

# INTRODUCTION TO GUERRILLA MARKET PLANNING

**A tool for small businesses marketing**



**Strategic Marketing Group**

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## Definition of Marketing

Marketing is everything you do to promote your business, from the moment you conceive of it to the point at which customers buy your product or service and begin to patronize your business on a regular basis.

*It is not possible to succeed without marketing!*



# How Guerrilla Marketing is Different

- Instead of money; you invest time, energy, and imagination.
- Instead of guesswork, you use science of psychology, law of human behavior.
- Instead of concentrating of gross sales, profits are the only yardstick for measurement.
- Instead of having to spend large sums, guerrillas do it cheaply.
- Instead of ignoring customers after purchase, you are devoted to customer follow-up.
- Instead of intimidating small business owners, it clarifies the marketing process.
- Instead of competing with other businesses, it preaches cooperation to help other businesses.
- Instead of trying to make sales, guerrillas are dedicated to long term relationships.
- Instead of believing that single marketing weapons work, guerrillas know that only combinations work.
- Instead of encouraging you to advertise (big bucks), it provides you with 99 other weapons that are “cheap.”



# Guerrilla Market Plan — 1999-2000

## Step 1. Write a Market Plan (KISS/back of a Napkin!)

1. The purpose of your marketing. You must have completed effective and ongoing market research to know your market. Do not guess, establish the purpose based on knowledge of your market.
2. Customer benefits that you plan to emphasize. Why your customers should buy from you! Do you have a better mousetrap?
3. Your Target Audience. You must clearly know who your customers are and how to make them buy from you.
4. Marketing techniques you plan to use. Newspaper column, press releases (with pictures) on business activities, direct mail announcements (Chambers, ECDCs), trade publications, etc. All are inexpensive!
5. Your niche in the marketplace. Specific to your industry, expand to general business areas.
6. Articulate your identity. Based on market research you have completed.
7. Marketing budget. Approximately 1-2% of gross revenues.

Reference: Plan of Attack, Inc (online); Levinson, Jay, January 1997, p. 84



# Guerrilla Marketing Plan

**Step 2. Create a Marketing Calendar.** All of your guerrilla marketing activities by month or by week (#1 — week or month/#2 — marketing thrust/#3 — media/#4 — cost of marketing/#5 — letter grade).

**Step 3. Launch the Attack.** Conduct the attack in slow motion, take as long as 18 months to fire all weapons, apply the KISS formula, use as many of the 100 weapons as you can.

**Step 4. Maintain the Attack and Track Effectiveness.** Some weapons will hit the bull's-eye, others will miss altogether. Keep careful records, after three months you should have insight and be able to modify plans, and no doubt after six months.

**Step 5. Improve the Plan.** Hone in on the weapons that work, junk those that don't. Never give up...refine successes, but don't change weapons that work. Remember, planning is ongoing and must be closely monitored for real success.

Reference: Plan of Attack, Inc (online); Levinson, Jay, January 1997, p. 84



# 100 Guerrilla Marketing Weapons

- 1 Name
- 2 Product or Service Niche
- 3 Color
- 4 Identity
- 5 Logo
- 6 Theme
- 7 Package
- 8 Size
- 9 Decor
- 10 Attire
- 11 Pricing
- 12 Business card
- 13 Stationery
- 14 Order form/invoice
- 15 Inside Signs
- 16 Outside Signs
- 17 Hours of Operation
- 18 Days of Operation
- 19 Phone demeanor
- 20 Neatness
- 21 Location
- 22 Window displays
- 23 Business plan
- 24 Advertising
- 25 Distribution
- 26 Service
- 27 Follow-up
- 28 Customer recourse
- 29 Community Involvement
- 30 Tie-ins with others
- 31 Public relations
- 32 Publicity contacts
- 33 Reprints of ads and publicity
- 34 Special events

- 35 Testimonials
- 36 Smiles
- 37 Greetings
- 38 Contact time with customer
- 39 Sales training
- 40 Sales presentation
- 41 Sales representatives
- 42 Audiovisual aids
- 43 Audiotapes and videotapes
- 44 Refreshments offered
- 45 Credit cards
- 46 Availability of financing
- 47 Club and association memberships
- 48 Team sponsorships
- 49 Word of mouth
- 50 Circulars
- 51 Brochures
- 52 Samples
- 53 Consultations
- 54 Demonstrations
- 55 Seminars and lectures
- 56 Column in a publication
- 57 Books and articles
- 58 Contests and sweepstakes
- 59 Phone-hold marketing
- 60 Music theme
- 61 Booths for malls/streets
- 62 Roadside stands
- 63 Farmers and flea markets
- 64 Access to advertising materials
- 65 Access to co-op funds
- 66 Research studies
- 67 Classified ads

- 68 Newspaper display ads
- 69 Magazine ads
- 70 Yellow page ads
- 71 Direct-marketing coupons
- 72 Direct-mail postcards
- 73 Direct-mail letters
- 74 Catalogue
- 75 Newsletter
- 76 Inserts
- 77 Trade-show display
- 78 Merchandise displays
- 79 Billboards
- 80 Balloons, blimps, and searchlights
- 81 Advertising specialties
- 82 Posters
- 83 Bus and wind shelters
- 84 Telemarketing scripts
- 85 Take-one boxes
- 86 Radio commercials
- 87 Television commercials
- 88 Gift certificates
- 89 Gift baskets
- 90 Human bonds
- 91 Competitiveness
- 92 Convenience
- 93 Speed
- 94 Reputation
- 95 Brand-name awareness
- 96 Credibility
- 97 Enthusiasm
- 98 Customer mailing list
- 99 Satisfied customers
- 100 Marketing savvy



# FCC Guerrilla Marketing Course

- Session 1.** Introductions, outline of basic Guerrilla Marketing concepts, outline of course material, and case study plan.
- Session 2.** Mini- and Maxi-Media/Free Marketing available to all. Class participation project using Guerrilla Marketing methods.
- Session 3.** Guerrilla Advertising and Promotion Methods.
- Session 4.** Guerrilla Marketing Attack.
- Session 5.** Guerrilla Marketing Excellence.
- Session 6.** Guerrilla Marketing Online.
- Session 7.** Guerrilla Advertising Tactics.
- Session 8.** Guerrilla Marketing Case Study/Handbook.
- Session 9.** Rogue Warrior and other Guerrilla methods.
- Session 10.** Final review and challenge to class.

Special class at Frederick Community College Adult Education (5-8 participants) or larger group in the Fall @ \$65. Call Doug Holt, Director Adult Education at FCC (301-846-2423) or e-mail — [doug\\_holt@co.frederick.md.us](mailto:doug_holt@co.frederick.md.us)



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