Viral Marketing

Task Statement 1

An animal rescue organization, which relies mainly on donations to support its work, is choosing one of three campaign strategies to raise funds. The organization has a sizable group of supporters—people who have adopted the rescued animals and those who have donated money to the cause. These options are under consideration:

- Send the fundraising message to the organization's most loyal supporters. Ask each supporter to pass the message to a certain number of their animal-loving friends, along with the same request to relay it to a certain number of their friends, and so on.
- Send the message to all supporters on the mailing list. Ask each supporter to share the message with everyone in their network of friends, along with the same request to pass the message to all their friends. With this strategy, the organization recognizes that only a fraction of recipients will read the message or pass it along.
- Broadcast the message by buying a television commercial to air on the local news.

Which strategy is likely to yield the better outcome for the organization?

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Task Statement 2

An organization is choosing one of three options for their viral marketing campaign:

- Send the message to 20 people, and assume that each person shares the message with 3 others, each of whom also shares it with 3 others, and so on.
- Send the message to 5 people, and assume that each person shares the message with 6 others, each of whom also shares it with 6 others, and so on.
- Broadcast the message by paying for a television commercial that reaches 100,000 people but can't be shared easily.

Which option would result in the best outcome for the organization, and why?

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Task Statement 3

An organization is choosing one of three options for their viral marketing campaign:

- Send the message to 20 people, and assume that each person takes 1 day to share the message with 3 others, each of whom also shares it with 3 others, and so on.
- Send the message to 5 people, and assume that each person will take 1 day to share the message with 6 others, each of whom also shares it with 6 others, and so on.
- Broadcast the message by paying for a television commercial that reaches 100,000 people but can't be shared easily.

Which option would result in the most people seeing the message by the 6th day after it was sent by the organization?