

Guerilla Marketing : Its Happening

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Abstract: In modern days, most of the companies are concerned with the development and use of the best marketing strategies. The traditional marketing approaches such as television, radio and the like are gradually losing their effectiveness and this has necessitated the need to have a marketing strategy that would easily reach out to the target audience. The recent years have seen an increase in the variety of marketing strategies and media outlets. The success of a marketing strategy depends a lot on the extent to which it is able to convince the target customers and it is here where **Guerilla Marketing** would make its major impact. **Guerilla marketing** concerns itself with the utilization of the services of peers, to convince the target audience. The major concern of the companies employing **Guerilla Marketing** is how to make their message memorable in order to earn profits and goodwill at the lowest possible costs with the effective utilization of time, energy, imagination and creativity. It is not unusual to find people into **Guerilla Marketing**, intercepting or contacting the target audience in public places and at times they may even give away products (Samples) at schools, college, offices and any such other places where the target audience is readily available. More innovative approaches to **Guerrilla marketing** now utilize cutting edge mobile digital technologies to really engage the consumer and create a memorable brand experience. This study focuses on effectiveness of **Guerrilla marketing** and to increase acceptance and degree of utilization of information services in their relevant target groups.

1. GUERRILLA MARKETING-INTRODUCTION

Guerrilla Marketing does not have a universal definition that would describe full scale of characteristics, because this marketing area has been still developing over time and it does not have so far such long history as marketing itself. However, Guerrilla marketing may be defined as a term for non-traditional or stealth marketing campaigns. The guerrilla marketing may be defined more specifically as an aggressive, highly targeted and sometimes subversive; street-level promotional campaign intended to create unexpected and memorable encounters between a product and its consumers (Mohawk Paper Mills, Inc., 2006). Guerrilla marketers want to raise maximum of attraction – this fact is supported by definition of Guerrilla Marketing as an unconventional marketing or stunt designed to attract maximum attention (Media Smart UK, 2008). The term Guerrilla marketing was first used by Jay Conrad Levinson, who is considered to be a founder of this marketing area and he is often called as a guru of Guerrilla Marketing. Levinson, the author of number of books about Guerrilla Marketing and owner of a server about Guerrilla Marketing -www.gmarketing.com, publishes articles and books about Guerrilla Marketing as a type of marketing approach for small businesses competing with big organisations in an area of innovate and sometimes extreme ideas marketing area (Delana, 2008). The advertising until the late of 1970s was mostly influenced by high-focus on profit with often lack of creativity as Delana 2008 describes. The main goal of promotion changed to become more educative rather than entertaining and engaging during the first half of the 20th century. Over time, advertisers noticed that their advertising techniques were getting less effective. Jay Conrad Levinson published the book called Guerrilla Marketing in the year 1984 and introduced a concept of marketing for small companies with limited budget with high expectations on results by receiving eminent positive response from audience. For the first time, small businesses were able to gain as much attention as the big players (Delana, 2008). Guerrilla Marketing has been applied from then by many companies in different industries targeting different target audience.

2. Guerilla Marketing is Technology savvy.

Certain types of technology can be a Guerilla's best friend. It is this technology that allows the marketing efforts to return phenomenal results. Take for example e-mail marketing. Back in "the day", a legitimate marketer could send a text-based e-mail to a qualified list and get amazing results. Sending a "video postcard" to a prospect may also yield amazing results. Even if people are not interested in your message, they are impressed with the technology, and will listen to what you have to say.

3. Communication channels for Guerrilla Marketing Online

The following are some of the communication channels for online Guerilla Marketing.

1. Company website

2. Product website

3. Email

- 4. Social networks
- 5. RSS
- 6. Instant messengers
- 7. Mobile phones
- 8. Online games
- 9. Search engines

Guerillas are not followers, but are leaders.

As of today the market does not need more followers, rather it needs more leaders. It needs more individuals who use creativity and ingenuity to make a better product at a more affordable price.

4. Types of Guerrilla Marketing.

1. Viral marketing

The viral marketing is basically any marketing technique that induces Web sites or users to pass on a marketing message to other sites or users, creating a potentially exponential growth in the message's visibility and effect (Anvil Media, Inc., 2009). Viral marketing is based on the assumption that people like to share interesting and entertaining content and they do so willingly and with no persuasion from external environment. Viral marketing therefore creates the content to share and very often also functions or tools how to share the content easily.

