



What is Guerrilla Marketing? **...and what makes it “Guerrilla”?**

Guerrilla Marketing is any alternative form of marketing using non-conventional means, methods or medias; usually involving a revolutionary, different, or rarely seen application of information.

The term “Guerrilla Marketing” comes from the combat-related base word; “guerrilla”, defined as a member of a band of irregular soldiers that uses guerrilla warfare-harassing the enemy by surprise raids. This also pertained to such fighters or their technique of warfare, such as guerrilla tactics.

Guerrilla marketing was first described as “an unconventional way of performing promotional activities on a very low budget.” While this definition was originally true and is still frequently applied by many small businesses, Guerrilla Marketing has also been used increasingly by Fortune 500 companies, often on a large scale with equally large budgets.

It is argued by some that small size is an advantage when implementing guerrilla marketing tactics; and in order to be “truly guerrilla” it must be small business related. According to this argument, small businesses are able to obtain more publicity for these “stunts” than large, established companies.

Modern Guerrilla Marketing

Today, Guerrilla Marketing is a more loosely defined term, and is more of a general description, for an entire category of many differing types of non-traditional marketing methods. These various alternative marketing concepts include; Viral or Blog marketing through social networks, Ambient, Presence and Grassroots marketing, Buzz or word of mouth, Undercover or stealth marketing, as well as Experiential marketing through live interaction with products.

Although, as some of these methods such as Social Media become more widely excepted, should they still qualify as “Guerrilla”?

Modern Guerilla Marketing can infiltrate any high-traffic areas; from internet sites and shopping malls, to nightclubs, parks, beaches and special events to engage consumers with a brand. This interaction can be company product samples, innovative live or video performances and intriguing marketing materials. Such promotions are sometimes designed so that the target audience is left unaware they have even been marketed to.

(The methods and ethics of guerrilla marketing are sometimes called into question; due to the alleged deceptive or misleading nature of the campaigns. Ironically, Guerilla marketing has been both praised and criticized for being either too subtle or alternatively too intrusive.)

What Makes it Guerilla?

Guerilla Marketing should, by its very definition, be surprising and tactical. It should seek to immerse & engage consumers in the branding effort. Guerilla Marketing should extend the branding effort and its message to the end user, on the streets or wherever they are, generating an indelible brand experience and word-of-mouth among the target demographic. Guerilla Marketing initiatives should always be based on brand objectives and corporate culture.

It is up to the guerrilla marketer to be creative and devise new unconventional methods of promotion; using emerging technologies as possible tools. It should be based more on human psychology than former experiences or guess-work. The primary investment for guerrilla marketing should be in imagination and energy, not simply time and money.

Be different, stand-out, get noticed, and reap the rewards!

About the Author

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About The Still

An intellectual property creation, marketing, and media consulting firm, The Still handles all aspects of your company's branding and positioning efforts. The Still provides media metrics analysis, marketing audits, and market research, as well as marketing execution and idea creation. See http://www.ideaDistillery.com/About_The_Still.html

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