

A

Seminar report

On

# Guerrilla Marketing

Submitted in partial fulfillment of the requirement for the award of degree  
Of MBA

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## Preface

I have made this report file on the topic **Guerrilla Marketing**; I have tried my best to elucidate all the relevant detail to the topic to be included in the report. While in the beginning I have tried to give a general view about this topic.

My efforts and wholehearted co-corporation of each and everyone has ended on a successful note. I express my sincere gratitude to .....who assisting me throughout the preparation of this topic. I thank him for providing me the reinforcement, confidence and most importantly the track for the topic whenever I needed it.

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## INTRODUCTION

Term was coined and defined by Jay Conrad Levinson “It is a body of unconventional ways of pursuing conventional goals. It is a proven method of achieving profits with minimum money.” Unexpected and unconventional potentially interactive consumers are targeted in unexpected places. Objective is to create a unique, engaging and thought-provoking concept to generate buzz, and consequently turn viral.

### What Is Guerrilla Marketing

Guerrilla Marketing is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results.

The original term was coined by Jay Conrad Levinson in his 1984 book ‘Guerrilla Advertising’. The term guerrilla marketing was inspired by guerrilla warfare which is a form of irregular warfare and relates to the small tactic strategies used by armed civilians. Many of these tactics includes ambushes, sabotage, raids and elements of surprise. Much like guerrilla warfare, guerrilla marketing uses the same sort of tactics in the marketing industry.

This alternative advertising style relies heavily on unconventional marketing strategy, high energy and imagination. Guerrilla Marketing is about taking the consumer by surprise, make an indelible impression and create copious amounts of social buzz. Guerrilla marketing is said to make a far more valuable impression with consumers in comparison to more traditional forms of advertising and marketing. This is due to the fact that most guerrilla marketing campaigns aim to strike the consumer at a more personal and memorable level.

## Guerrilla Marketing Principles

By contrasting from the various definitions of guerrilla marketing which only identifies the main elements of guerrilla communications like unexpected, drastic or cheap, the author of this research adopts definition of Guerrilla Marketing of Alexander Reidl, former marketing director of Volvo Cars Middle East. According to his thoughts there is a set of six characteristics that every guerrilla campaign has to fulfil. Not every innovate or shocking campaign means that it is guerrilla marketing campaign. Following diagram identifies the inseparable elements of guerrilla marketing campaigns and further explanation is provided after.



### Completely unexpected

The result of completely unexpected situation is a surprise- a moment when the situation that arises was not expected and the participant of the event was not prepared to witness or be part of such situation. There are many ways how to catch interest of people by putting usual objects to unusual places or using usual objects in unusual time. Unexpectedness may be used as an advantage. By witnessing a surprising situation

people tend to raise their attention. Therefore, the marketers may use such situation to attract the visitor, on Internet in particular, to receive a message which contains the marketing message.

Guerrilla marketing trades effort for money (Krawder, 2009)

Very important fact is that unexpected campaign can be taken negative by the target audience eventually. The marketer should build the campaign in such way that will minimize the negative effects of the element of surprise in the campaign as a part of the Attention phase, the first phase of AIDA model. A process of segmentation and proper profiling of target audience can be identified as one of the most important part of preparation for building a guerrilla campaign which use the moment of unexpectedness effectively.

### **Drastic**

A word "drastic" is defined by Oxford Dictionary as having a strong or far-reaching effect (Oxford Dictionary, 2009) . Any guerrilla marketing campaign should work with a form of drasticity in order to reach maximum relevant target audience. The element drasticity enables the marketer to reach large number of message receivers without necessarily large marketing budget. It is the element that may significantly help the campaign to be cost-effective with high degree of Attention and Interest element. The negative aspect of any form of drastic behaviour is that the marketing message can be automatically rejected of the target audience, or its part, because it can assess the campaign as impolite or strongly negatively affecting their individual values.