A viral campaign can't be planned or predicted, but it is dearly hoped for by marketers. (Delana, 2008)

Viral marketing also can use element of exclusivity where only limited number of people have access to certain content, to certain application or product. The marketers want to increase the interest and attraction of the target audience. There can be usually identified viral marketing on Internet by using one of the three types of technological use:

1. E-mail
2. E-mail + website
3. Website with recommendations what to do / which site to visit

2. Undercover marketing

Undercover marketing, also known as a buzz marketing or Word-of-mouth marketing (WOM) is a marketing technique for creating buzz about the product and increasing the awareness and attraction to purchase the product (Delana, 2008). Buzz marketing may involve education and cultivating opinion leaders and getting them to spread information about a product or service to people in their communities. Word-of-mouth marketing is a reference to the passing of information from one person to another. The techniques of WOM are often used not only in oral communication but also on Internet by using social network websites (Facebookk, MySpace, Twitter, YouTube ...) and blogs.

3. Tissue-packing advertising

Tissue-packing or Tissue-pack advertising referred to advertising technique used first by Japanese. The idea is to place the advertisement in tissue-papers, and since it is very useful product, it usually retains with the people until it is used. (Philippine Business, 20088). The technique is being used in many countries and gain, according to Delana, 20088, higher advertising efficiency than classic printed fliers. The products that may be used for this advertising technique is not limited only on tissues, however the campaign often depends highly on cost of the products and value for their target audience. The tissue-pack advertising does not have, according to secondary data research on Internet, any particular form in Internet marketing. However, providing free of charge products online that include advertisements is possible.

4. Experiential marketing

Experiential marketing, or Customer-Experience Marketing, is a kind of guerrilla marketing that connects the people to the product by experience (Philippine Business, 2008). As the secondary resources indicate, the crucial element of the Experiential marketing is to let the target audience interact with the product which enables them to get to know the product before the potential purchase.

Personal experiences help people connect to a brand and make intelligent and informed purchasing decisions. The term "Experiential marketing" refers to actual customer experiences with the brand/product/service that drive sales and increase brand image and awareness. (Hauser, 2008)

Example of Tissue-packing advertising



Fig.1

Experiential marketing is on Internet applied very often to those products that may be purchased and used by using computer. By offering trial version for free-of-charge usage of the product (mostly software or an Internet service) with no obligation for future purchase the marketers may achieve higher response from the target audience and increase of sales. Major software producers like Microsoft or Apple offer trial downloads of their product in exchange for contact information for further possibility of marketing communication. However, this type of marketing is not by its principles a guerrilla marketing campaign. However, the continuous development of new technologies for web design, especially so called Rich Internet Applications (RIA), enables web designers to built websites that increases the customer experience by untraditional way, as for example new micro website of Mercedes-Benz shows on its website of Mercedes limousine E-class available on The Mercedes-Benz website.

