

'David After Dentist'— A Viral Phenomenon

Technology is amazing, and I sometimes marvel at the way I can Google a subject and in seconds have thousands of possibilities. Initiating a Google search often takes less time than it does for me to open a Word document on my own computer.

One of the most interesting aspects of technology is viral marketing. This phrase refers to the spreading of information through the Internet almost as a virus spreads, passing from person to person without any seeming pattern.

In the old days we would have called this "word of mouth." Anyone who is in marketing knows that it is the best form of advertising. For example, most of the books I personally read are those that are recommended to me by someone whose opinion I trust.

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height="200"}txqiwrbyGrs{/youtubejw}

We've seen an example of viral marketing up-close-and-personal this week with the phenomenal response to a video called "David after Dentist." It was shot by David's dad, David DeVore, the husband of Tessie DeVore, who is the executive vice president of our Book Group and who has worked with me for 16 years. I've known Tessie and her husband, David, since before they were married, and of course I've known their son David and his younger brother Will since they were each born.

Last May little David had to have a tooth surgically removed at the dentist. He was afraid of the experience, so his dad suggested that he videotape the entire day's events with his new Flip video camera. After the procedure, when little David was seated in the car for the ride home, he was still woozy

from the anesthesia.

The clip of his reactions to the medication is very funny. David, his dad, showed it to me and my wife as well as a few other friends, and we thought it was humorous. But I'll admit it never occurred to me that the video might become an Internet phenomenon.

As time passed David, the father, put it on his Facebook page and tried to send it to a few friends. Not all of his friends and family are on Facebook, so he decided to put it on YouTube to make it easier to share the link. He posted it on Friday, January 30, with no idea that it would take off. He did no promotion or e-mail blast to let anyone know the video was there; all he did was put it on the site.

Within three days after it was posted on YouTube the number of hits on the video had risen to a quarter of a million. Within a day or two after that the number was up to a million. As I write this, it's nearing nine million.

In addition to the YouTube hits, the video has received a write-up in the *Wall Street Journal*, *Time* magazine and the *Gainesville Sun*. It has also been aired on TV on *The O'Reilly Factor*, VH1, Fox News, CNN, E! and a number of local shows as well as on the radio. Tonight it will be on *Inside Edition*.

I've included links for anyone who is interested in this phenomenon.

In light of the example of David's video, I'm wondering how I can get some viral marketing going on the Strang Report. Currently I have 15,280 subscribers, and I would like to double that number in the next 90 days. Will you help me create a buzz and expand my list by e-mailing it to people you know? Also, give me your feedback about things you'd like me to cover and let me know whether you like the blog or not.

Please leave your comments, and thank you for helping me

invite new people to read my report.

Steve Strang *is founder and publisher of* Charisma.