
Guerrilla Marketing for the Dummies

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Abstract: *Guerrilla marketing for the dummies is a marketing tactics and trade secrets worth adopting during gloomy economic days to inspire customers to increase the size of each purchase. Unlike the traditional marketing effort, guerrilla marketing suggests you invest time, energy, imagination, and knowledge. It puts profit, not sales as the main yardstick. It urges that you grow geometrically by enlarging the size of each transaction, having more transactions per year with each customer, and tapping the enormous referral power of current customers. This paper gives a brief discussion on guerrilla marketing for dummies, its tools and how it should be adopted in to achieve intended business objectives.*

Keywords: *Entrepreneurial orientation, organization performance, public institution, new public management*

INTRODUCTION

Guerrilla marketing for dummies is packed with guerilla tactics and trade secrets for marketing your product like a guerrilla, brainstorm, collaborate, and refine ideas for an exciting nontraditional marketing program. It is quite different from traditional marketing efforts. Guerilla marketing means going after the conventional goals of profits, sales, and growth but doing it by using unconventional means, such as expanding offerings during gloomy economic days to inspire customers to increase the size of each purchase. Instead of asking that you invest money, guerrilla marketing suggests you invest time, energy, imagination, and knowledge. It puts profit, not sales as the main yardstick. It urges that you grow geometrically by enlarging the size of each transaction, having more transactions per year with each customer, and tapping the enormous referral power of current customers. It does it through one of the most powerful marketing weapons around the telephone.

Telephone: It could be a mobile or traditional type that is kept in a particular place. It is a powerful remarkably effective follow-up weapon. Don't use the phone to follow up all your mailings to customers but research has proved that it will always boost your sales and profit. But it works anyhow; no one ever said that guerrilla marketing is a piece of cake.

E-mail: It ranks up there with the telephone, possibly outranking it, it's inexpensive. It's fast, it allows you to prove that you care; it helps strengthen your relationship.

Lean up your website as well: Instead of telling your whole story with other marketing, use that other marketing to direct people to your site. Then use the site to give a lot of information and advance the sale of consummation.

A key to online success is creating a brief and enticing e-mail that directs readers to a website that gives enough information for a person to make an intelligent purchase decision.

Guerrilla marketing preaches fervent follow-up: They use cooperation instead of competition, “you” marketing rather than “me” marketing, dialogues instead of monologues, counting scales, and aiming at individuals instead of groups. A guerilla realizes that the process of marketing is very much akin to the process of agriculture. Their marketing plans are the seeds they plant; their marketing activities are the nourishment they give to each plant. Their profits are the harvest they reap, they know those profits don’t come in a short time but come when you start with a plan and have a commitment to it. Guerrilla marketers must seek profits from their customers to expand the size of their purchases because the cost of selling to a brand new customer is six times higher than selling to an existing customer, guerilla marketers turn their gaze from strangers to friends. This reduces the cost of marketing while reinforcing the customer relationship.

Definition: Guerilla marketing is an unconventional way of performing marketing activities on a very low budget. Guerrillas think of additional products and services that can establish new sources of profits to them. They’re constantly on the alert for a strategic alliance to market aggressively while reducing marketing investment.

How do you Identify Smart Guerilla Marketing?

The internet and your bookstore are teeming with a treasure trove of marketing tactics. Guerrilla marketing is also an advertising strategy that yields maximum results. The original term was coined by Jay Convad Levinson in his 1984 book “Guerilla Advertising” the term guerrilla marketing was inspired by guerilla warfare which is a form of irregular warfare and relates to the small tactic strategies used by armed civilians. Many of these tactics include ambushes to hijack electoral materials, sabotage, raids, and elements of surprise; guerilla marketing uses the same sort of tactics in the marketing industry.

This alternative advertising style relies heavily on unconventional marketing strategy. Guerrilla marketing is about taking the consumer by surprise make an indelible impression and creates copious amounts of social business. Most guerilla marketing campaigns aim to strike the consumer at a more personal and memorable level. Guerilla marketing is ideal for small businesses that need to reach a large audience without breaking the bank. It also used big companies in grassroots campaigns. Individuals adopted this style as a way to find a job or more work.

