. After we present to the agency and the customer, if there are no revisions, we deliver the work.

4. In viral marketing literature it is important to find the right influencers to spread the right message. How do you give and spread the right message go viral in a best way? Do you use any special strategy?

I think there is no specific right of this. Each project needs to be evaluated within itself. It is necessary to consider the expectation of the brand. But I think it is important to attract the end user emotionally.

5. What kind of social media tools do you use to spread your viral campaign video after you make it?

Especially you can reach very high spreads by using social media accounts that share fun content. If the project is really good, its organic spread will determine the fate of the business.

6. Do you integrate other marketing applications to viral marketing? (Television, magazine, newspaper, etc)

Today, unfortunately, it is not possible to spread a work without buying media tools. The best channel for spreading viral work is of course social media.

7. How do the diffusion processes of viral campaign videos develop after you make it? Is there an application?

I am more of an expert on the production side. So I have no idea about the process.

8. Ratings or sales rates? Which one is the target of viral marketing?

I think this subject is very open to debate. The brand is mistaken if it says 'I only make a viral and increase my sales'. The marketing issue is something that needs to be considered integrally. It is not possible to reach the target sales with only one viral. But a video that gets a high number of sharings strengthens the connection between the end user and the brand. This allows them to reach long-term sales targets. So ratings win.

9. What is the effect of a viral marketing campaign on purchasing rate? Is it measurable?

I think it doesn't have a significant effect. As I mentioned in the other question; if the brand carries out the communication in a continuous and healthy way, it will see positive results in the long term. In general, we make only one viral ad then it is expected to be incredibly effective. It is impossible. Communication must be continuous.

After the project is over, some brands share these metrics with us. In general we get positive results about sales. Even though some projects are very successful, they have no effect to sales.

10.How do you define differences between viral marketing campaigns in Turkey according to other countries?

Of course the biggest difference is the budget :) Budget is the one of the factors that determine the motivation. Despite the fact that it looks fun from the outside, the production part is a very tiring and weary process. You must receive a recompense for your work in order to give yourself to work. But it is not possible here.

The attitude of brands is very decisive. If the brand is close-minded, our work become very difficult. We are even talking about digital advertising from the beginning. It's hard for some brands to leave behind their traditional advertising habits. If the brand is shy, scenerio process is getting longer. That's why we look at the brands abroad with envy. They are much more courageous. Even though the difference between us is still too much, it is closing fast.

11.Countries have their own folk culture, hence Which strategies do you use in order to effect Turkish audience?

Our audience is mostly emotional, but much more interested in funny content. We are trying to influence themselves with the thrill :)

12.Day by day consumption increases, viral marketing campaigns are increases also. So it is getting difficult to keep consumers attention. What do you think about future of viral marketing campaigns?

I think the acceleration of consumption will not affect people's habit of watching videos. The courage of the brand and the harmony of the creative team is the most important factor in attracting people. With this harmony, if you can place the video language of the brand in digital, that brand will not be overcome. It is very important that the brand invests in this business. I think it is very possible to reach the desired targets with only the digital communication with the right investment and strategy. And the most important element of this communication will always be video. Viral video will continue to be a very accurate and effective communication tool for people to empathize.

A.5. INTERVIEW FATİH TÜYLÜOĞLU

Creative Director at C-Section (Digital Advertising Agency)

1. Could you tell us about your background and how you got into viral marketing?

Viral advertising has been on the agenda of brands since 2007. With the improvement of Social Media platforms, the number of channels which people can send to contents each other or publish on their profile, has increased. The content is circulated and it is displayed without media spending. Theoretically, this is called viral.

2. How many people do you have in your team? How to structure a good social media team?

This is a digital advertising agency has 50 people, 4 writers are constantly working on ideas.

