Guerrilla Marketing
Leaving imprints that lasts forever on the minds

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Cambridge Dictionary defines “Marketing” as activities that a business carries to identify the wants of customers and using that information to design products or services and finally selling them effectively. In order to sell the products, company invests a lot in marketing the products so, that it reaches to the right customers. Thus, there are conventional marketing strategies which have worked time and time again for businesses like e-newsletters, optimizing keywords, email marketing, outsourcing, televisions advertisements and so on (Mandekbaum, 2010).

In recent time, unconventional marketing strategies are on the rise because unlike conventional marketing strategies which are cost, labor, and time intensive unconventional marketing strategies are usually low cost and reach to the target customers (Ay, Aytekin and Nardali, 2010). Some of the unconventional marketing strategies are a publicity stunt, offer free services at salon or coffee shops, Guerrilla marketing and many more (Mandekbaum, 2010). Guerrilla origin from the Spanish word “Guerra” which means war thus, in marketing it is equivalent to war against competitors in order to weaken them in a certain spot (Nufer, 2013).

Guerrilla marketing is defined as an alternative but holistic marketing approach where non-dogmatic and unconventional marketing approach is applied to get maximum impact at minimal cost (Nufer, 2013). Additionally, it is helpful for small and medium-sized enterprises as it requires low investment while its impact is big. According to Loria (2013), some ways of Guerrilla marketing strategies are:

- Flash mob, it helps in getting the attention of mass and can also go viral on YouTube thus, creating more impact.

- The artwork in the form of temporary tattoos on employees to draw the attention of people consequently, becoming a topic for discussion, which can help in getting the advertisement for the products.
The random act of kindness can also be used to do the marketing of a product. It might be a small gesture like snow shoveling or simply giving out hugs.

Designing a huge banner of a QR code and putting it in a public space like airports so, that people can scan and know about the product. Such big banners definitely get people’s attention.

Some of the company that had used Guerrilla marketing in the past to reach out to customers, which was highly innovative, interesting, and well connected with the brand. Table 1 shows four companies using Guerrilla marketing.

Table 1.
Companies using Guerrilla Marketing.

<table>
<thead>
<tr>
<th>1. McDonald’s</th>
<th>2. Discovery Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Image: Guerrilla Marketing McDonalds]</td>
<td>[Image: Shark Week guerrilla marketing boards]</td>
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<table>
<thead>
<tr>
<th>3. Alzheimer’s Disease Awareness</th>
<th>4. Tyskie Beer</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Image: Raising awareness of Alzheimer’s disease with sneaky marketing.]</td>
<td>[Image: Repurposing door handles for beer mugs.]</td>
</tr>
</tbody>
</table>

Adapted from (Marrs, 2018).

McDonald’s used very lucrative and innovative way of Guerrilla marketing by painting the crosswalk with an image of fries with its container. Many people cross the cross-walk in a day thus, attracting fast food lovers. Discovery Channel created bitten boards and placed them on beaches in order to create
awareness about Shark Week. A unique way to create awareness about Alzheimer’s Disease was by giving free Hamburger city map at tourist booths with no marking or labels which reflected confusion a person suffering from disease goes through. Tyskie beer turned door handles into a beer mug with cold beer foaming out tempting the consumers to have a beer.

The main purpose of marketing is to position the products and services in such a way that it satisfies customers need. Therefore, while doing Guerrilla marketing firms can expect the following to be fulfilled:

- **Increased traffic**: Guerrilla marketing definitely creates a buzz in the community (Richard, 2005). Consequently, helping the business to get more traffic than any other competitors.

- **Increased brand awareness**: It helps in strengthening the brand of a company. As a company increases its brand awareness it directly affects the sales of the company. Brand awareness occupies the mind of people which help the company in increasing sales as people are thinking about the brand and are aware of the brand (Richard, 2005).

- **Lowering the average cost per lead**: Average cost per lead is calculated as money spent on marketing divided by the number of people who walked in the store. According to Richard (2005), Guerrilla marketing lowers average cost per lead.

- **Pre-Qualified traffic**: Guerrilla marketing helps in filtering out “cold” customers; those customers who are not aware of the company, then “pre-qualified customers”; those who have already established a relationship with the company due to “aware” expectation from the company (Richard, 2005).

- **Referral partner**: Guerrilla marketing usually run in a store, mall or any places where a large number of people can be reached out. Consequently, these places become partners for a firm doing Guerrilla marketing and establishing a good relationship can be advantages as these outlets act as a referral partner and drive the customers (Richard, 2005).

