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## THE MAIN FACTORS OF VIRAL MARKETING OR HOW TO CAPTURE CONSUMER ATTENTION

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**The purpose and objectives.** The main goal is revealing the science of viral marketing and the psychology of attention, and why we pay attention to certain products, and how to use that science to capture the attention of others.

**Object of research.** The research deals with the captivation factors of viral marketing and the main model of attention.

**Research methods.** Analysis a literature, websites and business articles and summing up a learning of mass media, research into understanding why certain advertising, products, YouTube videos, political movements and songs catch on, while others are ignored.

**Results of research** Nowadays, we live in a world where it is both extremely difficult to draw attention and to stand out with our ideas, whether it's a project or it's a start up, and having it be seen by the world. At the same time, it is very important to defend our attention by all of this kind of information, understanding which products are worth our time and attention.

The main model-structure of attention is a building of three attention-stages which is compared as a bonfire. The main goal in capturing attention is to walk people through the three stages, in other words, to grow the fire, because we can't just start with a bonfire. Firstly, it is necessary to start with the spark. Secondly, we go through the kindling. Then we finally get to the bonfire.

At the first stage—*ignition*— it is essential to capture immediate attention—people have instant and unconscious reaction to the world around us. If we hear someone call out our name, we react instinctively. Attention is a bottom-up process, the first step of a whole model of attention. This type of attention lasts no longer than a couple of seconds—just long enough for a sound to be forgotten or moved into working memory. In the big scheme of things, immediate attention is the simplest type of attention to capture. Conscious focus and reaction, however, require a greater level of attention.

At the second stage—*kindling*—it is obligatory to attract short attention—people short-term are being focused on a specific product. When a book, film, speaker, or subject draws our short attention, we can focus on it for a few minutes or a few hours. This is the kindling of attention, and it is the most delicate stage. Most of the time, however, our short attention only lasts until the next distraction appears. That's where the third type of attention—long attention—comes into play, when the things we learn during short attention become the long-term memories that guide our interests and our actions.

At the final stage of attention—*bonfire*—we are focused on captivating long attention—people long-term interest in an idea, product, message, cause, work, and so on. When our long attention is started, we go beyond turning up the radio when our favorite artists are playing to buying their albums and attending their concerts. Long attention is the stage where we have truly captured people to deep and undivided attention. This attention is roaring into a bonfire that lasts. Long attention is our ability to focus our attention and interest for a prolonged period of time on a person, product, or idea. Long attention is influenced by the knowledge and experiences that reside in our long-term memories. They help guide our attention and interests.



The key to being successful across all of these factors is to build instinctive attention on specific products or services. If something is being drawn by people's attention, people will want to talk about or buy product or service.

For making your own product or idea viral, that will draw long consumer's attention, there are six key ingredients of viral marketing or "STEPPS:" Social Currency; Triggers; Emotion; Public; Practical Value; Stories are used.

**1. Social Currency.** We use "social currency" to talk and share things that make us seem more entertaining, clever, smart, and funny which leads us to buy or use certain products or services. Companies and individuals can use this to their advantage, by providing their customers with products, experiences, and content that connect directly with them in a way that encourages sharing with others, while promoting the company's ideas or products simultaneously.

**2. Triggers.** We use "triggers" to keep ideas and products fresh in the minds of consumers, ensuring that they keep talking about your idea. "Triggers" are stimuli that connect thoughts and ideas together. By designing products and ideas that are linked to our surroundings, it helps to set off frequent "triggers" in people's mind. When people think about your product, they will likely talk about it, share their experience with it, and become repeat customers over time. Effective triggers are caused by frequency and strength of the link.

**3. Emotion.** Emotional content evokes feelings, both positive and negative, that makes long-term attention of consumers, drive people to share and act to buy on those emotions. Certain emotions evoke action while causing others to stifle: awe, excitement, humor evoke as much arousal as anger and anxiety, while contentment and sadness leave people to do nothing at all.

**4. Public.** By making our products more public, we create self-promoting ideas that produce long-term attention, that fix in our memories after the first interaction. Two key components to making something public are self-advertising, or product or idea that transmits social proof or passive approval because usage is observed and behavioral residue, or remnants that a product, idea or story leave behind after use or purchase.

**5. Practical Value.** Practical value is all about sharing useful information that will help others save time, energy and resources. When there is a product, services, that provides practical applicability for someone you know, you will likely share with them. The key to being successful for companies is to position this useful information in a way that stands out to consumers. Practical value relies heavily on buyer behavior, and people use "reference points" to determine the value of a good, service, or discount.

**6. Stories.** Stories are the most effective way to share ideas and information. Humans think in terms of narratives, which is why we frequently recall and share stories. Most people miss superfluous details, so to get customers to think about your product or idea, weave it into a story with key factors critical to your brand and add other "sticky" factors: humor, creativity, quirky.

**Conclusion.** The secret of creating a successful advertising campaign or long-term relationship with customers is finding effective ways to capture short attention and then transitioning into long attention. In this case, it is important to develop a bonfire of attention which will draw consumers' immediate, short and long attention. The most effective and prosperous ideas have been empowered and supported in some way by one or more of the 6 STEPPS. Leveraging good stories that are useful, engaging, and that drive value will help you and your product, idea, cause increase social influence and word-of-mouth transmission.

**Key words:** *attention, bonfire of attention, viral marketing, captivation factors, triggers, advertising.*

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