

## The Secret DVD - Viral Marketing Success Story

The Secret DVD was released in the latter part of 2006. Since then the film, which has only been released on DVD and streamed on the internet, has become an international hit. Its incredible success is due as much to the innovative way the film has been marketed as to the quality of the film or the controversy that it has provoked Love it or hate it The Secret is not going away soon.

The Secret is about the law of attraction. The law of attraction is a teaching that has been around for many years and in essence states that what you focus on, you attract. Or as Mike Dooley says in the movie, "Thoughts becomes Things". If your mind tends to focus on things that it doesn't want, then we will tend to attract more of the same.

The Secret is more documentary than drama and features many well-known teachers of the secret such as Bob Proctor, Joe Vitale, Jack Canfield and John Assaraf among others. Many of these teachers are also expert marketers and promoters.

So what is viral marketing? In many ways viral marketing is like word-of-mouth advertising on steroids. Due to the immense power of the internet it is possible to reach millions of people in a very short period of time. The Secret was immensely successful at getting the world-wide internet community buzzing.

Beginning about a year before the films release a short trailer was created. This trailer was incredibly intriguing. Everyone was wondering "What is the Secret?" The films participants, many of whom are master marketers, promoted this trailer to their customers. They were also sworn to secrecy as to what the secret was. This created a great deal of curiosity and turmoil.

I remember seeing in many forums irate students wondering why they had not been taught the secret, why were things being held back from them? This put the teacher in an awkward position and he/she was forced to say that the students already had been taught the secret but because the teacher was sworn to secrecy they couldn't tell them exactly what that was. As you can imagine, this created a huge thirst for this film. People just had to know what the secret was.

Subsequent trailers were then released which created even more thirst. What was the secret? By the time the DVD was released an incredible demand had been built up. And the momentum did not stop there. Appearances by the producer and film participants on television programs such as Oprah, Larry King Live and the Ellen Degeneres Show continued the buzz.

The Secret provides us with a great lesson in viral marketing. We may not be able to create our own Hollywood movie trailers but web 2.0 resources like YouTube provide us with facsimiles. Perhaps through creative marketing, we can create the type of success The Secret has enjoyed.

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### About the Author

Douglas Reach writes on many subjects in the fields of music, self-development, spirituality, technology and internet marketing. If you'd like to see the best viral marketing tool available, Mike Filsaime's Viral Friend Generator visit <http://www.online-marketing-review.com/ViralFriend>