Example of Experiential marketing

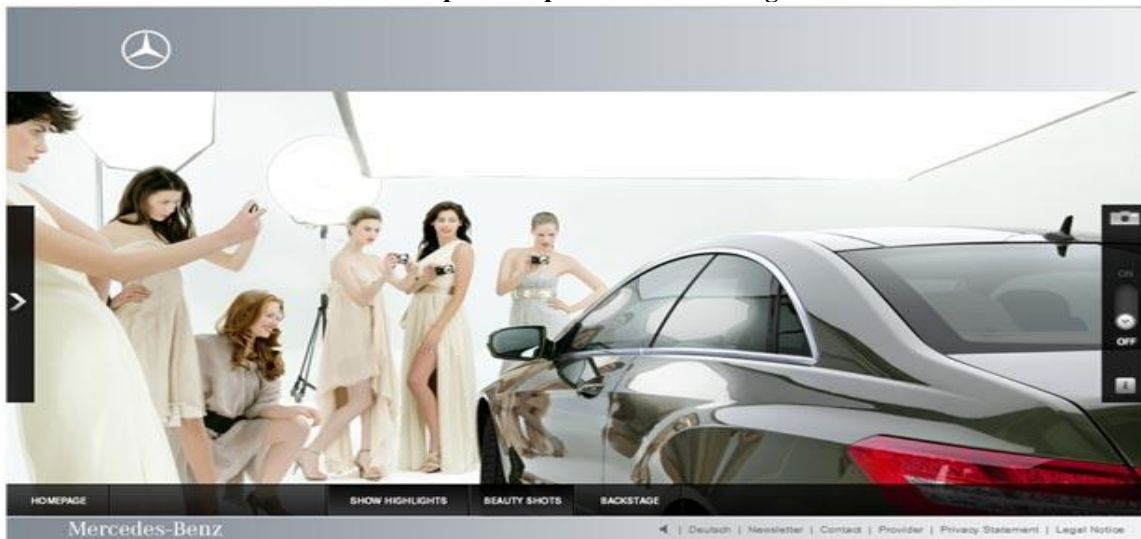


Fig.2

Mercedes-Benz International, 2009 visited on July 26, 2009

5. Presume marketing

Presume marketing is based on thought, according to Philippine Business, 2008, that people need to feel the presence of the product. The company use presume marketing for increasing exposure and recognition of the product on public places, as it is very often achieved during festivals, TV shows or by product placement in movies. Presume marketing may be applied on Internet by placing the visuals or notes about the product on social networks

like Twitter, Facebook and others. However, characteristics of presume marketing do not clearly differentiate this type of marketing from classic outdoor, indoor advertisement or other types of classic advertising forms. The Findings section will therefore analyse the characteristics of the Guerrilla Marketing and its application to different types of marketing presented here, as they are published in professional marketing website servers.

6. Ambush Marketing

Ambush marketing can be defined as a tactic whereby a company attempts to ambush or undermine the sponsorship activities of a rival that owns the legal rights to sponsor an event; often involves creating the sense that they, and not the actual sponsor, are associated with the owners of the event or activity (Chadwick, 2004).

7. Astroturfing

Astroturfing is a kind of guerrilla marketing that creates an impression of being spontaneous and dominating in the scene. (Philippine Business, 2008). The techniques are very often used on blogs that are actually provided by people financed by a company that is selling the particular product. There have been already identified situations when Astroturfing was used for promotion of politicians during political campaigns. The blogs owned by astroturfers are called often “flogs” – meaning fake flogs (Delana, 2008). Astroturfing by its characteristics may be included as a part of Guerrilla Marketing Online – The guerrilla marketing campaigns performed on Internet.

5. Characteristics of guerrilla marketing as opposed to traditional marketing?

Guerrilla marketing differs in twelve ways.

1. Traditional marketing uses as big a budget as possible; guerrilla marketing substitutes time, energy and imagination for money.
2. Traditional marketing is geared to big businesses; guerrilla marketing, to owners of small business with a big dream but not a big bankroll.
3. Traditional marketing measures effectiveness with sales; guerrilla marketing, with profits.
4. Traditional marketing is based on experience and then judgment that involves guesswork. Guerrilla marketing is based on psychology--the laws of human behavior that determine buying patterns.
5. Traditional marketing recommends that business increase their production and then diversify by offering allied products and services. Guerrilla marketing recommends that you can maintain your standard of excellence by focusing on writing your books, and diversify only if you can create synergy that helps sell your books without lowering their quality.
6. Traditional marketing encourages linear growth by adding new customers. Guerrilla marketing also encourages attracting new customers but recommends that you grow your business exponentially by using service and follow-up to create more transactions, larger transactions and referrals from your present customers.
7. Traditional marketing advocates destroying competition; guerrilla marketing urges you to cooperate with competitors and create win-win opportunities with other authors.
8. Traditional marketing believes that one marketing weapon alone can work; guerrilla marketing believes in the synergy created by a combination of weapons.
9. Traditional marketing urges businesses to count their monthly receipts to see how many sales they've made; guerrilla marketing recommends that you count how many relationships you make each month because each relationship can generate many receipts.
10. In the past, traditional marketing didn't encourage using technology because it was too complicated, expensive and limited; guerrilla marketing has always embraced technology because it's simple to use, reasonably priced and limitless in its potential.
11. Traditional marketing identifies a handful of marketing weapons that are relatively costly; guerrilla marketing begins with a base of one hundred weapons, more than half of which are free, and urges you to create others.
12. Traditional marketing intimidates small business owners because it is enshrouded in mystique and complexity; guerrilla marketing removes the mystique and puts you in control.