History of guerilla marketing

Advertising can be dated back to 4000 BC where the early Egyptians used papyrus to make sales, messages, and wall posters. What we consider traditional advertising and marketing slowly developed over the centuries but never really boomed until the early 1900s. it was at this time that the main goal of advertisement was to educate the consumer on the product or service rather than to entertain and engage them; 1960, campaigns focus on heavy advertising spending in different mass media channels such as radio and print. It was till the late 1980s and early 1990s that cable television started seeing advertising message the most memorable pioneer during this time was MTV where the focused on getting the consumer to tune in for the advertising message rather than it being a by-product of a featured show.

In 1984, marketer Jar Convad Levinson introduced the formal term in his book called “Guerrilla marketing” Levinson comes from a background as the Senior Vice President at J. Walter Thompson and Creative Director and Board member at Leo Burnett Advertising in Levinson book. He proposes unique ways of approaching and combating traditional forms of advertising. The goal of guerilla marketing was to use unconventional tactics to advertise on a small budget. During this time Radio, television, and print were on the rise, but consumers were growing tired. Levinson suggests that campaigns need to be shocking, unique, outrageous, and clever. It needs to create a business. Small businesses started changing their ways of thinking and approached marketing in a brand new way. The concept of guerilla marketing continues to develop and grow organically.

How does Big Business use guerilla marketing?

Originally guerilla marketing was a concept aimed towards small businesses with a small budget, but this didn’t stop big businesses from adopting the same ideology. Larger companies have been using unconventional marketing to complement their advertising campaigns. Some marketers argue that when big businesses utilize guerilla marketing tactics, it isn’t true guerilla. Bigger companies have a much larger budget and their brands are usually already well established. It can also be riskier for big business to do guerilla marketing tactics. In some instances, their guerilla stunts can flop and ultimately become off a nightmare. Smaller businesses don’t run as much risk as most people will just write it off as another failed stunt.

How Small Business Use Guerilla Marketing

It may be the right solution for small businesses because when executed well, it will often be low cost yet reach a highly targeted audience. It can also be a great way to get noticed, distinguish from the competition, and earn a reputation for being fun and different.

Marketing for Dummies

Smart marketing techniques to get your business noticed. Plan a successful marketing campaign and move your business forward with this fully updated of an established seller create an approach to your marketing communication and strategies, combine creativity, cost controls, learning from other peoples marketing errors, and a strategic marketing approach to target the best customer. Successful marketing produces profitable sales.

Marketing To Produce More Sales

1. **Sale to super customers:** These are people who influence many other buyers, win them, the rest of the market tends to follow.
2. **Make a limited time, free trial offer:** This formula moves products better because people love a chance to try something before they have to commit.
3. **Hire more salespeople on commission:** Old fashioned face-face selling is still effective in business to business and wholesale in industries that make up the majority of businesses. Sign up sales representatives who are willing to work for a commission. Double the number of sales calls and you will score more business.

4. Create a parallel distribution channel: if you don't sell on the web, start your own now, it is a modern method of attracting the audience to your product. Consider where you will have so much traffic to tap into your product or service.

5. Bundle your product with several complementary products and offer a special package deal: The right bundle may boost sales dramatically if you make it a limited-time offer.

6. Send monthly postcards or e-mails with discount codes, special offers, or announcements: A postcard is an expensive form of direct mail. If you have a good customer list, use it at least once a month, the more you reach out to your customer base, the more it'll buy what you are selling.

7. Cut your market budget without losing customers: sometimes, you are forced to slash your marketing budget but advertising less doesn't have to mean pulling in fewer customers.

The following are some ideas for cutting your marketing expenses with minimal damage to your customer base:

1. Eliminate advertising in media that don't produce by analyzing where your sales come from, then shift your budget to a handful of top-performing media buys.

