

Book Review – Fast Cheap & Viral : How to Create Game-Changing Content on a Shoestring Budget

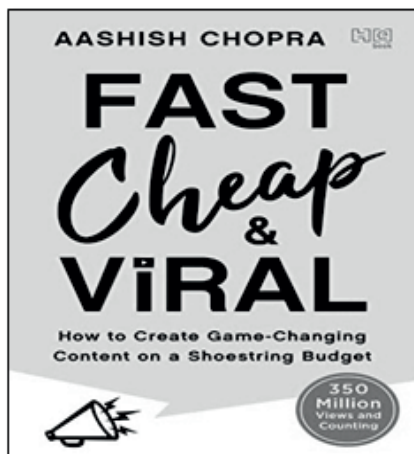
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Abstract

This is a book review of *Fast Cheap & Viral: How to Create Game-Changing Content on a Shoestring Budget* authored by Mr. Aashish Chopra. The author has discussed an opportunity for creating viral videos at a meager budget in this book. Content marketing is growing day by day, and it has the power to create a viral sensation. The attention span of viewers is decreasing, and the competition between content marketers is increasing. The book addresses the importance of storytelling which can beat the production value in video marketing. The book emphasizes making videos for mobile devices and the distribution of videos. The book indicates that companies should not make advertisements in the name of viral videos. Content creators should add value to the life of viewers, engage with them, and provide them with the required information. At last, the book explains the use of video making for B2B and personal branding.

Keywords : video marketing, viral videos, content marketing

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Book : *Fast Cheap & Viral: How to Create Game-Changing Content on Shoestring Budget*

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The internet has penetrated all parts of India during the last decade. Two-thirds of the Indian population has access to internet facilities. The cost of smart mobile phones and the internet has come down. This has led to colossal internet usage on mobile devices in India. This is a massive opportunity for marketers as people's attention is on mobile devices, which marketers can capture.

Various marketing platforms and methods have been developed on the internet. One of the growing and popular methods is 'Content Marketing.' Content marketing can be used to attract customers with appealing and informative content. Content marketing should not be continuously used to sell products; it should also be used to provide value to customers. Content that has the potential to get spread on the internet in less time and is viewed by a large number of people can be considered as 'Viral Content.' Videos have the potential to spread virally on the internet. The book *Fast Cheap & Viral: How to Create Game-Changing Content on Shoestring Budget* shows a pathway to creating viral videos fast and at a cheap cost.

The book is divided into three parts, where the first part has two chapters focusing on opportunities for content marketing. The second part consists of nine chapters that cover nine secrets of creating a viral video. The third part has three chapters focusing on video creation for B2B and personal branding.

Part I : The Big Picture

The first part of the book explains a significant opportunity on the internet. India has a massive consumption of the internet, which keeps on increasing. India has a large number of smartphone users who spend a lot of their time on smartphone devices. This has created an enormous opportunity for marketers. The attention of people is on smartphone devices. So, marketers should capture the attention of people on smartphones.

Competition is increasing day by day between marketers to capture people's attention on smartphones, and users have an attention span of few seconds. The book suggests that marketers should grab users' attention in the initial few seconds or miss the chance to engage with them. Another option in front of marketers indicated in the book is to buy users' attention with paid advertisements; however, paid advertisements are not always affordable.

Part II : Methods to the Madness

The book explains the viral content creation process. A video becomes viral when a large number of viewers share it. Hence, the book suggests focusing on video shares instead of video likes. Creators should concentrate on creating share-worthy videos, which the viewers can share in large numbers. The author explains how to come up with an idea for a viral video. The main ingredient for a viral video is to care about the audience. The author suggests that when you create content keeping the audience in mind, the audience engages with your message. The book stresses moving very fast and capturing the attention of users in the initial few seconds. To capture their attention, the first impression and thumbnail of the video are critical.

The author clears various myths about the budget for video creation. A viral video can be made with a low budget. People are more interested in the message and value they get from a video than its production value. The author suggests that storytelling is vital. The author stresses that the videos should be made explicitly for mobile devices as more people watch them on smartphone devices. The author also suggests that the motive of the video should be the creation of conversation and engagement with the viewers.

The book explains the importance of the distribution of any video. Different forms of videos should be made as per the needs of various platforms. A video link shared on all platforms will not bring good results. The book emphasizes creating value for users with videos instead of just showing advertisements to users. It also suggests that marketers should try various forms of videos.

Part III : Kick-Start Your Engine

The book suggests that videos created for the B2B market should be made after proper thought. Creating a video for the B2B market is not just about showing products to the customers; instead, it is about creating engagement with the customers in the right way. The author suggests that people can create their brand with the help of video marketing. Video creators should think about customers and viewers and ways to help them. A personal brand can be created with the help of informative, helpful videos for customers.

Conclusion

Viral content can be created as a result of continuous efforts of content creation. Videos have a huge potential to become viral. Hence, all marketers should focus on video marketing. Don't always try to sell products through videos while creating viral videos. Add value to the life of viewers, engage with them, and provide them with the required information. Every brand should utilize the opportunity of video marketing, which can lead to their content becoming viral on the internet.

This book will be helpful for students who want to make their career in marketing. It is also useful for companies, non-profit organizations, brands, etc. This book will guide everyone towards creating engagement with the audience and ultimately becoming viral on the internet.

Author's Contribution

Mr. Abhijit Vhatkar conceived the idea and wrote this book review.

Conflict of Interest

The author certifies that he has no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this book review.

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