

GUERRILLA MARKETING APPROACH FOR SMALL BUSINESSES

***Mohamad Nouri Mohamadani**

Department of MBA Strategy, Tehran University, Tehran, Iran

**Author for Correspondence*

ABSTRACT

Today, prosperity and progress in the economic area depend on marketing. So that marketing can be a skill to achieve prosperity and new opportunities. But the important factor of economic growth requires innovation and new tools and new technology should be used. Creative is necessary for good marketing and as long as the sale does not work, marketing is not creative. Clever ideas may bring joy and excitement in businessman of marketing, but as long as the idea is not be executed and there is no profit, businessman of marketing should continue to give it. "Creative strategies" for a guerrilla marketing is like a "marketing plan" for traditional marketing, with the exception that only the creative strategy focuses on marketing materials, messaging and content. Advertising is the final outcome of these efforts. Creative strategy is the purpose of advertising and defines the method by which this objective can be achieved. This paper tries to study guerrilla marketing approach for small businesses.

Keywords: *Marketing, Guerrilla Marketing, Economic Growth, Small Businesses*

INTRODUCTION

Today, there is a strong focus on improving the efficiency and effectiveness of marketing efforts. Companies are searching for new ways to make this momentous task in order to reduce costs and add value to their products and services. Even in markets where the pressures and problems of income and expenditure in the various stages of the product life cycle are not met, rapid developments in technology issues, economic issues and business practices are searching for new ways to express old problems demand. Moreover, according to the aforementioned developments, the traditional marketing approach to meet changing conditions existing today in various business areas and identify as the new approaches to dealing with these developments are essential. Many organizations and companies with budget constraints facing many in the business world and must find its ability to invest with minimal resources and maximum benefit to its stability in the long run to survive and earn. According to Jay Conrad Levinson, Guerrilla Marketing is a concept that for the first time by the book "Guerrilla Marketing" was followed in 1982; irregular and unusual way to carry out promotional activities on a very low budget. In fact, marketing is a type of irregular guerrilla marketing for maximum results using minimal resources and engage in initiatives, innovation, breaking the rules and the search for alternative solutions to traditional marketing methods.

Exploring a Variety of Marketing Methods

Guerrilla Marketing

Guerrilla marketing was introduced by Levinson in 1982 keeping in mind small businesses. Levinson considered small business with very little resources and budget compared to the larger businesses and he wrote about the advantage of guerrilla marketing tactics of these companies. Television, radio and billboard are very expensive ways to the customer on the product information that small businesses are less able to use them, while the use of guerrilla marketing is a good solution (Levinson, 2005). Guerrilla marketing is an unconventional way of performing promotional activities and marketing budget is small. A small company, and even the average can be low cost and sales can be promoted (single-sheet brochure, public relations) it pursues their goals in marketing (Sandberg, 2006). The battle to attract consumers did not stop. But you can use the right strategies to achieve specific marketing objectives. Today, companies of different size, are looking to reduce their costs and raising their products are the best. In today's world, despite the changes and limited budget, take advantage of traditional marketing and new marketing approach we need. Philip Kotler to improve the effectiveness of marketing small businesses states that the company's managers to learn effective marketing, you can

Review Article

benefit from a variety of sources. They can be used from marketing experts and receive advice. By 1982 Guerrilla Marketing Jay Conrad Levinson in his book "Guerrilla Marketing" was described, where entrepreneurs and small businesses were targeted. In this regard, Levinson wrote 20 other books since then, and the small businesses that have the resources and budget are very low compared to large businesses to consider and take advantage of guerrilla marketing tactics for this company wrote.

How much funding is an institution that can compete with larger companies? TV, radio and billboards are very expensive way to answer customers about product information. But small businesses are not able to use it after the way for such situations. The best solution is using guerrilla marketing. Guerrilla marketing is a certain way. So now the authors have changed your perspective on this phenomenon. Basically, open and different attitudes to earn points in battle used by consumers. The most important difference between traditional guerrilla marketing and mental state is determined. Although quite a guerrilla marketing person looking to use new channels and new ways to confront and reach new consumers is so certain that its effect is long-term effects and cause hum and bustle will be, will become.

