

Viral Marketing

Using the Internet for Email/Social Media Campaigns

Viral marketing refers to the process of getting individuals to pass on an electronic message. You can use viral marketing to share information about your COTA community campaign to a group of people, and then ask they each share this information with their friends, family and colleagues.

The viral marketing message needs to be approved (as do all written campaign materials) by sending an email to CampaignInfo@cota.org.

Do not underestimate the power of a well-crafted email as an effective fundraising tool. Here are some email marketing tips:

- **Personalize the email.**
Without personalization, an email looks like junk mail and may be discarded. People like to be addressed by their name in the email, if possible.
- **Write an engaging subject line.**
Include the name of the COTA patient along with an action phrase such as: You Can Make a Life-Saving Difference for **Name** or Help Given Hope to the **Family Name**
- **Make the reason for the email clear.**
By the end of the first sentence of the email, the recipient should know why he or she is being asked to help.
- **Check your spelling and grammar.**
Viral emails will be forwarded, printed and replied to. Take care when drafting and reviewing an electronic message.
- **Pick fonts and colors carefully.**
Messages with overly large fonts or those that use multiple colors and/or backgrounds are not easy to read or to print -- *keep it simple!*
- **Be aware of 'spam' themes.**
Avoid using words that are the same as words used in spam that promotes mortgage rates, prescriptions, etc. Do not use these words in your subject line or in the text of the email.
- **Make sure that COTA approves all email marketing messages before they are sent.**
Send these messages to CampaignInfo@cota.org for approval.

Please Note:

COTA shares patient and community campaign stories through its own social media efforts and ongoing communications with contributors, volunteers and supporters. Be sure to tag **COTA** in your social media posts that refer to fundraising -- and any other posts as necessary. Use the hashtag **#COTAHope** to allow anyone looking for COTA-related posts to easily find information about your COTA patient and community campaign. Any photographs or information used by COTA community campaigns on social media or COTA websites may also be used in online and printed COTA communications. COTA will make every effort to communicate its intention of sharing photographs and patient updates with families and community campaign coordinators.