6. The secrets of Guerilla marketing

1. **Commitment:** One should know that a mediocre marketing program with commitment will always prove more profitable than a brilliant marketing program without commitment. Commitment makes it happen
2. **Investment:** Marketing is not an expense, but an investment -- if you do it right.

3. **Consistent:** It takes a while for prospects to trust you and if you change your marketing, media, and identity, you're hard to trust. Restraint is a great ally of the guerrilla. Repetition is another.
4. **Confident:** People patronize businesses in which they are confident.
5. **Patient:** Unless the person running your marketing is patient, it will be difficult to practice commitment, view marketing as an investment, be consistent, and make prospects confident. Patience is a guerrilla virtue.
6. **Assortment:** Guerrillas know that individual marketing weapons rarely work on their own. But marketing combinations do work. A wide assortment of marketing tools is required to woo and win customers.
7. **Convenient:** People now know that time is not money, but is far more valuable than money. Respect this by being easy to do business with and running your company for the convenience of your customers, not yourself.
8. **Subsequent:** The real profits come after you've made the sale, in the form of repeat and referral business. Non-guerrillas think marketing ends when they've made the sale. Guerrillas know that's when marketing begins
9. **Amazement:** There are elements of your business that you take for granted, but prospects would be amazed if they knew the details. Be sure all of your marketing always reflects that amazement. It's always there
10. **Measurement:** You can actually double your profits by measuring the results of your marketing. Some weapons hit bulls-eyes. Others miss the target. Unless you measure, you won't know which is which.
11. **Involvement:** This describes the relationship between you and your customers -- and it is a relationship. You prove your involvement by following up; they prove theirs by patronizing and recommending you.
12. **Dependent:** The guerrilla's job is not to compete but to cooperate with other businesses. Market them in return for them marketing you. Set up tie-ins with others. Become dependent to market more and invest less.
13. **Armament:** Armament is defined as "the equipment necessary to wage and win battles." The armament of guerrillas is technology: computers, current software, cellphones, pagers, fax machines. If you're technophobic, see a techno-shrink.
14. **Consent:** In an era of non-stop interruption marketing, the key to success is to first gain consent to receive your marketing materials, then market only to those who have given you that consent. Don't waste money on people who don't give it to you.
15. **Augment:** To succeed online, augment your website with offline promotion, constant maintenance of your site, participation in newsgroups and forums, email, chatroom attendance, posting articles, hosting conferences and rapid follow-up.

Many start-up guerrillas now run highly successful companies due to their emphasis on one or more of the above discussed points. Guerrilla Marketers understand that words alone are not enough to ensure marketing success. The presentation of the words has to be as finely executed as the words themselves. Guerrillas understand that design is not a mystery, nor is it a cure-all. Rather, design is a fundamental business competency that can be mastered when the right resources are chosen and properly.

HSBCs Guerilla Marketing Success!!!

HSBC was faced with the problem of increasing its customer loyalty in a time when aggressive regional banks and more branches of entrenched leaders were popping up all over New York City. Thus, it had to make the HSBC positioning statement - "**The world's local bank**" - believable in this bustling metropolis. To put it into numbers, HSBC sought to physically impact 80,000 New Yorkers, and impress another 15 million. HSBC customers represent a cross-section of New Yorkers, including bankers on Wall Street, restaurateurs in Chinatown, and families on the Upper West Side. But no matter who they are, they all know that knowledge is power and that local knowledge - where to eat, what to do, how to get there - is the key to their city. Putting the two handsomely-refurbished Checker Cabs in HSBC's red and white colors on the road, would have been a fine piece of attention-grabbing outdoor. But that would not have been Renegade enough. So an HSBC BankCab program with layers was created. The original BankCabbie search and competition made sure that the most knowledgeable, most engaging cabbie in New York City was found. It was a made-for-media event, exciting the press and securing over 18 million PR impressions. So now imagine getting a free ride in the BankCab (because you're a lucky HSBC customer), and the driver not only knows where he's going, but can also give you restaurant, theatre or touring suggestions. Local knowledge indeed! The second year of the program brought the Ride Free with HSBC concept to an even bigger audience. Street teams asked New York City trivia questions to the public and everyone who answered correctly received a free subway ride: 25,000 total. On top of that, during 12 amnesty days the cabs were available for free rides to all New Yorkers. It was as simple as getting in and taking a free ride. The BankCab was one of the most successful and cost-effective marketing programs in HSBC's history. It won seven awards, nearly one in every category, including BRANDWEEK's Guerrilla Marketer of the Year, a gold Reggie for most innovative idea and a silver EX for best mobile marketing promo. The BankCab was a success for HSBC both externally and internally, encouraging loyalty among current customers, generating interest among prospects, and even improving employee morale.

