

## **THE KEY PARTICULARITIES OF GUERRILLA MARKETING**

At first guerrilla approach was established as an alternative to traditional marketing to facilitate the start-up of new and small businesses. However, now it has become increasingly prominent strategy adopted by well-known, huge corporations such as Pepsi, American Express, McDonald's and so on.

Moreover, it is claimed that guerrilla marketing strategy usually is practiced by market challengers which are aiming to increase their profitability by gaining more market share from other competitors. Jay Levinson, the so-called Father of guerrilla marketing, contradicts this approach by saying that guerrilla is leaning towards collaboration instead of competing against the companies operating in the same industry. Accordingly, creativity and enthusiasm are the key features for guerrilla entrepreneur. There is confusion while defining the structure within guerrilla marketing. However, Guerrilla marketing could also be seen as an alternative to traditional marketing activities.

6 secrets of guerrilla marketing:

1. Take it outdoors;
2. Stand out from the crowd;
3. Do the unexpected;
4. Think simple and magical;
5. Use viral marketing;
6. Let people be your brand advocates.

Where and when?

If there's any correct time to start, it's right now. If there's any proper place, it's right where you are. You'll never feel you are completely ready, so you may as well begin immediately.

Guerrillas know that:

- the best source of new clients is old clients
- the best marketing is characterized by quality and not quantity
- their best marketing vehicle, and least expensive, is a satisfied customer
- the two best ways to measure their marketing are by customer retention and by profits, both a part of each other.

Guerrilla marketing is necessary because it gives great freedom of action: it is equal for both small businesses and for "monsters" like Nissan, American Express, Coca-Cola. After all, with a comparatively small input, you can use a number of unusual and very effective PR-tools that can exert both local and massive influence on the target audience.