Electronic Marketing

E-marketing provides the possibility of related transactions "interactive and networked digital environment» (DNI). The focus on trading the thought of marketing thinking. At least two broad trends, limited way in determining the characteristics of e-marketing knows the trading pattern. First, in the 1990 marketing theory to pattern-related transactions because of historical trends, marketing on creating customer focused rather than customer retention. Others view the idea of relationship marketing as well as the need for one-to-one interaction with individual customers, combined, Kotler in "marketing management leader," said, "interactive marketing, relationship marketing is a big part of the idea." The bigger perspective, marketing communication consists of a continuous series of countermeasures constructively with all customers.

Viral Marketing

Viral marketing is an Internet-based communication strategy is to disseminate information on the Internet operation of the contagious nature (Poul, 2005). Another new method of market access, human networks are used. This method is known as network marketing in the name refers to any form of marketing that is primarily based on verbal communication between consumers (Tackseung and Jeong-Yoo, 2008). Leskovec and others (2007), an analysis of a person to the network consisting of 4 million people gave back about half a million to 16 million for the product. According to them greater understanding of viral marketing functional and more efficient product features and service is required. The importance of this issue is that inappropriate use of viral marketing can be created inappropriate attitude towards bundled products. Viral marketing includes analysis of systematic patterns in nature, sharing knowledge, encouraging people affected and recipients of online social networks to highlight. The message of the virus should be done more carefully. Leskovec and others (2007) randomly presented a simple model which produces a fairly complete description of a few of the products showed that is small but highly correlated. As Moore (2003) points out: "The main inspiration viral marketing Hotmail pattern was adapted from its inception in advertising is more verbal. Rising disposable income shows that potentially more people could be trapped in addiction caused by viral marketing. Described viral marketing strategy that encourages people to send a marketing message to others, and thus the potential for exponential diffusion and displays the message. Like viruses, such strategies of rapid multiplication to mass spread the message to thousands and millions of people take advantage.

Small Businesses

To analyze the data and to rule on small business, it should be noted that this category of business has executive regulations. Each industry based on annual income and employment, defines a standard for itself.

In most cases, this definition is defined by government agencies under the government changed the rules for their analysis. In addition, the standards for programs that help improve the efficiency of financial affairs. Small business is independent and a company with less than 500 staff in this area.

Review Article

The most common size standard is defined. About 22.5 million businesses are considered in the United States independent of agriculture and that 99 percent of small business (Small Business).

The Basic Principles of Guerrilla Marketing

1. Resources (time, place, thoughts) provisional agreement to achieve excellence.
 2. Rather than sell the product alone, ideology also comes with a product to sell.
 3. Established patterns to identify and analyze them and then overcome them.
 4. In pursuit of cooperation and synergy (synergy).
 5. Try to get all the knowledge and the filters in their purpose and meaning to get passed.
 6. Do not go the direct route, try detour which provide alternative solutions are found.
 7. Instead stronghold and bastion of try to be flexible and agile and nimble (Jay Conrad Levinson, 2009).
- With regard to these principles, it can be found in various aspects, marketing strategy "standards" are not far away. However, some aspects have a totally different approach, for example, In Search of Excellence temporary, overcome the lack of attention to the customer at all times through a special marketing activities, and the ideology-based effort, which is trying to sell its direct product (Baltes & Leibing, 2008).