The 10 Commandments of Guerrilla Marketing : Guerrilla Marketing Design is more an attitude than a system of do's and don'ts. It's an attitude that emphasizes the efficient and memorable delivery of information.

First Commandment: Purposeful: Guerrilla Marketers view design not as a matter of subjective likes and dislikes but as a strategic tool intended to achieve specific goals. Guerrillas avoid unnecessary decoration. Every mark on the page must serve a purpose. Guerrillas make design decisions based on how efficiently their designs communicate a desired message to a specific audience. Guerrilla Marketing design begins with a plan, based on a careful analysis of message, audience and competition.

Second Commandment: Recognition: Guerrilla Marketers refuse to get lost in a crowd. They know it is better to stand out and be recognized rather than confused with their competition. Guerrillas recognize that their customers and prospects are bombarded with thousands of competing messages each day. Accordingly, Guerrillas choose colors, typefaces, and layouts that project a distinct, easily recognized image that sets their message apart and accurately reflects their values. Their designs project a consistent image throughout all of their marketing. Consistency is achieved by using a unique combination of colors, type, and layout throughout their print and online communications. This consistency multiplies the impact of their marketing dollars.

Third Commandment: Readable: Guerrilla Marketing Design is reader-friendly design. Guerrillas recognize that readers are in a hurry and that anything that interferes with easy reading sabotages the delivery of their message. Guerrillas make reading easy by paying close attention to typeface, type size and line spacing choices. They take painstaking care with spacing, hyphenation, and punctuation. They carefully avoid design traps like setting words in upper case type or overusing white text placed against gray or black backgrounds. Color is never allowed to interfere with easy reading.

Fourth Commandment: Emphasis: Guerrillas know when to whisper, when to shout. They use design to help readers separate the important ideas from the supportive facts. They use the tools of emphasis to make their message's information hierarchy instantly recognizable.

Fifth Commandment: Simplicity: Guerrillas design to Simplify. Guerrilla Marketing Designers realize that readers quickly can lose interest when reading extended text, like articles, memos newsletters, or proposals. Accordingly, Guerrillas maintain reader interest by breaking information into manageable, bite-sized chunks using techniques like segues, subheads, lists, and sidebars. Simplicity also involves restraint. Guerrilla Marketers recognize that "less is more" when it comes to emphasis. They exercise extreme discretion before making typeface, type size, type style, or color, choices. Guerrillas recognize that one outstanding photograph communicates more than three average photographs.

Sixth Commandment: Instant communication: Guerrilla Marketing Design is visual. Guerrillas strive to replace words and sentences with story-telling visuals. These include charts, graphs, lists, organization charts, tables, and timelines that communicate at a glance. Guerrillas use visuals to quickly communicate comparisons, relationships, and sequence.

Seventh Commandment: Efficient: Guerrilla Marketers are penny-pinchers. They choose formats and designs that are easy to produce, print and distribute. Guerrillas master their software and take advantage of features like text styles and keyboard shortcuts. Guerrillas choose designs that communicate the maximum amount of information to the greatest number of customers and prospects at the lowest possible cost. Guerrillas understand that two well-used colors communicate better than four poorly used colors, greatly reducing printing costs. They use the latest technology, such as auto-responders, e-mail, the Internet, Acrobat PDF files, and print-on-demand, to leverage their marketing dollars.

