

Guerrilla Marketing

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Abstract- *Guerrilla marketing is an innovative communication strategy that thrives on the element of surprise. The tactics employed often present particularly eye-catching creative ideas as advertisers try to communicate their messages via unconventional marketing measures. As a result, guerrilla marketing generally requires no more than a modest budget to achieve maximum impact.*

I. GUERRILLA MARKETING

Guerrilla marketing is a marketing tactic in which a company uses surprise and/or unconventional interactions in order to promote a product or service. Guerrilla marketing is different than traditional marketing in that it often relies on personal interaction, has a smaller budget, and focuses on smaller groups of promoters that are responsible for getting the word out in a particular location rather than through widespread media campaigns.

II. RATIONALE BEHIND GUERRILLA MARKETING

Guerrilla marketing relies heavily on creativity. Similar to guerrilla warfare, which uses tactics such as raids, ambushes, and elements of surprise, guerrilla marketing employs the same form of tactics (but from a marketing perspective!). The idea behind such a strategy is taking the consumer by surprise, leaving a lasting impression, and creating a large amount of social media buzz. Compared to traditional forms of marketing and advertising, the aim of guerrilla marketing is to create a memorable and lasting impression on consumers.

Nowadays, consumers are starting to tune themselves out of traditional methods of advertising such as on television, radio channels, ads, and pop-ups. For example, consumers typically skip advertisements shown before a YouTube video. It is where guerrilla marketing stands out – it does not follow conventional marketing strategies and instead incorporate the element of surprise to capture consumer attention.

III. ELEMENTS BEHIND A SUCCESSFUL GUERRILLA MARKETING STRATEGY

Successful guerrilla advertising strategies incorporate the following elements:

1. **Clever:** A successful guerrilla marketing advertisement should be clever in that it leaves consumers thinking about and interpreting the advertisement.
2. **Compelling:** It should capture the consumers' attention and make them appreciate the advertisement.
3. **Memorable:** It should elicit an intended emotional response from consumers.
4. **Interactive:** It should be interactive whether it is with the surrounding area or with consumers.

IV. GUERRILLA MARKETING HISTORY

Guerrilla marketing is a product of the shift to electronic media from traditional print, radio, and television marketing. It was coined by **Jay Conrad Levinson** in his 1984 book **Guerrilla Marketing**. Its goal is to create buzz about a product or brand so that it increases the likelihood that a consumer will purchase the product or service, or talk about it with others potential buyers. Guerrilla marketing can be very cost-effective for small businesses, especially so if they manage to create a viral marketing phenomenon.

GUERRILLA MARKETING TYPES

- Viral/buzz marketing.
- Wild posting marketing
- Experiential marketing
- Presume marketing
- Ambient marketing.
- Alternative marketing
- Undercover marketing.

Viral Marketing

This type of guerrilla marketing uses different social networking sites and popular games and videos to create

recognition for the brand and the product. The technique is such that if a commercial captures the attention of the target base, it will be circulated by them without the company having to incur any costs. The reason it is called viral marketing is because of the comparison that has been made to the spread of computer viruses.

Wild Posting

Unlike other types which tend to be subtle, this form involves over-the-top promotion of your product by placing posters wherever they can be placed and making the message hard to miss. Of course, the cost factor involved in this form of marketing is very less which makes it effective in the long run.

Experiential Marketing

In this form of marketing, the attempt is to allow a prospective consumer to experience the product in question, so that they have something tangible to connect with. The company allows people to experience the product in question. It is often stated that this form of marketing allows the consumer to make a more informed and intelligent decision.

Presume Marketing

This is the form of guerrilla marketing where the company aims at making people realize the presence of the product. They try to achieve this by placing products in those places where they are bound to get a lot of recognition and exposure. Product placement in movies and television shows is often considered to be a type of presume marketing. On the Internet when you place notes or photographs on different websites you are indulging in presume marketing.

Ambient Marketing

Of all the different categories of guerrilla marketing that exist, ambient marketing tends to cost the most. This is because of the fact that this type of marketing usually involves making use of a venue and then recreating it, the fees for which can be quite high. In this form of marketing, you use the one thing that is best synonymous with the company and then place it in other venues or things, which would normally not be associated with your company or products.

Undercover Marketing

Also known as stealth marketing, it involves the use of a celebrity to advertise the product by using it in public places. They vocalize their loyalties to the product that they

are using. In this manner, the celeb is encouraging fans to use the same product that he is using, and is creating awareness about the product.

Alternative Marketing

This is a popular type of guerrilla marketing which uses non-traditional ways of advertising a product. Generally this form of marketing involves using some form of a publicity statement that is released by the company that does not directly market or promote the product but creates an appeal base for the product in question, thereby informing consumers of its existence.

V. ADVANTAGES OF GUERRILLA MARKETING

It helps create a memorable experience:

Guerrilla marketing basically requires creativity. The success and uniqueness of this type of campaign depend upon how creative you can get with your idea. An efficacious guerrilla marketing campaign has a potential of eliciting strong emotions in consumers. It further helps create a memorable experience such that people can remember the brand being advertised.

Enables you to build partnerships:

Through guerrilla marketing, you can collaborate with local businesses, organizations, and charities to produce a campaign. This would enable you to build partnerships, target your ideal audience and also gain a larger exposure as you would also be engaging with your partner's audience.

Enhances customer base:

Guerrilla marketing basically aims at attracting new customers, encouraging old customers to buy again and up selling. But the idea is to do it in such a way that surprises them. The entire process ends up with the customer being convinced enough to buy the products or services being advertised and in most favorable cases, becoming loyal customers.

It is low on cost:

The methods involved in guerrilla marketing are almost always low or even no cost. Creating a Face book page, promoting products or services on it and circulating your innovative ideas on it costs nothing. Employing guerrilla marketing, you can use unconventional methods to engage with consumers in new and exciting ways. It actually provides

a cost-effective way to build brand awareness at minimal or no cost.

Helps your brand go viral:

Guerrilla marketing can help your brand or product or service goes viral within a short time span. It can actually help you rack up millions of views quickly! That's because a majority of the population is on one or the other social media platform and keen to share their day-to-day activities with the world. Guerrilla marketing companies can use this to their advantage and make extraordinary campaigns that go viral.

VI. DISADVANTAGES OF GUERRILLA MARKETING

It is not completely fail safe

Guerrilla Marketing works - but it is not completely fail safe. 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.

It will not be able to pinpoint exactly

As with any advertising campaign, you will not be able to pinpoint exactly what works and what does not. Obtaining measurable results is difficult (but not impossible, unlike other marketing techniques).

It requires a greater level of dedication

Guerrilla 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.

You will not see instant or overnight results

If you are looking for a quick fix, Guerrilla Marketing is not your solution. You will not see instant or overnight results stemming from your efforts. An investment of time is required in order to achieve your business sales goals.

You will have a few detractors who find fault in your methods

Guerrilla Marketing is not for the thin-skinned or faint of heart. At the very least, you will have a few detractors who find fault in your methods. At worst, you may be threatened with legal action (which is why it's so important to check your local laws before engaging in a Guerrilla Marketing campaign).

VII. CONCLUSION

- Guerrilla marketing is a very efficient and cheap method of marketing.
- If you are creative then guerrilla marketing can be very effective.
- For startup companies guerrilla marketing can help in capturing the market.

REFERENCES

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