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16 Secrets Of Guerilla Marketing

In July 2000, we attended some marketing education session in Chicago. We had the unexpected good fortune of sitting at the dinner table with Jay Levinson, The author of the famous Guerilla Marketing series. His books are use in several college curriculums.

During our meal, one of the main points he stressed is that companies and organizations of any size should use Guerilla Marketing. Guerilla Marketing is the practice of seeking the most cost effective modes of advertising, evaluating and re-evaluating their success or failure while always fulfilling your promise to your customer and strengthening the relationship with each of them.

1. **Commitment** – Determine a marketing plan and commit to it. The more repetition, the more it is remembered.
2. **Investment** – Your payoff will be the highest if you invest in learning about marketing.
3. **Consistent** – Do not be tempted to change your plan. People learn to trust you, your image, and your message.
4. **Confident** – What should you be concerned about when you advertise? 5th concern is Price; 4th concern is Selection; 3rd concern is Service; 2nd concern is Quality; 1st concern is Confidence.
5. **Patient** – You must have patience to be confident.
6. **Assortment** – The more Guerilla Marketing tactics you arm yourself with, the more people you reach.
7. **Convenient** – Be convenient for your customer and it will be easy for them to do business with you. Time is valuable and your customer knows it too.
8. **Subsequent** – Marketing begins “after” you make the sale; your performance and follow-up on your promises win the customer.
9. **Amazement** – Encourage excitement for what you offer. Are you the best, have the widest assortment of products, quickest turn-around etc
10. **Measurement** – You will have many methods of advertising in operation at one time, some will be a hit and some will miss. Reduce your marketing budget 50% by asking people “Where did you hear of us.” This will help you utilize the advertising means that is garnering you the most responses.
11. **Involvement** – Prove you care by staying in touch and listening to your customer. Customers pay you back by referring their friends.
12. **Dependent** – Build a marketing network and become inter-dependent on others. Develop co-marketing ventures that increase your exposure in ways you never thought of.
13. **Armament** – Equip your company with the necessary tools including a web site, cell phone, pager and other technology.
14. **Consent** – Seeking consent from your customer to market to them is how the web is becoming effective. Signing up for e-newsletters, email sale notices or free product is one way a web marketer can keep sending a marketing message to a customer repeatedly.
15. **Augment** – Fine-tune your marketing by eliminating what did not work and increasing what does.
16. **Content** – Have killer content in your message. Talk directly to your customer with a clear direct message.