Guerrilla marketing designates the selection of atypical and non-dogmatic marketing activities that aim to achieve the greatest possible impact in the ideal case with a comparable minimum investment. Guerrilla marketing has developed into a basic strategy overarching the marketing mix, a basic marketing policy attitude for market development that goes off the beaten track to consciously seek new, unconventional, previously disregarded, possibly even frowned-upon possibilities for the deployment of tools. It is a fine line between innovative, creative marketing and producing reactance in the minds of the audience by exceeding limits.

While guerrilla marketing activities can be seen more and more in the marketing practice, the phenomenon is either discussed very controversially in the marketing science or even neglected completely in the scientific marketing literature. The paper gives an overview of guerrilla marketing. It describes and structures guerrilla marketing in a novel form and shows illustrating examples.

Finally, guerrilla marketing is evaluated from a neutral perspective and developmental trends are traced. Two types of marketing encompassed by guerrilla marketing are viral marketing and buzz marketing. Unlike typical public marketing campaigns that utilize billboards, guerrilla marketing involves the application of multiple techniques and practices in order to establish direct contact with the customers.

One of the goals of this interaction is to cause an emotional reaction in the clients and the final goal of marketing is to get people to remember brands in a different way than they are used to.
technique involves from flyer distribution in public spaces to creating an operation at major event or festival mostly without directly connecting to the event but using the opportunity. The challenge with any guerrilla marketing campaign is to find the correct place and time to do the operation without getting involved in legal issues.

INTRODUCTION

Guerrilla marketing is an advertisement strategy concept designed for businesses to promote their products or services in an unconventional way with little budget to spend. This involves high energy and imagination focusing on grasping the attention of the public in more personal and memorable level.

Some large companies use unconventional advertisement techniques, proclaiming to be guerrilla marketing but those companies will have larger budget and the brand is already visible. The main point of guerrilla marketing is that the activities are done exclusively on the streets or other public places, such as shopping centers, parks or beaches with maximum People access so as to attract a bigger audience.

Guerrilla marketing is a concept that has arisen as we move from traditional media to more online and electronic media. It is a concept that was created by Jay Conrad Levinson when he wrote the book Guerrilla Marketing in 1984. Traditional advertising media are channels such as print, radio, television and direct mail but as we are moving away from these channels the marketers and advertisers have to find new strategies to get their commercial messages to the consumer.

Guerrilla marketing is an alternative strategy and is about taking the consumer by surprise to make a big impression about the brand, this in turn creates buzz about the brand or product being marketed. It is a way of advertising that increases engagement with the product or service, and is designed to create a memorable experience for the consumer. By creating this memorable experience for the consumer, it also increases the likelihood that a consumer, or someone who
interacted with the campaign will tell their friends about it and via word of mouth the product or service being advertised reaches a lot more people than initially anticipated, and means it has more of a mass audience. This style of marketing is extremely effective for small businesses to advertise their product or service, especially if they are competing against bigger companies as it is inexpensive and focuses more on reach rather than frequency.

For guerrilla campaigns to be successful companies don’t need to spend large amounts, they just need to have imagination, energy and time. Guerrilla marketing is also an effective way companies who do not provide a tangible service can advertise their products through the nontraditional channels as long as they have an effective strategy. As opposed to traditional media Guerrilla marketing cannot be measured by statistics, sales and hits but is measured by profit made. It is designed to cut through clutter of traditional advertising and have no mystery about what is being advertised. The message to consumers will be clear and concise, the business will not diversify the message to the consumer and focus will be maintained.

This type of marketing also works on the unconscious mind, as purchases quite often are decided by the unconscious mind. To keep the product or service in the unconscious mind means repetition is needed, so if a buzz is created around a product and it is shared amongst friends it enables repetition.

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place and time to do the operation without getting involved in legal issues.

Principles of Guerrilla Marketing

Completely unexpected

The result of completely unexpected situation is a surprise- a moment when the situation that arises was not expected and the participant of the event was not prepared to witness or be part of such situation. There are many ways how to catch interest of people by putting usual objects to unusual places or using usual objects in unusual time. Unexpectedness may be used as an advantage. By witnessing a surprising situation people tend to raise their attention. Therefore, the marketers may use such situation to attract the visitor, on Internet in particular, to receive a message which contains the marketing message.

