

### **“Guerrilla, the Creative Redefining of Marketing: A Study of Guerrilla Types”**

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As the name suggests the word Guerrilla itself stand for the revolution in the field of marketing. Since last decade or two, it has been observed that the future of marketing will belong to Guerrilla marketing at large. This will further help the enterprises to sustain their business practices and to expand their business in each and every part of the world. Guerrilla marketing tactics will help these enterprises to hold their businesses in long run at the global level. The cost which is required for the promotion of the product is very low as compared to other business practices. Through the creativity of showcasing the product in the market, these enterprises take their businesses one step ahead. Guerrilla Marketing can also be called as marketing Communication. It's in a very creative way the companies interact with the consumers/Customers. This creativity is at the center of strategies for buying the products and is also useful for every type of publicity planned for the product promotion.

**Keywords:** Marketing, Guerrilla Marketing, Enterprise, Tactics, Business practices, Creativity, Marketing Communication, Product promotion.

Philip Kotler says “Marketing is satisfying the needs and wants of the Customers through an exchange process”. By and large, Marketing is a process of selling goods to the customers by using various strategies to the audience which is been targeted.

In the recent years, the world of Marketing has benefitted by digital marketing and many new techniques have been added to century old practices. This certainly aims at expansion of business and promotion of sales. The company tries to spend lesser amount or reasonable amount for brand promotion. It is bit difficult for the new establishments, as they need to fight for creating their space in the market. Research in the field of Marketing has come up with new strategies such as Guerrilla Marketing & Cross Promotion Techniques etc.

Jay Conrad Levinson defines Guerrilla marketing in his book on Guerrilla Marketing published in the year 1984 and spells out the spirit of Guerrilla Marketing:

Do you hate marketing and promotion with a fiery passion? Are you limited by what you can spend on marketing? Does the idea of spending your hard earned money on promotion with no guarantee of sales make you want to cry? Do you market yourself until you are hoarse, and yet, you're still wallowing in obscurity?...

Then I realized the beauty of Guerilla Marketing. Though it may sound like a bunch of bananas, Guerilla marketing is anything but. What it is, is a low-cost, unconventional kind of promotion that uses your own creativity to market yourself and your books.

According to him Guerrilla marketing is one of the strategies used by the companies to sell their product in the market. It is a technique in which company interacts or showcases their product directly to the Customers in a very distinct way. So through this unique way of interaction with the Customers the company earns more than what they earn by applying the traditional ways and techniques of promotion. A lasting impact can be seen created by the company on the larger target audience through artistic presentation on road, bench, walls etc. The companies display their products by paintings, sprayings, and by various other methods too. Basically company promotes its merchandise and creates likelihood that the costumer comes across through their campaign. This type of marketing focuses mainly on more fascination than prevalence. Time, imagination, creativity, assets, permissions, consent are some of the things find its place to enhance the campaign. Comparatively the Guerrilla way of marketing requires less amount of funds for the purpose. Therefore this potential technique of production as been a favorite way adopted by the companies in the recent past. Guerrilla marketing is a form of marketing which uses unconventional methods of promotion to engage audience. The idea of guerrilla marketing is to generate a “Buzz”. It is a cost effective alternative for large advertising campaigns. It is the creative way to engage customers rather than educating them. Commenting on the nature of Guerrilla Marketing, Tom Richard says:

Guerrilla Marketing is more about smarting your competition than it is about spending your competition. With Guerrilla Marketing you will be able to increase the amount of traffic that comes into your business without spending a lot of money. Guerrilla Marketing allows small business to compete effectively with big business.

Guerrilla Marketing can be defined as the means of getting maximum results from minimum budget. There is no set definition as to what is and what is not recognized as Guerrilla Marketing.

Over the decades Internet marketing has played a vital role to start and boom the new upcoming enterprises. It is been done to create a social awareness of the companies product through social networks and viral marketing. Viral marketing also includes three different stages and phases of the analysis. The first phase of the framework includes analysis of the company's product that is going to be launched in the market. The second phase is to create a awareness amongst the public about the product and its uniqueness. Finally in the last phase, viral marketing is carried out through various campaigns, social media, gifting free samples and promoting the product in a very UNCOMMON way of showcasing. Viral Marketing examines the target audience and markets their products accordingly. Brainstorming and focusing on the goals is the second thing which viral marketing does to boom up the sales of the goods. Strategy building, designing and developing of activities are also taken into consideration.

