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GUERRILLA MARKETING

Guerrilla marketing is an advertising technique in which the company use surprise and unconventional interactions to market a product or service. The methods are mostly low- or no-cost and include the widespread use of more personal interactions or viral social media messages.

The term "guerrilla marketing" entered the daily life of specialists after Jay Conrad Levinson's book "Guerrilla Marketing" and the book "Marketing Wars" by Jack Trout appeared. Guerrilla marketing has many variations and techniques that help to solve the following goals and objectives. For example, it can help draw attention to products with creativity; popularize the product among different groups of consumers; increase sales at minimum costs; form a positive image of company. Guerrilla marketing takes place in public places that offer the largest possible audience, such as streets, concerts, public parks, sporting events, festivals, beaches, and shopping malls. A key element of guerrilla marketing is choosing the right time and place to run a campaign to avoid potential legal trouble.

There are many kinds of guerrilla marketing, you can choose whatever you want. It could be a viral or buzz marketing when you can focus on word-of-mouth distribution. Or it could be grassroots marketing when you rather highlight a personal connection between the consumer and the brand, and builds a lasting relationship with the brand. Most companies have adopted this guerrilla marketing strategy. For example, Duracell has taken this tactic and made their bus lights look like a Duracell torch. They didn't spend a lot of money or time on it, but it looks effective. McDonald's used a zebra as a means of advertising. Yellow lines drawn on the ground indicate that the fries are coming out of the box and people really love that creativity.

Therefore, guerrilla marketing's advantages and disadvantages. When compared to other marketing campaign strategies, it is frequently a less expensive alternative that typically allows for more innovation. But the greatest downside of guerrilla marketing is its unpredictability. Since there is less structure, marketing professionals may not be able to collect metrics to gauge whether the campaign is successful or not. Besides, guerrilla marketing can use such unconventional methods whose success the company cannot be sure of.

Guerrilla marketing works because it is often a rather memorable and unconventional approach to marketing. A guerrilla marketing campaign's main objective is to leave a positive impression on a customer, and this strategy may be more effective than more straightforward ones.