

# Its Not Gorilla it is Guerilla Marketing



Do the unexpected

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A person in full camouflage gear is shown from the chest up, holding a compound bow. The person is wearing a hat with a "MOSSY OAK BREAK-UP INFINITY" logo. The background is a dense forest with dry leaves and branches. The text "Guerilla Marketing" is written in large white letters on the left side of the image. Below it, the text "It's the Unexpected That Works" is also written in large white letters.

# Guerilla Marketing

It's the Unexpected That Works

**SCORE**<sup>®</sup>  
Counselors to America's Small Business

Presented by

# Guerilla Marketing 101

- One of my first memories of Guerrilla Marketing.



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# What Is Guerilla Marketing?

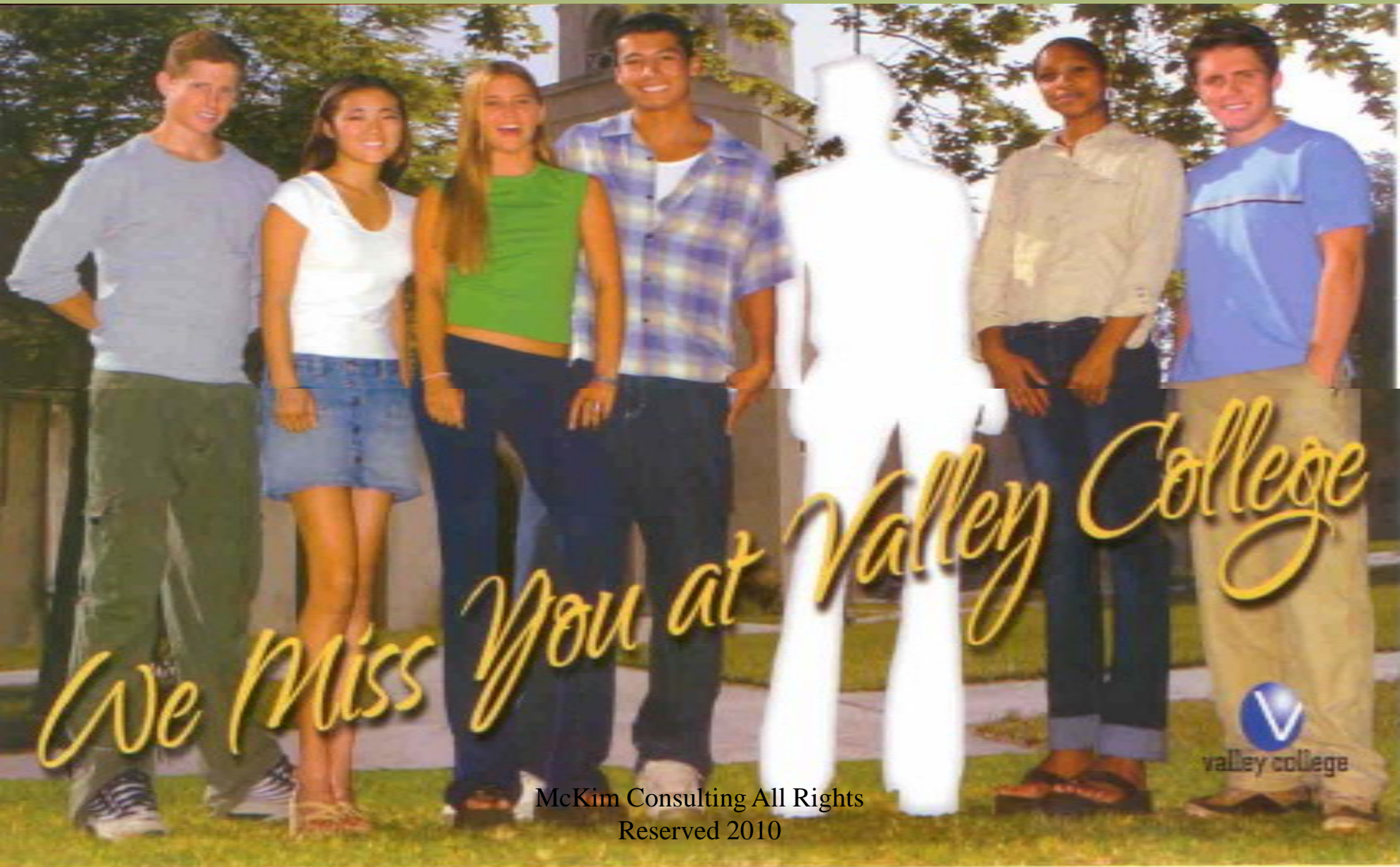
## Guerrilla Marketing Defined:

- “It is a body of unconventional ways of pursuing conventional goals. It is a proven method of achieving profits with minimum money.”