Drastic

A word "drastic" is defined by Oxford Dictionary as having a strong or far-reaching effect (Oxford Dictionary, 2009). Any guerrilla marketing campaign should work with a form of drastic city in order to reach maximum relevant target audience. The element drastic city enables the marketer to reach large number of message receivers without necessarily large marketing budget. It is the element that may significantly help the campaign to be cost-effective with high degree
of Attention and Interest element. The negative aspect of any form of drastic behavior is that the marketing message can be automatically rejected of the target audience, or its part, because it can assess the campaign as impolite or strongly negatively affecting their individual values.

**Humorous**

Humorous effect in the marketing communication helps to diminish the barriers between the sender and receiver, the business organization and the customer respectively. Moreover, entertainment in the marketing communication can significantly increase the efficiency of the campaign by reaching larger number of receivers. Humorous effect is in promotion and marketing communication difficult to create however by looking at the video coverage of chosen guerrilla campaigns in the end of this section as a part of this work shows that the effect is in guerrilla campaigns is commonly used. The humorous aspect is also one of those that differentiate the campaign from most of others.

However, as the secondary research indicates, many so called guerrilla marketing campaigns have not proved that humor was one of the elements of the campaign. According to the research can be stated that those guerrilla marketing campaigns that contains the effect of humor reach more receivers and helps to create interest. Humor is used commonly in viral marketing campaigns distributed over Internet uncoordinated by the Internet users.

**One Shot Game**

One shot game, meaning that the guerrilla marketing campaign is performed only in strictly limited period of time, indicates that the receivers of the guerrilla messages understand that the campaign is only temporary the concept should not be used again on the same market. This aspect has in Internet marketing great importance because variety of interactive tools and techniques can make long-term guerrilla campaign for users that will be allowed to see the campaign only temporarily. The campaign can last several months but once the visitors watch it, it never appears on his/her screen again.
Cheap

The cost of guerrilla campaign can be often the purpose of attractiveness for the businesses. The objective is to create rumor, buzz effect and immediate impact on target group but still keeping the budget tight. This means: creativity, innovation and saving processes come necessarily to place in the marketing planning. The principles of innovation and creativity in marketing explained already in the literature review reveals its importance because cost-effectiveness and creativity may be the major factor influencing the marketing managers or SME business owners to apply guerrilla marketing principles on Internet, as the primary research findings indicated. The cost is relative parameter when it comes to comparison of cost to target group impact.

The large number of internet users and technical accessibility of the Internet content indicate that the impact of any guerrilla marketing campaign can be large and therefore the cost of the guerrilla campaign highly depend on the planned targeted segments to be reached and type of the guerrilla marketing campaign. However, there should be still clearly identifiable difference between the necessary budget for guerrilla campaign and a traditional marketing campaign (for example Internet banner ad) with the same target group.

Goodwill and customer benefit

Goodwill can be defined as a disposition to kindness and compassion or more specifically as an intangible asset which provides a competitive advantage, such as a strong brand, reputation, or high employee morale. Customer benefit can be the most difficult aspect to reach in applying to the marketing activity. When a customer buys a laptop in a store, he pays for his own benefit to work and communicate anywhere. He gets benefit immediately because he purchased the laptop and opened it up in his car and started immediately to use it.

However, the customer benefit may be less visible when another customer is travelling to her office by tram and she is exposed to several numbers of billboards, big boards, light boards or flyers
during the way. The benefit for her can come at the time she uses the business message from an advert for her own benefit by purchasing new laptop for 25% discount for example than in the store where she was planning to buy it. However, for those people who do not need any of the products and services aggressively communicated in most of the advertising places outside the benefit is very difficult or even impossible to find.

Guerrilla marketing campaign should always give the target audience something that will make them feel richer or satisfied. The literature review revealed that those campaigns that use creativity and innovation which build trust and self-satisfaction of the customers may significantly help to efficiency of the marketing campaign. The benefit can be delivered by giving something for free or just giving them reason to smile.

**Types of Guerrilla Marketing to attract Customers Unfailingly**

**Alternative Marketing**
This is a popular type of guerrilla marketing which uses non-traditional ways of advertising a product. Generally this form of marketing involves using some form of a publicity statement that is released by the company that does not directly market or promote the product but creates an appeal base for the product in question, thereby informing consumers of its existence.

