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 Mohammad Amir Furqon,  
 Jurnal inspirasi bisnis dan manajemen (Online),  
 4(1), 2020-07-01, 79 - 90

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## Viral Marketing

Rakic, Mira ; Rakic, Beba

The focus of this paper is viral marketing – the “virus”-marketing messages. Model “5C” is pres marketing messages depends on consumers, c Viral messages can be created by both the rep individuals or in communities), but they are bei creates a viral message, it is “only” necessary to content) - with a viral potential – virus and pass context”. Since the users of digital media and/c companies have to check and “direct” all viral c direction.

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