3. Which periods do the campaign process of viral advertising consist of? How does it improve?

It depends on the campaign. Also it depends on how viral it is. The most watched viral work of TR made by us was "Tarık Mengüç- Why aren't I in Rock'n Coke?". It kept busy internet for a week and it managed to reach 4.4M people without any media expenditure. You can think of Viral as a work that its' influences last shorter time but it reaches more people.

4. In viral marketing literature it is important to find the right influencers to spread the right message. How do you give and spread the right message go viral in a best way? Do you use any special strategy?

It differs from the project to the project, but the main motivation is to place brand or product one step behind. The most basic requirement is to provide content that people will want to view / watch and share. If it creates the feeling of "I need to share it" by itself, it already becomes viral.

5. What kind of social media tools you spread your viral campaign video after you make it?

Youtube and Facebook.

6. Do you integrate other marketing applications to viral marketing? (Television, magazine, newspaper, etc)

A correct viral take place as news on other channels. But we also do jobs that are supported by a lot of channels as a necessary thing according to planned work.

7. How do diffusion process of viral campaign videos develop after you make it? Is there an application?

It does not have a formula, it is important to present the right target group in the right place with the right title.

8. Ratings or sales rates? Which one is the target of viral marketing?

The first goal is the ratings, but more conventional values such as the contribution to sales or brand scores are observed, as in every marketing activity.

9. What is the effect of viral marketing campaign to purchasing rate? Is it measurable?

Viral ads are a type of marketing method which people tell their friends (or expected to tell) the other name is word of mouth. You hear it directly from your friend not from the brand, so it increases the purchasing rates (when it is done correctly). Measurements are shared with us. For example, the most tickets are sold at FreeZone festival by Ekin Beril- Umit Besen' work.

10. How do you define differences between viral marketing campaigns in Turkey according to other countries?

There is no difference.

11. Countries have their own folk culture, hence Which strategies do you use in order to effect Turkish audience?

The things that make people laugh and cry, are shared intensely.

12. Day by day consumption increases, viral marketing campaigns are increases also. So it is getting difficult to keep consumers attention. What do you think about future of viral marketing campaigns?

Viral advertising is not a category in itself. It can be summed up as something that seem like content, not advertisement. In short, there is no such thing as making a

viral, it can be hoped that a content become viral. So advertising agencies and content producers will never think 'Well lets make an ad and isnt shared'. Therefore motivation always become the produce of contents which are shared and spoken. Social channels get strong with mobiles, it provides more sharings as well. The viral production will continue with increase of the contents.

A.6. INTERVIEW ERSAN KARATAŞ

Senior Copywriter, Creative group head at 11 Digital (Digital Communication Agency)

1. Could you tell us about your background and how you got into viral marketing?

Actually the adventure of viral advertising is a misidentification. Advertising or ad authoring is more accurate. Viral advertising is a story / event shared with the public in the media, spread independent from the product and brand. Generally shared and watched "what did they do?". But what we call viral nowadays is called the highly watched ad. Actually, this is not the original. I studied advertising in college. It looked cool so I chose the department. Then, in the summers, I worked as intern. Then I made the ad writing, worked as group head and creative director. It is enough to find good ideas and write well. But the most important thing is the idea.

2. How many people do you have in your team? How to structure a good social media team?

There are 4 people in our team. It is important to fill the required position with the right person. In addition they work in harmony each other. They also need flexible hours and patience. Because it's hard work.

3. Which periods do the campaign process of viral advertising consist of? How does it improve?

At first a good idea is found that isnt seen on the market if there is no brief came from the customer. Then it is planned how to use it especially in digital media. It must be very attracting. Otherwise, write TVC (TV commercial), put it on YouTube. The most watched are always attracting. Well, the conditions in our country are not very favorable, but people are doing their best. Generally we like the works abroad.

There is a lot of material in this country but customers and agencies are afraid. Otherwise there are many ideas in there.

4. In viral marketing literature it is important to find the right influencers to spread the right message. How do you give and spread the right message go viral in a best way? Do you use any special strategy?