Guerrilla marketing is an unconventional marketing approach and viewing it from managerial perspectives there are challenges which a company faces. The challenges are as follow:

- **Creativity process**: The new ideas are best for Guerrilla marketing thus, involve a lot of research and planning (Hutter and Hoffmann, 2011). In order to gain maximum benefits, the company needs to do Guerrilla marketing not only at the right place but at the right time. Since mass is getting addressed it is utmost important that content is appropriate and need to be judged from all perspectives.
• **Efficacy and success drivers:** With reducing budget allocated for marketing being efficient is the key driver for any marketing strategies to be successful. Since, Guerrilla marketing has surprise effect it often gains high efficiency as it is sudden and has a surprise element for the audience (Hutter and Hoffmann, 2011).

• **Assignability:** Any company will only be benefitted if its marketing strategies are able to make consumers, relate the company actions with the product or services the company offers (Hutter and Hoffmann, 2011). If consumers cannot relate advertisement with the company or product or services then, the effort is wasted and it might provide benefit to the competitors if consumers relate it to any other company.

Chionnes and Scozzese (2014), did the SWOT analysis of Guerilla marketing as shown below:

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Surprise</td>
<td>• Fast loss of surprise effect.</td>
</tr>
<tr>
<td>• Original</td>
<td>• Low measurability of the effect.</td>
</tr>
<tr>
<td>• Memorable content.</td>
<td></td>
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<tr>
<td>• Unpredictable</td>
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<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>• give of the consumers</td>
<td>• Failure due to conventional mindsets of consumers.</td>
</tr>
<tr>
<td>• More informed consumers who more variable in consumption and taste.</td>
<td>• Restrictive laws.</td>
</tr>
<tr>
<td></td>
<td>• Lack of adequate resources</td>
</tr>
</tbody>
</table>

*Source: (Chionne and Scozzese, 2014)*

**Application of Guerrilla Marketing**

**Digital Marketing.** The Internet has become ubiquitous in nature. Thus, users spent a lot of time on the internet therefore, applying Guerrilla marketing on the digital platform can further help organizations in marketing their product more effectively thus, lowering the cost further. The range of products available is growing every day, therefore, to make the consumers aware of all its product and product range, Guerrilla marketing on the digital platform creates a competitive advantage over competitors (Išoraitė, 2018).

**Creating Word of Mouth Marketing.** The conventional advertisement is not very helpful for creating word of mouth (WOM) marketing. However, if a consumer saw something that made him or her startled, it automatically becomes a topic for conversation thus, consumer start talking about it with other people which help in marketing and reaching out to more consumers. (Tam and Mai, 2016)
Job Search. The application of Guerrilla marketing for job hunter is a strategic move which a candidate looking for job can apply (Levinson and Perry, 2011). In a world, where there is intense competition one can outshine by having the Guerrilla mindset as to position oneself in such a way that one can stand out of the crowd and can portray himself or herself in a way that company should feel “that’s the right candidate”. Diagram 1 shows the Guerrilla job search steps.

Diagram 1
**Guerrilla job search steps**

Diagram 1 shows, how Guerrilla tactics while making cover letters, resume or doing personal branding as per Guerrilla mindset can help a candidate stand out of crowd. Creating a resume with aesthetic features showcase the creativity of an individual (Needleman, 2007). It grabs the attention of recruiters as going through several resumes a unique resume tend to grab the attention.
Conclusion

Guerrilla marketing as name suggests, it is a way to attack competitors in a way that its impact lasts for long. Using unusual tactics to market a brand grab consumers’ attention. Initially, it was adopted by SME as it is cost-effective, and its impact is bigger than traditional marketing. However, with changing time big companies have adopted Guerrilla marketing which indicates its effects on consumers. Some of the ways of Guerrilla marketing are a flash mob, painting the crosswalk, free services at salon and so on.

The Guerrilla marketing helps in lowering the average cost per lead and bring brand awareness both of which impact the profitability of a company. However, there are challenges of Guerrilla marketing which includes accuracy while creating content and judging it from multiple perspectives and achieving high efficiency. The strengths of Guerrilla marketing are memorable content, and surprise effect it has on the consumers whereas weakness is fast loss of surprise effect. Opportunities are hyper-connectivity with consumer and attracting those consumers who like creativity. The threat includes restrictive government regulations and lack of adequate resources.

Guerrilla marketing is finding its way on social media, creating word of mouth marketing and job search. Companies having a wide range of products are using Guerrilla marketing on online platform to grab users’ attention and people usually remember something that was different thus, creating word of mouth marketing. Additionally, job seekers can create a unique resume, grabbing the attention of recruiters. As there is a tremendous number of advertisements consumers are exposed to, it is important that companies should be able to adopt the type of marketing strategies that can get user attention and time. If consumers are unable to pay attention to advertisements or marketing strategies applied by companies, it is simply a waste of money.
BIBLIOGRAPHY


