

## **283. COST POTENT VIRAL MARKETING FOR TIME DECISIVE PROPAGANDA IN MICRO BLOGS**

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Viral marketing and viral advertising refer to marketing techniques that apply pre-existing social networks to turn out exponential rise in brand grasp. It can be often be delivered as a word-of-mouth in order to intensify online. The general senses of viral marketing are being easy, economical, and massively effective makes it a perfect replacing method for standard advertising. The existing method cannot distinguish between good and bad seeds due to decrease in seeding price and increases the size of scalability trouble continuously. The proposed method faces the above problem on vast-scale networks and massive spreading of nontrivial fraction of nodes. The Viralbuz, a scalable algorithm finds the horde of tiny seeding to cursory expand the influence to the complete network. It is unique greedy heuristics is based on well-known quantity marginal and scales networks up to hundredth of millions of meadow.

Keywords—Viral marketing, Social media, Online Social Network.

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