-Jay Conrad Levinson

- It is doing the unexpected and grabbing attention

# Why Are You Missing?

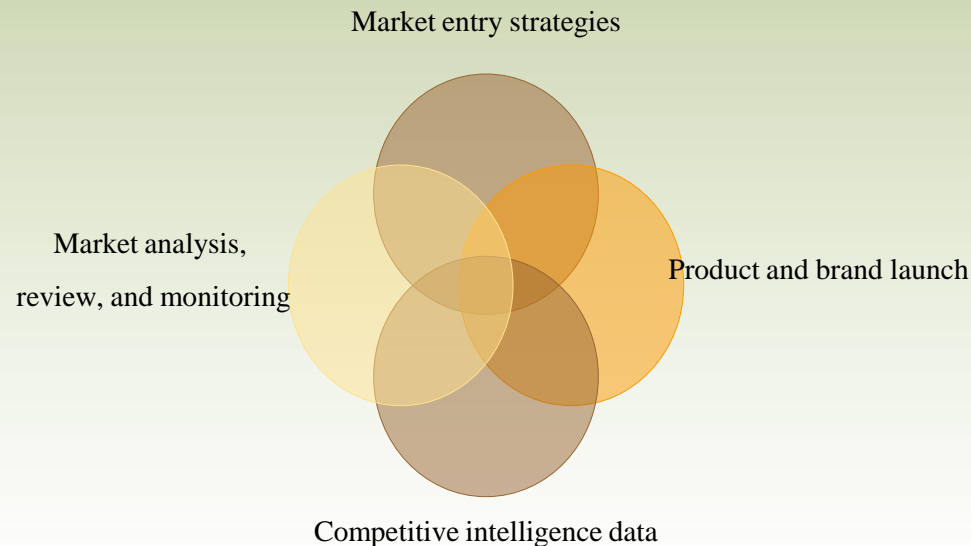


*We Miss You at Valley College*



# Do Your Marketing Research First

- List the products or services your company provides that will help the customer achieve their objectives.
- Know who your audience you are trying to influence and what products or services will get attention



# Theories of Guerilla Marketing

- You must be patient and let your programs develop and take hold --- **IT DOES NOT HAPPEN OVERNIGHT**
- Remember that marketing is all about people and not about things
  - A customer's perception goes a long way
  - This is where customer service can really change your entire facility
  - Who answers the phone is very important

# Key Principles of Guerilla Marketing

- Not cutting your budget, but using it wisely
- Rely on brain power, not money power
- Primary investment should be time, energy, & imagination
- Aim for more & larger transactions with existing customers
- Use incentives for existing customers for referrals of new customers
- Manage your customer data inputs

# Planning Before Execution

- Plan your networking calendar for the week
- Call to follow up with networking contacts
- Create a survey
- Build that website – Use pop-ups, Video
- Facebook, Twitter and LinkedIn

# Defining Your Objectives

- \$10 Tuesdays initiated Holiday Fun Days-Veteran's Day 2003
- Look like you spent Big Bucks
- Increasing sales to current customers/per cap
- Increasing number of visits per year
- Utilize major holidays
- Becoming a destination point
- Creating a competitive advantage

# Get The Media To Work for You

- Hand write a thank-you note to a supporter
- Write articles for publication
- Write a press release
- Call a newspaper and ask who the feature editor is for the work you do
- Direct mail pulls them in
- Use social media to get the word out
- eNewsletters help with consistency


# Tie Yourself To A Good Cause

- Awards to schools, sports teams, etc
- Donations-Round of Golf
- Cause Marketing-Linking yourself to a good cause
- Trade Promotions: AYSO, Little League, etc
- Trade can be utilized
- Don't violate bond of trust of guests



# It Is The Unexpected That Gets Attention

- Guerrilla marketing is an **unconventional** system of promotions that relies on time, energy and imagination rather than a big marketing budget.
- Guerrilla marketing tactics are **unexpected** and unconventional; consumers are targeted in unexpected places, which can make the idea that's being marketed memorable, generate buzz, and even spread virally.
- Guerrilla marketing involves **unusual** approaches such as intercept encounters in public places, street giveaways of products, PR stunts, any unconventional marketing intended to get maximum results from minimal resources.