### **Humorous**

Humorous effect in the marketing communication helps to diminish the barriers between the sender and receiver, the business organisation and the customer respectively. Moreover, entertainment in the marketing communication can significantly increase the efficiency of the campaign by reaching larger number of receivers. Humorous effect is in promotion and marketing communication difficult to create however by looking at the video coverage of chosen guerrilla campaigns in the end of this section as a part of this work shows that the effect is in guerrilla campaigns is commonly used. The humorous aspect is also one of those that differentiate the campaign from most of others. However, as the secondary research indicates, many so called guerrilla marketing campaigns have not proved that humour was one of the elements of the campaign. According to the research can be stated that those guerrilla marketing campaigns that contains the effect of humour reach more receivers and helps to create interest. Humour is used commonly in viral marketing campaigns distributed over Internet uncoordinated by the Internet users.

### **One shot game**

One shot game, meaning that the guerrilla marketing campaign is performed only in strictly limited period of time, indicates that the receivers of the guerrilla messages understand that the campaign is only temporary the concept should not be used again on the same market. This aspect has in Internet marketing great importance because variety of interactive tools and techniques can make long-term guerrilla campaign for users that will be allowed to see the

campaign only temporarily. The campaign can last several months but once the visitors watch it, it never appears on his/her screen again.

### **Cheap**

The cost of guerrilla campaign can be often the purpose of attractiveness for the businesses. The objective is to create rumour, buzz effect and immediate impact on target group but still keeping the budget tight. This means: creativity, innovation and saving processes come necessarily to place in the marketing planning. The principles of innovation and creativity in marketing explained already in the literature review reveals its importance because cost-effectiveness and creativity may be the major factor influencing the marketing managers or SME business owners to apply guerrilla marketing principles on Internet, as the primary research findings indicated. The cost is relative parameter when it comes to comparison of cost to target group impact. The large number of internet users and technical accessibility of the Internet content indicate that the impact of any guerrilla marketing campaign can be large and therefore the cost of the guerrilla campaign highly depend on the planned targeted segments to be reached and type of the guerrilla marketing campaign. However, there should be still clearly identifiable difference between the necessary budget for guerrilla campaign and a traditional marketing campaign (for example Internet banner ad) with the same target group.



## Goodwill and customer benefit

Goodwill can be defined as a disposition to kindness and compassion (Princeton University, 2009) or more specifically as an intangible asset which provides a competitive advantage, such as a strong brand, reputation, or high employee morale (BT Group, 2009).

Customer benefit can be the most difficult aspect to reach in applying to the marketing activity. When a customer buys a laptop in a store, he pays for his own benefit to work and communicate anywhere. He gets benefit immediately because he purchased the laptop and opened it up in his car and started immediately to use it. However, the customer benefit may be less visible when another customer is travelling to her office by tram and she is exposed to several numbers of billboards, big boards, light boards or flyers during the way. The benefit for her can come at the time she uses the business message from an advert for her own benefit by purchasing new laptop for 25% discount for example than in the store where she was planning to buy it. However, for those people who do not need any of the products and services aggressively communicated in most of the advertising places outside the benefit is very difficult or even impossible to find.

Guerrilla marketing campaign should always give the target audience something that will make them feel richer or satisfied. The literature review revealed that those campaigns that use creativity and innovation which build trust and self-satisfaction of the customers may significantly help to efficiency of the marketing campaign. The benefit can be delivered by giving something for free or just giving them reason to smile.

## **What Are the Elements That Make Guerrilla Marketing Successful?**

### **Cost Advantages**

Guerrilla marketing tactics cost a fraction of the amount required for traditional marketing strategies such as television and radio advertising. The cost-efficiency of guerrilla tactics allows small businesses with small marketing budgets to achieve larger impacts than they could going head-to-head via traditional media. Although the total reach of these tactics may not compare to high-budget campaigns, their proven effectiveness can help a small business to maximize the productivity of every dollar spent on marketing.