I usually focus on writing attracting stories. They must be funny or shocking. Insights are very important. You should make people say 'this is me completely'. You become successful if you put the ad of product in this content. But if you show the product in whole content, nobody shares it. Also it doesn't become viral. In digital areas it is important to catch people's attention in first seconds. Otherwise it become non-effective.

5. What kind of social media tools you spread your viral campaign video after you make it?

From all kinds of digital media channels we spread.

6. Do you integrate other marketing applications to viral marketing? (Television, magazine, newspaper, etc)

At first we spread digitally because digital channels we choose primarily. Anyway it is cheaper than TVC(tv commercial). Yes, according to the design of the campaign we use additional media, TV, magazines, etc...

7. How do diffusion process of viral campaign videos develop after you make it? Is there an application?

The goal is to reach maximum people with minimum effort. Media planning is very important in this area.

8. Ratings or sales rates? Which one is the target of viral marketing?

We consider ratings, the sales rates does not interest us.

9. What is the effect of viral marketing campaign to purchasing rate? Is it measurable?

The advantage of digital media is to be measurable. We get report about watch, view, click. Sometimes we fail or sometimes we succeed. Like i said, you should behave according to people's mood.

10. How do you define differences between viral marketing campaigns in Turkey according to other countries?

You know in Turkey there are many prejudices and restrictions, there is a lot of pressure on people. There is also a problem in the media. You can not do business as freely as in the 90s. But abroad it works freely, they can work on the original idea without restriction. There is a cliché 'sex sells'. But today you can't do that in Turkey.

11. Countries have their own folk culture, hence Which strategies do you use in order to effect Turkish audience?

Generally the educational level of people in the country is low. You have to do business understandable for people. Think how much of marriage programs are being watched, people love this. Of course there is upper class. But if you sell a chocolate, everybody eats it. Turkey doesn't consist of Bebek, Nişantaşı, consist of Fikirtepe, Bağcılar. They are target audience primarily.

12. Day by day consumption increases, viral marketing campaigns are increases also. So it is getting difficult to keep consumers attention. What do you think about future of viral marketing campaigns?

Competition increases success. There will be more opportunities with more media channel. People are becoming more conscious. There will be bad works, as well as goods works. Advertising never dies.

A.7. INTERVIEW EVREN YÜCETÜRK

Creative Group Head at Fikirbuzz Agency (Social Media & Digital Marketing & Online Advertising Agency)

1. Could you tell us about your background and how you got into viral marketing?

It started the day I quit my job as a cook 8 years ago.

2. How many people do you have in your team? How to structure a good social media team?

There is 12 people in our team. The team members must be self confident and open minded.

3.Which periods do the campaign process of viral advertising consist of? How does it improve?

What? Where? How? When? Based on a 4W rule.

4.In viral marketing literature it is important to find the right influencers to spread the right message. How do you give and spread the right message go viral in a best way? Do you use any special strategy?

You can create the right message, in different ways, to attract the attention of the people. Shortly, the strategy is written in accordance with the target group in order to deliver the message correctly.

5.What kind of social media tools you spread your viral campaign video after you make it?

We are buying ads over social media channels like FB, TW, INS, Youtube.

6.Do you integrate other marketing applications to viral marketing?(Television, magazine, newspaper, etc)

Yes, we do we buy media tools for tv, for newspaper and magazines we produce solution with creative advertisements

7.How do diffusion process of viral campaign videos develop after you make it? Is there an application?

If you have direct contacts with individuals, you will win. Direct reach is the most important.

8.Ratings or sales rates? Which one is the target of viral marketing?

It can be requested in two ways. The target is determined according to the desired subject. It is important to be successful in all matters.

9.What is the effect of viral marketing campaign to purchasing rate? Is it measurable?

Yes it is measurable, the moderation is done according to this or the strategy is changed. As a result, it must be the continuation of the viral campaign.

10.How do you define differences between viral marketing campaigns in Turkey according to other countries?

There is no difference, same basic events affect people.

