



## **Viral Marketing Campaign**

Lights, camera, action! The Go Folic! Women's Nutritional Campaign launches an exciting and provocative viral marketing promotion to educate San Francisco young women about the significance of folic acid, a B-vitamin supplement.

The viral marketing campaign will use popular or pre-existing social media to create awareness of folic acid while developing its brand in the Bay Area community. These viral advertising ideas will be developed in the form of video clips, blogs, text messages, fun surveys, easy to prepare nutritional recipes with folic acid, and online contests through their interactive web sites. The campaign will use sites like MySpace, Facebook, YouTube, and Twitter to communicate and generate buzz to get people talking about the benefits of folic acid.

The campaign has two goals:

1. To highlight the key benefits of folic acid for the body, outlining various ways of including it in one's diet.
2. To encourage San Francisco women, ages 14-44, to obtain free multi-vitamins with a day's supply of folic acid the Go Folic! Women's Nutrition Project's distribution program.

The Go Folic! Campaign will utilize a 4-prong approach to reach its target audience. Those techniques include awareness, education, a call to chat, and a call to action. Campaign research tells us that the majority of women, regardless of their age, seek health information through the Internet or an online source. It also revealed that word of mouth marketing played an important role in the sharing of information.