Guerrilla Marketing Tactics

Guerrilla marketing tactics aimed at accelerating investments are designed to achieve good profitability without the huge investment made on time or cost. In most cases, these tactics have a good relationship and a desire to test different ways of creativity focused. Levinson's book, the following principles as a basis for guerrilla marketing are:

1. Guerrilla marketing in particular, for small businesses;
2. The way they should be based on human psychology, rather than on the basis of experience or judgment is guesswork;
3. the most important marketing investment in exchange for money, have the time, energy and innovation to achieve excellence in the interim;
4. Basic statistics to measure your business is profit rather than sales volume;
5. Marketing must focus on the fact that the number of new connections to be created per month;
6. Instead of trying to diversify by offering alliance between products and services, it is necessary to establish a standard of excellence and excellence is a critical focus;
7. Instead of focusing on attracting new customers, aim to turn more, the transaction and the transaction of business with existing customers and the largest transactions;
8. Competitors must not forget and focus more on collaboration with other businesses focused;
9. Guerrilla marketing should be a combination of marketing methods to use a series of operations;
10. Current technology as a means to empower your marketing.

By analyzing these principles, a person can achieve aspects of guerrilla marketing strategies are not around; although a number of these aspects are different. As an example, it is preferred methods of obtaining temporary means of mastering all the customers. This is done through certain activities. There are fundamental differences between guerrilla marketing and traditional marketing. The main difference between the two is that the creative guerrilla marketing tactics, good relations and stressed satisfaction.

Levinson says that a good guerrilla marketers often have existing relationships development potential additional Relations, sufficient awareness. So one of the basic principles of guerrilla marketing is relationship marketing success is the heart.

There are different types of relationships, including the following: customer relationships: the relationship with potential customers by thinking about what the basis of a good relationship is upgraded. For example, sending a hand-written letter or a call to a customer if he thought the rest of the business. Employee relations in your company information from one operator to the person who delivered the product and how to give, all marketing professionals should be aware of the customer relationship and even anyone that your business offers. Relations with Competitors: guerrilla marketing methods to promote good relations with its main rivals. Instead of thinking about other companies as its rival, guerrilla marketing suggests ways of cooperation. Marketing and guerrilla marketing experts called fusion

Review Article

state that small businesses can communicate together and create a larger business. Levinson says that "marketing focuses on people rather than objects." It is necessary to understand the current situation of major consumers and competitors given the sensitivity of the subject development. In this regard, staff and partners should also be considered. Optimized for better relations with other people it can increase one's flexibility, and this is a feature of guerrilla marketing.

Internet is the Most Important Tool for Marketing

In the globalization of goods and services, marketing is widely used in all countries and therefore, in this context, the internet can be a great potential for globalization. The Internet is a global media and marketing is not unlimited possibilities (phosphors, *et al.*, 1390). In the last 20 years, the importance of using the Internet as a competitive marketing tool by many experts and researchers was approved. The Internet is a bridge between organizations and investors at the local, regional or international competing (Ivanov, 2012).

Performance of e-marketing can be categorized in the following three parts:

1. Integration: e-marketing as well as sales through the entire process of selling the company as a unified process takes company representatives.
2. Balance: e-marketing needs and demands of customers with production and service capacity by company controls.
3. Brokering: e-marketing among various sectors including the financial sector and foreign investors to play a mediating role.

12 Marketing Secrets for Success in Business

1. Commitment average marketing can be a commitment to marketing program, has more success than the business advantages and strong marketing, but without any commitment to its marketing program.
2. Investment: Marketing is not an expense, but an investment and using other secret you can do the best possible investment.
3. Stability and Continuity: Marketing plan for your business that you choose should be stability in this way will be successful.
4. Make it your business is very important that potential customers have confidence in you and your company. In this case, the potential customer into an actual customer gets.
5. Patience: patience is a very important aspect of guerrilla marketing. Maintain commitment and investment stability marketing program business requires Patience Company.
6. Classification: Partisans know individual marketing tool usage is less than the marketing mix. Comprehensive classification requires a marketing tool to attract customers.
7. Availability: a company must be available for the welfare of their customers.
8. Dependency: businesses need to know that other related businesses as well as other businesses are also dependent on you.
9. Surprises: the marketing application must be always topical amazing and astonishing.
10. Measurement: You can measure your marketing results for your company to double the advantage. The measurement used to judge the marketing tool.
11. Conflict: this means that the relationship between you and your customers.
12. Facilities: Facilities such as guerrilla marketing technology, including computers, software, mobile and fax is. Company to all facilities and equipment partisan as the dominant technology and make use of them.