11. Countries have their own folk culture, hence Which strategies do you use in order to effect Turkish audience?

For turkish audience, simple things are affecting people. But it is the same abroad. Basic is the best.

12. Day by day consumption increases, viral marketing campaigns are increases also. So it is getting difficult to keep consumers attention. What do you think about future of viral marketing campaigns?

The world of viral advertising is a breeze from the 1960s. Always viral advertising will continue. There is no end.

A.8. INTERVIEW ENİS ORHUN

Founder / Executive Creative Director at C-Section (Digital Advertising Agency)

1. Could you tell us about your background and how you got into viral marketing?

I graduated from University of Georgia in the USA... A friend of mine was working at Rafineri Agency in 2003. While i was studying in the USA, i was working as a intern in summers in Turkey with him. Then i love and entered the sector.

2. How many people do you have in your team? How to structure a good social media team?

We are 45 people as a team. The team must be in accord with inside.

3. Which periods do the campaign process of viral advertising consist of? How does it improve?

Brands come and want us to make viral videos. But some project can go viral, others cant. We direct the process and persuade the clients by talking them. Viral videos can spread automatically. If you have video content and would like to make a film, it aparts from this point from conventional areas or tv films. This is for example you are watching famous one of the tv series, media purchased in order to show their ad. Last 5 minutes before final scene the ad is showed and you are exposed to it. If you

don't want to see this on your TV, you change the channel with your zapper. But on internet you have to watch until it ends. On the internet we communicate with users not watchers. We present contents to users. We put our contents to video player not tv and video player is an interactive tool. If a person want to pause or close and watch other things. So you have to create a content that should be watched by users without getting bored. Therefore we try to create a content different from tv film. Sometimes it provides to make people cry, sometimes get angry. Even sometimes we combine emotions like being angry and happy at the same time. These types of contents must take part in order to effect users.

4. In viral marketing literature it is important to find the right influencers to spread the right message. How do you give and spread the right message go viral in a best way? Do you use any special strategy?

The product and brand stand behind the content. At first content must be striking in order to be watched.

5. What kind of social media tools you spread your viral campaign video after you make it?

Youtube, Facebook, every kind of digital or classical media tools.

6. Do you integrate other marketing applications to viral marketing?(Television, magazine, newspaper, etc)

Yes, we work integrated, it is planned sometimes by us, sometimes by the firm. It is not standard. We sit at the table and discuss. If suggestion is accepted, everyone does what is needed. But the firm never determine all the things. The latest decision-make is firm. The suggestion is determined by us.

7. How do diffusion process of viral campaign videos develop after you make it? Is there an application?

For example you would like to show an ad about athlete's foot, you pay me, i make a video for people and if you pay me much, i try to show it to athletes. It is targeting. Brands pay according to it. It is profession of media planning agencies. So it is difficult to spread video automatically. The more client pay the more the video is watched like TV. There is a strategy department in agencies in order to do this. If

you share a mobile phone brand, you think who can buy this product? A survey is done, data is analyzed and creative process is beginning.

8. Ratings or sales rates? Which one is the target of viral marketing?

Of course everybody cares financial gain. Ratings are firstly important for us. The aim of viral is to be watched by millions organically. But the effect of interest on internet doesn't spread as fast as on TV. For example when you publish a toothpaste ad, next day you see the increase of sales rates. Because everybody is exposed to same thing. But on internet you choose what you watch. You like or dislike. 1 million views takes 3-4 days or maybe 2 months. Ratings are irregular. So next day you can't see significant sales rates.

9. What is the effect of viral marketing campaign to purchasing rate? Is it measurable?

Yes, of course, it is possible at digital tools. We receive reports which shows the rate of watch, view, click.

10. How do you define differences between viral marketing campaigns in Turkey according to other countries?

Same topics effect people. These which make people laugh, cry, touch their heart, etc...