The Presume marketing, one more type of marketing, can be compared with the 'teaser strategy' which is the recent way of film promotion. It displays the highlights of the movie, attracts the audience and makes them to rush for the theatre. The film cast crew takes part in some TV show and appeals the audience to view it. In fact it is a type of marketing where the product is displayed in a very unusual way. This unusual showcasing of the product much before the public grabs the attention of the public is done by using the viral way. People out of curiosity

go and check out that product in the market. Puma had a hanging shoe in the public place or even the Duracell also advertised the Cell by painting the body of the truck as a Dura-Cell.

Experiential marketing is a type of marketing where people are directly engaged in evolution of the brand or the product. People get to experience various types of product samples through which this type of marketing is done. Rather than looking at consumers as passive receivers of messages, engagement marketers believe that consumers should be actively involved in the production and marketing programs. It aims at developing the strong ties of relationship with the customers. This technique is used to connect with the Customers at a large scale by giving free samples and expanding the business through the same. Example: Titan Skin Perfume. Experiential marketing also gives an emotional touch to the customer through experiences and engages the customer to buy the product. Physical and interactive feel of the product enlightens the customer to go for the same. In this method customer is not only satisfied with the product but is delighted to have it. The quality consciousness of the company is at the core of this technique. It's the company openly challenges the other companies and ready to advocate it's strength. The other companies try to concentrate on the weaknesses. This wide-open strategy is important to have immediate feedback for the company for further improvement of the product.

Wild posting is also a type of guerrilla marketing. There are three types of wild posting used by the companies to broadcast their products in the market. This technique is also called as fly posting technique. In advertisement banner the company puts a banner showcasing its product

on it in a very creative way. Fly posting is also known as wild posting or bill posting and is a guerrilla marketing tactic where advertising posters are put up. In the US these posters are also commonly referred to as wheat-paste posters because they are often used to adhere the posters. Posters are adhered to construction site, building facades and in alleyway.

Ambient marketing is again a popular approach of promoting a brand, based on the idea that the subtle things people notice around. Projections or stickers are examples of ambient marketing, as well as advertising on beer mats, in bar toilets or the sides of telephone booths. Ambient Marketing plays an important role in grabbing the attention of the people through a creative way. For example, Nestle had promoted its product with KITKAT and painted it on a bench where people come and sit. So the audience is attracted specially the small kids towards the product and intend to buy the same.

Grass-root marketing is a type of marketing where the Customers are achieved over individual basis. In other words grass-root marketing means reaching the large audience through one window operation. For Example: McDonalds promotes themselves by using grass-root marketing. They prefer to paint the Zebra Crossing with their product Mc Fries.

## **Advantages:**

- Guerrilla marketing is a marketing strategy in which the cost of merchandise promotion is very competitive as compared to other marketing techniques.
- Through the use of this technique company indirectly understands the mindset of the public at large and works accordingly.

- This technique makes a product a brand if liked by the targeted audience and then it also gets viral over and over and successfully achieves its name and fame in a very less time.
- The goodwill of the company can gain positive approach and can also increase the profit of the company.
- The product launched in a very unusual way flashes a light upon the Customers showcasing its uniqueness and provides a memorable experience as well.
- It also helps small scale enterprises to boom their business and creates an opportunity to go viral in a less amount of time.

## Limitations:

- Guerilla 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.
- A high possibility of message being miss used by the audience
- You may find yourself on the wrong side of the law especially when it comes to graffiti and stickers on the city street.
- If the marketing is not been done in a proper way people may boycott your product.
- Weather conditions may affect your creative mindset which will lead to your loss and can also vanish the campaign goal you are trying to achieve.
- Guerrilla marketing is very time consuming as compared to other modes of marketing.
- Guerrilla marketing is very unpredictable in nature in other words if the idea of showcasing the merchandise is liked by the people then it has more demand but if not then it can also be a adverse effect on the product and can be a great setback because of which products production can stop.
- Misinterpretation is another limitation of the guerrilla marketing that can be treated by the people in a very wrong and unusual way.

## Conclusions: Based on the discussion above, following conclusions can be derived:

- Guerrilla marketing is a dynamic technique of marketing in every respect. It involves the unending element of creativity supported by ever growing field of technology.

- The company should have group of creative minds, those who can think out of box.
- The company should believe in the inter-cultural approach, interdisciplinary way of thinking.
- The company should go to pre-promotional campaign from customers belonging to several walks of life.
- The tendency and mood of the contemporary generation of customers, their e-literacy level, their tuning with the type of social media should be taken into account.
- Guerrilla marketing it is the most easy and feasible technique of promotion.
- The company should think of the public reaction much before it applies the technique. It is the type of technique where things done are done forever. It is not easy to wipe out the effect of it. So the company should keep in mind the old good rule of 'Precaution is better than cure'.

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