

GUERRILLA MARKETING

Using the Internet

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Guerrilla Marketing Online

From Newbie to Internaut in Six Steps

1. Do your homework.
2. Get an internet account.
3. Send some e-mail.
4. Explore mailing lists and newsgroups.
5. Explore FTP and Gopher Sites.
6. Prowl the Web.



Guerrilla Marketing On-line

Top Twelve E-mail Strategies

1. Compose and read e-mail off line.
2. Use and effective subject line.
3. Pay attention to the messages style and clarity.
4. Use and effective signature.
5. Use an evocative address.
6. Keep messages short.
7. Provide useful information.
8. Create and e-mail library.
9. Stay on the topic.
10. Test messages.
11. Test markets.
12. Build and use a mailing list.



Guerrilla Marketing On-line

Twelve Strategies for On-line success

1. Know how to express yourself.
2. Know the terrain.
3. Fight on one battlefield at a time.
4. Drill for battle.
5. Be aggressive.
6. Establish a presence.
7. Be attentive.
8. Be curious.
9. Make personal contacts.
10. Be patient.
11. Be consistent.
12. Follow-up.



Guerrilla Marketing On-line

On-line marketing plan (part of overall plan) –

1. A mission statement that uniquely defines your business.
2. A set of goals you hope to achieve with the plan.
3. A list of resources you'll need to carry out the plan.
4. A list of target you'll attack.
5. A set of weapons and tactics you'll use to attack each target.
6. A calendar that guides you through battle.

