

## Anatomy of a Viral Campaign Options & Set-Up Costs

Viral Programs	SkiHeroes.com (as shown)	Minimum Time to Complete
Website	\$12,000	4 weeks
Forums	\$500	1 Day
eCard Campaign	\$2,500	1 Day
Audio Podcasts	\$1,000	2 Days
Video Podcasts	NA	1 Week
Blog	\$0 myspace.com/skiheroes	1 Day
Mobile Website	\$500 mymobileguides.mobi	2 Days
Mobile Marketing	\$500	3 Days
Search Engine Marketing*	\$100	1 Month
Email Broadcast	\$3,500	4 Days
Direct Mail Postcards	\$1 per card	3 Days
Comic Book/Custom Collateral	\$1,500	1 Week
Press Release & Send	\$500	3 Days

### Viral Programs

#### Green Circle

#### Blue Square

#### Black Diamond

	Green Circle	Blue Square	Black Diamond
<b>Website</b>	\$150: 1 HTML Landing Page	\$2,500: Basic HTML website	\$5,000+: Dynamic Database Driven Site
<b>Forums</b>	\$500: Add to current site	\$1,500: Create new from template	\$3,000: Create new custom design
<b>eCard Campaign</b>	\$20 a month	\$2,500: Create new from template	\$5,000: Create new custom design
<b>Audio Podcasts</b>	\$300: Do-It-Yourself	\$1,000: Simple script	\$2,500: Advanced scripting & production
<b>Video Podcasts</b>	\$1,000: Do-It-Yourself	\$3,500: Simple Production	\$5,000: Advanced scripting & production
<b>Blog</b>	\$0: Do-It-Yourself	\$150: 1 Page HTML Design	\$500+: Custom design
<b>Mobile Website</b>	\$25 a month (Basic .mobi site)	\$500: Static .mobi site	\$1,000+: Dynamic .mobi site
<b>Mobile Marketing</b>	\$100: Do-It-Yourself	\$500: Package (collateral & 500 msg mos)	\$2,500+: Full campaign (messages & marketing materials)
<b>Search Engine Marketing*</b>	\$100: Do-It-Yourself (1 Search Engine)	\$500: Package (Mgmt & multiple engines)	\$1,000+: Combined PPC & SEO Campaign
<b>Email Broadcast</b>	\$10- \$50: Pro Software	\$1,500: Package (collateral & 500 msg mos)	\$3,500+: Full campaign (HTML/Text layout, reporting)
<b>Direct Mail Postcards</b>	BW cards start at \$0.39 a card (Print/mail)	\$1+ per card: Color standard card (print/mail)	\$3+ per card: Color custom card (print/mail)
<b>Comic Book/Custom Collateral</b>	\$1,500: Simple Concept, design, production	\$3,000: Advanced Concept, design, production	\$5,000+: Custom collateral campaign
<b>Press Release &amp; Send</b>	\$100: Do-It-Yourself (write & send)	\$500: Professionally written & sent (1 release)	\$1,000+: Media Kit Development

\*One month, up to 10 keywords