2. Follow the media bargains: if network TV ads are expensive but local cable ads are cheap, go for the cheap option which will still get you in front of your customer while saving you some buck, look for relative new magazines and ask for a special introductory price on full-page ads.

3. Bid on narrowly defined key terms on Google's search engine: pay per click ads are economical if you choose key terms carefully to avoid the most popular ones and favor narrow, highly specific terms which usually cost less.

4. Reduce or eliminate expensive full-color catalogs and brochures: Use your website as a substitute for costly printed reference materials, if it is a 20-page full-color brochure to communicate, make it a virtual brochure that can read page by page on your website, or a portable device reader.

5. Explore viral marketing on the web: Start an expert blog to inform customers with how-to tips. Hold a contest for the funniest video featuring your product and post the winning video on YouTube. Send an e-mail press release to a hundred top bloggers every month. Ask friends and employees to help you build a popular page for your brand on Facebook.

6. Vow never to look a good customer: Never you have a customer who is upset or a risk. Customer retention keeps costs low.

Five Ways to Boost Result with Creativity

- 1. Brainstorming:** Think of 100 new ideas for marketing your business then use the best work to do something new and exciting now and then to keep business fresh.
- 2. Analogue:** Think of a product that your product is similar to and tell the customers e.g. instead of saying “our cleaning services are 100% reliable, you could say, “Having us clean your office is like moving into a brand new building every week”.
- 3. Pass along:** Write a simple sales or marketing idea on a piece of paper or in an email then pass that idea along to someone else with the instruction.
- 4. Question assumptions:** make a list of a stupid question and take the time to ask people what they think “*why* do you have to have branches to be in the banking business?” Is a good example of a “stupid” question that may lead to breakthrough marketing concept?
- 5. Rewriting:** Good editing and rewriting can lead you to better marketing communication. Rewriting open more creative doors than any other technique.

Social Media Marketing For the Dummies

Social media is one of its influencer’s social media platforms, such as Facebook and Twitter, present unique marketing opportunities to make the most social media marketing. Explore social media online sites.

Six Social Media Marketing Guidelines

1. Make sure you give your customers something valuable: An endless number of sites to provide you a customer with the content you haven’t supplied, think of your delivering value, or your competitors.
2. Recognize that different types of influences impact your customer’s decision at a different point in the marketing funnel: Research to know who is influencing your customers and where influential bloggers are a great place to start.
3. Use multiple social media channels to make sure you have the potential to reach your customers from anywhere they congregate.
4. Make your customer's brand advocates and partners in your business.
5. Develop an authentic brand voice across all the social media platforms: your customers want to know what you stand for, if you say contradictory things, they will be confused and will leave to elsewhere to buy.

6. Find out what words your customers use to describe your products: look at the jargon they use as well as the superlatives. Use the same word to influence their discussions and demonstrate that you understand their views.

Definition of Dummies

Dummies are a series of instruction/reference books which present non-intimidating guides, for readers, it transforms the “hard” to “easy” understanding. Therefore dummies simply mean knowing your customers and giving them what they want, when they want it.

Guerilla Marketing For Dummies

It is how to reach the consumers in innovative ways, it is packed with guerilla tactics and trade secrets for marketing your products or services like never before. It is inexpensive strategies for making a big profit or from re-imagining existing marketing platforms to mastering more of it to have optimal performance.

CONCLUSION

Guerrilla marketing for dummies is about sales and advertising, you must consider lifestyle, culture, language, and educational background before you program your sales. You consider what can entice the customers and the best promotional tool that will not cost much. You have to consider the limit of your budget by directing your message to the areas that your purse can serve.

Guerrilla marketing for dummies mainly uses the new content marketing strategy to project sales through online sales. They adopt a lot of trade, secrets, and tactics to win the market, it is less expensive and measures much in promoting sales for profit-making not necessarily the colorful of marketing that can attract the audience. They are not into production or the mechanisms rather go after increasing sales and profit-making. It can go anywhere for any brand.

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