Eighth Commandment Limitations: Guerrillas understand that design has limitations. Design is not a cure-all. Guerrillas recognize that design cannot compensate for a lack of planning or a lack of meaningful content. Fancy typefaces, bright colors, and attractive layouts, are worthless in the absence of meaningful messages delivered to the right audience, at the right time, at the lowest possible cost.

Ninth Commandment: Delegation: Guerrilla Marketers are masters of delegation. They hire professional designers and photographers to create design elements with long shelf lives—logos, templates, and photographs—but do much

of the day-to-day production themselves. Likewise, they hire web designers and programmers to set up their web sites, but do their own routine updates.

Tenth Commandment: Craftsmanship: Guerrilla Marketers are proud parents, and work hard at it. They are passionate about the integrity of their designs. They recognize that tiny details can undermine the effectiveness of their message. They invest in upgrading their skills and chose the best tools. Guerrillas refuse to compromise. When they run out of space, they edit to the bone--ruthlessly eliminating unnecessary ideas, sentences and words--rather than reducing type size or line spacing in order to "fit everything in."

A note of caution on Guerilla Marketing

Guerrilla marketing is often untried and edgy, which means it may prove unsuccessful, or even worse, backfire. Chaos resulted in early 2007 after a Boston advertising firm hired two men to distribute 40 blinking boxes on bridges and other public places in the city to promote a late-night program on Turner Broadcasting System's Cartoon Network. City officials called out the explosive unit after a suspicious commuter found one of the packages in an overhang at a subway station. The city closed highways and subways while law enforcement officials searched for additional devices. It turned out that similar boxes had been planted in other major cities, including Atlanta, Philadelphia, and San Francisco. Both TBS and the advertising agency drew harsh criticism from city officials, marketing educators, and marketing professionals.

7. CONCLUSION

Mastering guerrilla marketing is not merely learning without doing. For the mastery of guerrilla marketing has action at its very core. Without action, there can be no mastery. Without action, there is only the illusion of mastery but never the results, never the fruits of having mastered what others only flail at. Guerrillas understand that there are two realities in life. The major one is illusion. The minor one is reality. The closer the two are in your own life, the wiser you are, the better primed for success. A key to mastery is to recognize each reality for what it is. Buying into illusion and mistaking it for reality is delusion. That delusion is no illusion. Now that you have the insights to master guerrilla marketing, you can change the illusion of mastering it into the reality of mastering it. Taking concrete action is how to do it. Guerrillas know they can change reality just as they can change illusion. To most people on earth -- illusion is reality. But guerrillas who have mastered marketing are blessed with the perception to know illusion from reality and the wisdom to control both. Guerrilla marketing begins at the end, at the goals towards which guerrilla strive. Their minds upon those goals, the rest of their actions are foretold by the clarity of their focus on that goal. Although guerrillas are famed for their patience, they never wait too long, harking back to General George Patton's words, "A good plan implemented today is better than a perfect plan implemented tomorrow."

They know that perfection is merely the object of their quest and not something they will attain -- at least not for very long. Rather than beginning with perfection, they perfect their activities as they attack. Metamorphasizing yourself into a guerrilla may seem to be a daunting task, but it really isn't. Mastering guerrilla marketing isn't something that you do overnight, though the decision to do so happens in a flashing instant. Mastery of marketing is something so seemingly complex that you may not be sure where to start. Many business owners know the steps to follow, each one in order, but even the thought of taking all those steps sets some of them back on their heels. Not to worry.

Just realize that your task can easily be broken down into several small parts, each one simple enough for you to handle gracefully. Guerrilla entrepreneurs have learned that you should divide big tasks into smaller tasks, that you should never underestimate the power of your own gut reaction, and that your most valuable aid in hitting paydirt with guerrilla marketing is your ability to prioritize the actions you must take. You've also got to be able to dream, then to breathe life into those dreams. Henry David Thoreau said, "If you have built castles in the air, your work need not be lost; that is where they should be. Now, put the foundations under them."

The foundations begin with words. Guerrillas know well the enormous power of written words. The ancient Egyptians thought that words were magic. They believed that if you write it, surely it will happen. That's why a guerrilla marketing attack, a guerrilla marketing mindset, begins with you putting your plan into words. Success is not something that will happen to you. It will flow through you -- to your staff, your customers, to future generations, and to the body of knowledge that comprises our small business wisdom of today.

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