



# What is viral marketing?

A style of promotion that relies on an audience to organically generate and push the message of a product or service.

On social media, marketing is considered "viral" when it reaches the point where it's being shared by the public at large at a rapid, increasing rate rather than just its target audience.

# Social Buzz Viral Nonfiction Bestseller

**M Woodhall**



## **Social Buzz Viral Nonfiction Bestseller:**

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*The Advocate*, 2001-08-14 *The Advocate* is a lesbian gay bisexual transgender LGBT monthly newsmagazine Established in 1967 it is the oldest continuing LGBT publication in the United States

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