11. Countries have their own folk culture, hence Which strategies do you use in order to effect Turkish audience?

The more brand new idea you find, the more people share it. People should say 'you see what they did' to each other. It makes content go viral. Of course a lot of elements about it, it makes people get excited and share it with their friends. They should talk about your video.

12. Day by day consumption increases, viral marketing campaigns are increases also. So it is getting difficult to keep consumers attention. What do you think about future of viral marketing campaigns?

A lot of channels will be created in the future, so viral maybe change shape but will exist all the time.

A.9. INTERVIEW ALİ MUSA PAÇA

Founder / Creative Director at Punch (Digital Advertising Agency)

1. Could you tell us about your background and how you got into viral marketing?

I studied English language and literature in Istanbul University. When i was young, i was writing on magazines and on the internet. I was liked then i started to work as copywriter at OMD Digital, the rest of my story is the same like the other advertisers. As for viral marketing, actually i had no idea about it. When we made a good advertisement, it went viral, when we couldnt it didnt. At last we can say there is no viral advertisement, there is advertisement which can go viral.

2. How many people do you have in your team? How to structure a good social media team?

Our team consist of 10 co-workers.

3. Which periods do the campaign process of viral advertising consist of? How does it improve?

We get a short information and the scenerio and budget are determined. The firm would like to revise the idea from you, you would like to revise the budget from them. Because the project they suggest costs 200.000 TL, but the firm has 50.000 TL. So you revise the budget according to the firms' budget. After agreeing on scenerio and budget, production starts. You begin to work with discipline gradually. Production is the most disciplined process. Locations, actors, actresses are found, test shots are made and they are watched to brand. We make a meeting named Ppm (Pre production Meeting) and all things about the film are presented. Costumes, locations, director, actors are determined. Then scenerio is practised, draft of film is watched to client and revisions are made.

4. In viral marketing literature it is important to find the right influencers to spread the right message. How do you give and spread the right message go viral in a best way? Do you use any special strategy?

Positioning the brand with right timing increases the sincerity. If the scenario is good, the end user wants to own the video and share it. Especially sharing of "fun and comedy" style videos is very high.

5. What kind of social media tools you spread your viral campaign video after you make it?

For example Facebook has its own media purchasing tools. You spend 1000 TL to Facebook. Facebook shows your content on timeline of audiences. It is showed until it reaches a quota. All social media platforms have their media purchasing tools. Except this, influencers effects it by publishing facebook groups, distributing the people who has many followers on twitter.

6. Do you integrate other marketing applications to viral marketing?(Television, magazine, newspaper, etc)

If someone who make a video, tweet or caps can spread automatically, we call it viral. Viral works doesnt only take part in social media. Yes, we integrate other applications.

7. How do diffusion process of viral campaign videos develop after you make it? Is there an application?

Sometimes the content isnt able to be spread automatically, advertisers try to create reactions on media. Sometimes they pay too much money to productions.

8. Ratings or sales rates? Which one is the target of viral marketing?

Both of them are important. It depend on the aim of brand.

9. What is the effect of viral marketing campaign to purchasing rate? Is it measurable?

Yes, it is measurable, according to solutions we change our strategy.

10. How do you define differences between viral marketing campaigns in Turkey according to other countries?

Our job is so critical. Viral videos are published on social media tools that people can leave comments and hide under their nick name easily. They can show their reaction on internet, not on TV. Actually agencies and brands are in really dangerous area. Social differentiation is so high in Turkey. Place yourself in copywriters' position. The society goes into division as ethical and ideological.

11. Countries have their own folk culture, hence Which strategies do you use in order to effect Turkish audience?

Turkish audience like funny, humorous videos.

12. Day by day consumption increases, viral marketing campaigns are increases also. So it is getting difficult to keep consumers attention. What do you think about future of viral marketing campaigns?

Yes, it is getting difficult. Too many contents are published day by day. In the past when you hung a poster on wall, everyone would look. Now you try to be visible in a channel that countless contents are published in per second. But it continues its existence.



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