The secrets of guerrilla marketing tool and are in fact using this simple secrets of a company can be successful in the field of marketing. Is Guerrilla marketing a good way to marketing? When well-designed guerrilla marketing can be useful and beneficial in most cases, although doing research and finding detailed information in this regard is hard. If you do not focus on the main objectives and on an appropriate frequency and using the right tools to deliver the right messages do not pay will not be effective guerrilla marketing.

Otherwise, the person seeking the guerrilla marketing will be negative and bad aspects of the effort to attract the attention of consumers in the competition will be available.

Review Article

Guerrilla Advertising Strategies

Innovation is the spirit of guerrilla marketing, promotional activities in the field of visible companies. Guerrilla marketing makes the minds and opinions different through various media and using the tools and specific slogans somewhat wider than their competitors and position their products and services. The distinction created by the advertising message in mind, not only to communicate a message to the agent, but it has long been engraved in the minds of the audience. It plays a crucial role in the effectiveness of ads. A company in charge of promotional activities through guerrilla marketing strategies, must possess the ability to understand the company's prospects. Guerrilla marketing concept was introduced by Levinson in 1984. He has stated following principles for companies using guerrilla marketing campaigns: Ads must specifically as possible and convincing and directly affect corporate profits. Ad matter if the testimony of (certificates of) customer, we have a real client and the ad must refer to events and real names. Realistic goals should be a creative way to deliver target customer.

CONCLUSION

As small businesses grow, the same is true in the case of guerrilla marketing. And small business is growing more than ever. As articulated entrepreneurs are around the world, this is also true for guerrilla marketing. If you ask the owners of small businesses came to the conclusion that the use of guerrilla marketing is far easier to deal with it. It should be said that the spirit and essence of guerrilla marketing remains alive and well. A spirit which seeks to achieve common objectives such as profits and joy, with unconventional methods such as investing energy instead of money. Human as well as of the time of writing the first book and the first man has not changed. You cannot ignore the fact that we live in a new era that many changes occurred. But if you look at the humanity faced with very few changes. Marketing world has changed because instead of expanding, contracting and is very technical. But this does not mean that you have not technically because technology more than what you think you got involved because of the easy availability. Open your arms to the guerrillas break changes. They are aware of changes and what needs to be changed. They know the difference between change and progress. There is no place for paralysis of analysis in their world.

REFERENCES

- Baltes G and Leibing I (2008).** Guerrilla marketing for information service. *New Library World* **109**(2/1) 55-46.
- Frouzandeh L, Abbasi Esfanjani HF and Esfidani MR (2011).** Strategic issues in the use of information technology and Internet marketing. *Monthly Management Plan, Tehran* **49** 2-9.
- Ivanov AE (2012).** The internet impact on integrated marketing communication. *Procedia Economics and Finance* **3** 536- 542.
- Jay Conrad Levinson (2009).** *Guerrilla Marketing*, first edition, translated by Hodayoun Rokni Qajar (Siteh Press).
- Leskovec Jure, Adamic Lada A and Huberman Bernardo A (2007).** The Dynamics of Viral Marketing. *ACM Transactions on the Web* **1**(1).
- Levinson J Conrad and McLaughlin W Micheal (2005).** *Guerrilla Marketing For Consultants: Break Through Tactics For Winning Profitable Clients* (John Wiley & Sons, Inc, Hoboken).
- Moore Robert E (2003).** From genericide to viral marketing: on 'brand'. *Language & Communication* **23** 331–357.
- Poul Houman Andersen (2005).** Relationship marketing and brand involvement of professionals through web-enhanced brand communities: the case of Coloplast. *Industrial Marketing Management* **34** 285– 297.
- Sandberg P and Stierna H (2006).** Guerrilla Marketing. Master Thesis in EMM, Jönköping International Business, School, Jönköping University 26-38.
- Tackseung Jun and Jeong-Yoo Kim (2008).** A theory of consumer referral. *International Journal of Industrial Organization* **26** 662–678.