### **Standing Out**

By definition, guerrilla tactics are fundamentally different than traditional marketing messages. Thus, guerrilla marketing messages have the ability to stand out among the endless barrage of marketing that consumers see on a daily basis. The ability to do something unique that truly catches people's attention can be more effective than the ability to fund a multi-million dollar campaign that people will subconsciously ignore. A guerrilla marketer for a small snack brand may walk around large events wearing a costume made entirely of free samples, for example, whereas a major brand might simply run a television advertisement. The costume would be almost guaranteed to attract attention and get products in people's hands, whereas only a fraction of the ad viewers would even pay attention.

### **Brand Building**

Guerrilla marketing strategies themselves can help to develop an edgy or "hip" brand image. The very act of going against tradition and the sheer creativity of guerrilla tactics can label a company as "cool" in consumers' minds. This can be especially advantageous when marketing to young people trying to establish a unique identity for themselves. Anything that makes people want to share their experiences with others can also lead to free word-of-mouth advertising within your target market.

### **Lasting Impressions**

Much of guerrilla marketing relies on face-to-face interaction with potential customers. The personal nature of these interactions -- whether it be handing out free samples, giving away branded collateral or simply talking to people whose curiosity is aroused by what you are doing - can leave greater impressions on people than the inorganic experiences of watching or listening to advertisements. When guerrilla marketing tactics on the street are tied with social-media-driven promotions, the bond between a company and its new customers can grow even stronger.

## METHODOLOGY

1) What was once a fringe movement in the world of advertising has become much more popular and mainstream since the 1980s, when marketing expert Jay Conrad Levinson introduced the concept to the world at large. Jay Conrad Levinson, author of many books on the subject, is credited as the father of Guerrilla Marketing. His ideas paved the way for small businesses to compete in the marketing arena with the big companies, ushering in an era of innovative and sometimes extreme marketing ideas. But Levinson's ideas aren't just about getting the customer's attention: companies have to be ready and willing to back up their advertising with excellent products and services.

### 2) The Origins and Evolution of Guerrilla Marketing

The main reason guerrilla marketing took off was its incredible effectiveness at breaking through our advertising blinders. The first instances of guerrilla marketing were radical for their time, but the techniques continued to develop. Girls convincing men to buy them drinks was suddenly more about marketing than about flirting.

### 3) Major Corporations Go For Guerrilla Marketing

Although J.C. Levinson's ideas were geared toward the small business evening the playing field against bigger rivals, major corporations soon began using guerrilla tactics to sell their products. Their efforts aren't always rewarded, especially when existing customers feel like the big businesses are overstepping their bounds or being deceitful.

### 4) Guerrilla Marketing for Social Causes

Nonprofit organizations need to spread their word, too, and today many of them are turning to guerrilla marketing tactics to reach their target audience. The Red Cross has created some of the most ingenious and eye-catching socially aware guerrilla marketing efforts.

## Types of Guerrilla Marketing

**Ambient marketing** allows a business to create brand recognition without necessarily pushing their products.

**Presence marketing** is about making the business name recognizable and familiar by being visible daily. View more presence marketing examples

**Grassroots marketing** is about winning customers one-by-one rather than on a very large scale. A successful grassroots campaign is all about building relationships and emphasizing the personal connection.

**Wild postings** is overwhelming areas with plastered multiple copies of a poster for a movie, concert, or product.

**Undercover / Buzz Marketing** is said to be one of the more devious ways of marketing to the masses. Undercover marketing / buzz marketing is all about selling something to someone who has no idea they've just witnessed a sales pitch.