“In a crowded marketplace, fitting in is failing. In a busy marketplace, not standing out is the same as being invisible.”

-Seth Godin

“Purple Cow”

**DO THE UNEXPECTED**

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# Unexpected Gift or Discount

## Traffic Trade

- Select a retail partner that targets the same type of customer you do.
- When a customer makes a purchase at your store, give the customer an unexpected and private “gift certificate” for a free item, a discount or a special service at your retail partner’s store.
- As an example, when a customer makes a purchase at Kendall-Jackson in Healdsburg, CA, a gift certificate for a free wine tasting at Le Crema (just down the street) is presented to the K-J customer.
- You can use your business card as the gift certificate and hand-write your customer’s name on it, as well as your retail partner’s name and offer.



# Unexpected Display

## Trade Merchandise

- Select a retail partner whose products or services are compatible with yours.
- Provide product from your store for your partner to display as window décor, cash/wrap décor or in other display areas in your store.
- As an example, a Kansas City retailer that carries designer clothing displayed prescription sunglasses by the same designer from a nearby eyewear retailer.



# Unexpected Invitation

- Intercept passersby and invite them into your store for a special offer, new product intro or register-to-win drawing using a decorated chalkboard invitation.
- Use sidewalk chalk to draw attention to your store with an unexpected message.
- As an example, a Manhattan lingerie store wrote in chalk on the sidewalk in front of their store, “From here, it looks like you need new underwear.”



# Unexpected Intercept

- Partner with an upscale restaurant to intercept new customers through table-to-table modeling of jewelry, fashion, shoes, etc.
- Make business-card-size note cards to leave at each table or create table tents with your store's name, address, hours and Web site.
- Reciprocate with a register-to-win drawing in your store for a dinner for two at the partner restaurant.
- Survey your customers to find out what they want.



# Unexpected Employees Only

- Reward Partner businesses with unexpected offers for their employees only.
- Work with business owners or Employee Communications representatives at targeted companies to put your special offer on the employee Web site (intranet) or on the company bulletin board.
- As an example, in Burbank, CA, retailers offer discounts to Warner Bros. employees who simply show their WB badges. The retailers submit their offers to the Employee Communications department, and employees are informed via email and intranet.

# Unexpected Parking Space

- Partner with the City to purchase parking tokens compatible with parking meters to reward customers who shop your store.
- Display a window decal or static cling that announces your free parking token policy.



# Unexpected Treat

- Use your chalkboard to announce unexpected or unusual treats such as wine tasting or chocolate fountain service to attract new customers.
- The Diamond Shop does wine tastings, and Carlton retailers in the Cleveland area do well with chocolate fountains.



# Steps to a Successful B2B Campaign

- **First touch**

- **Postcard**

- Execute a low-cost promotional campaign

- **Second touch (one of the below)**

- **High-impact dimensional mailer**

- The dimensional mailer is designed to generate higher response rates, but it is also more expensive to produce and distribute

- **Direct mail letter**

- The direct mail letter is designed as another easy-to-execute low-cost promotional piece that can be broadly distributed

- **E-mail**

- Based upon your budget, timing, and lead-generation objectives, another alternative for the second touch is to send an e-mail
    - Customer-ready copy that can be used in this e-mail or other communications is available <https://partner.microsoft.com/bi>

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# Steps to a Successful B2B Campaign

- **Third touch**

- Telesales

- Telemarketing can be used as a follow-up to any individual campaign element to boost response rates

- **Fourth touch**

- Seminars and briefings

- The executive briefing is a key element in your overall campaign strategy
    - An executive briefing allows for a far-more-compelling presentation of your solution
    - Leverage the marketing materials available at <https://partner.microsoft.com/bi>

# Summary

- Flexible – because of small scale nature can be adapted quickly, relatively easy to respond to change
- Low Cost – one of the founding principles – ideal for firms who do not have massive marketing budgets
- Targeted – designed to reach the target market – reduces waste and ineffectiveness
- Simple – many of the methods simple and easy to use and implement – ideal for the smaller business

# Remember

- Own the emotional connection
- Make 'em smile or make 'em cry
- But don't bore them



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[www.mckimconsulting.com](http://www.mckimconsulting.com)

**THANK YOU**