**Alternative marketing** may be best defined as publicity that looks to be completely separate from the company.

**Experiential marketing** aims to give you an experience rather than send you a one-way message. Experiential marketing lets you interact with the product and associate your immediate emotional responses with that brand. View more Experiential marketing examples

**Interactive marketing** refers to the evolving trend in marketing whereby marketing has moved from a transaction-based effort to a conversation. View more Interactive marketing examples

**Guerrilla Marketing** is an unconventional system of promotions that relies on time, energy and imagination. View more Guerrilla Marketing examples

## Implementing Guerrilla Strategies

The primary point of guerilla marketing is to get your business's name in front of as many people as possible in nontraditional, unexpected ways so that when individuals are thinking of joining a gym, yours will be the one they think of first (Agoglia 2006). Gather your sales team, department managers and any other staff who wish to participate and brainstorm ideas. The following ideas will get you started:

**Utilize Social Networking Sites.** Websites like Face book, MySpace and YouTube receive millions of hits each day--and are free to join. Post your business profile, including exercise-tip videos and any attention-grabbing ideas you can think of, on these sites. Of course, include a link back to your main website so that viewers can find out more about your facility.

**Create “Free” Mailboxes.** Set up mailboxes in business plazas located near your facility (with landlord permission) with the words “Free. Take One”—similar to the “mailboxes” set up with real estate or auto dealership brochures. Inside of each mailbox, place your facility's marketing materials complete with free guest passes.

**Partner With Local Businesses.** Dedicate a section of your website to coupons, accessible to members, from local retailers. In exchange for providing the retailers with exposure, have them promote your business on their website or by visibly placing your brochures at their locations.

**Enlist Member Participation.** Ask members who have achieved great success in weight loss to serve as role models. Create giant “before” and “after” posters of members who have reached noteworthy goals. With the members' permission, these posters can be hung throughout the gym to provide motivation and increase retention. These photos can also be used in fliers that you distribute throughout town.

**Speak Up.** Offer your services as a speaker for community organizations and local businesses. Your presentations should be creative and unconventional, selling the benefits of exercise, not your business. This focus will build your expertise in the eyes of the attendees and should not appear to be a sales pitch.

## **Advantages of guerilla marketing**

- In addition to growing business, guerilla marketing involves networking, both with customers and with other businesses. In the process of executing and maintaining a campaign, one will make a lot of new friends and allies.
- Guerilla marketing is specifically tailored to meet the needs of small businesses, whereas traditional advertising venues are complicated and expensive to the point of exclusion (bordering on snobbishness).
- Many aspects of creative guerilla marketing campaigns are just plain fun! one gets to perform wacky stunts and engage in unusual activities, all in the name of working for a living.
- Guerilla marketing works. If you do your research, plan your campaign, and stick with it, you will more than likely end up with a better and more profitable business.

## Disadvantages of guerilla marketing

- Guerilla marketing works — but it is not completely failsafe. It is, after all, advertising; which is far from an exact science. The number of variables involved in advertising guarantees that nothing is 100 percent effective.
- As with any advertising campaign, one will not be able to pinpoint exactly what works and what doesn't. Obtaining measurable results is difficult (but not impossible, unlike other marketing techniques).
- Guerilla marketing requires a greater level of dedication and energy than traditional advertising venues, which often consist of throwing large amounts of money at other people to do the work for you.
- If one is looking for a quick fix, guerilla marketing is not the solution. one will not see instant or overnight results stemming from efforts. An investment of time is required in order to achieve business sales goals.
- Guerilla marketing is not for the thin-skinned or faint of heart. At the very least, there will be a few detractors to find fault in one's methods. At worst, one may be threatened with legal action (which is why it's so important to check local laws before engaging in a guerilla marketing campaign).

## Conclusion

There cannot be clearly stated which types of guerrilla marketing is universally more appropriate than others and what types of guerrilla marketing have the greatest positive impact on the business organisations.

However, the assessment is designed to help to show which types of guerrilla marketing campaigns may be appropriate for those marketers who prefer particular sets of characteristics in combination with certain degree of risk. The benefit of the campaign highly depends on the particular creative concept and the campaign performance.

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