**Ambient Marketing**
Of all the different categories of guerrilla marketing that exist, ambient marketing tends to cost the most. This is because of the fact that this type of marketing usually involves making use of a venue and then recreating it, the fees for which can be quite high. In this form of marketing, you use the one thing that is best synonymous with the company and then place it in other venues or things, which would normally not be associated with your company or products.

**Astroturfing**
This form of marketing is very similar to the grassroots movement in which individuals promote a product because of the good experience they have had with it. But unlike the latter, which is an honest promotion, in astroturfing (which is generally done through blogs),
the people promoting the products are often on the payroll of the company or own the company themselves. The bloggers do not reveal that they are connected to the company.

**Experiential Marketing**
In this form of marketing, the attempt is to allow a prospective consumer to experience the product in question, so that they have something tangible to connect with. The company allows people to experience the product in question. It is often stated that this form of marketing allows the consumer to make a more informed and intelligent decision.

**Presume Marketing**
This is the form of guerrilla marketing where the company aims at making people realize the presence of the product. They try to achieve this by placing products in those places where they are bound to get a lot of recognition and exposure. Product placement in movies and television shows is often considered to be a type of presume marketing. On the Internet when you place notes or photographs on different websites you are indulging in presume marketing.

**Tissue Packing Marketing**
Made popular in Japan, this form of advertising as the name suggests, involves promoting products on the cover of tissue papers. Since it is such a commonly used product and can be retained for a while, it is a great way of ensuring that the product remains in the memory of the consumer. This technique is generally considered to be more useful than advertising on flyers.

**Undercover Marketing**
Also known as stealth marketing, it involves the use of a celebrity to advertise the product by using it in public places. They vocalize their loyalties to the product that they are using. In this manner, the celeb is encouraging fans to use the same product that he is using, and is creating awareness about the product.

**Viral Marketing**
This type of guerrilla marketing uses different social networking sites and popular games and videos to create recognition for the brand and
the product. The technique is such that if a commercial captures the attention of the target base, it will be circulated by them without the company having to incur any costs. The reason it is called viral marketing is because of the comparison that has been made to the spread of computer viruses.

**Wild Posting**

Unlike other types which tend to be subtle, this form involves over-the-top promotion of your product by placing posters wherever they can be placed and making the message hard to miss. Of course, the cost factor involved in this form of marketing is very less which makes it effective in the long run.

These are the main divisions that can be made of guerrilla marketing. In a time and age where consumers are increasingly becoming more intelligent to advertising tactics, guerrilla marketing is a great way of subtly promoting your product.

**Rules of guerrilla marketing:**

1. Use ingenuity instead of big money.
2. Dedicate plenty of time to your marketing effort – it won’t come together instantly.
3. Follow through; don’t hype up an inferior or non-existent product.
4. Make it personal. Appeal to your target audience’s vanity or pride.
5. Creating a recognizable and memorable brand will do wonders for any campaign, large or small.

**Advantages**

**Research**– Traditional media vehicles reach mass market and can be used for a product sold to a large percentage of general population, such as a shampoo or a supermarket brand.

**Target ability** – In case of a larger target group that holds on to specific press, TV channel, etc., traditional media have a chance to
reach it easily. Good examples are people interested in architecture or diving, having at least one popular magazine.

**Trustworthy** – According to research a large number of people still find advertisements and commercial delivered with traditional media vehicles more trustworthy than for example those appearing in electronic media.

**Disadvantages:**

**Mass Media** – Even though traditional media can be relatively well targeted, today’s market becomes more and more segmented and reaching just the general target group is often not precise enough.

**Cost** – Usage traditional media vehicles is often very high.

**Media Saturation** – Nowadays customers are being exposed to too many commercial messages, they start to percept them as disturbing and not worth attention.

**Message Life** – The many commonly used vehicles have a short life time which limits the number of people reached, for example daily newspapers or commercial on TV.

**CONCLUSIONS**

Guerrilla marketing is a very creative advertising method which displays products or brands using the element of surprise. Various guerrilla marketing instruments can be employed such as ambient marketing, sensation marketing, ambush marketing and viral marketing—though the boundaries between these sub-regions are quite fluid. In the battle for consumer attention, guerrilla marketing is an opportunity to use advertising to appeal to a target audience when they are not expecting it, and catching an audience unawares gives the advertiser a positive advantage over the competition. During guerrilla marketing, emotional triggers such as humor are often employed to achieve marketing goals, and such emotional experiences both help consumers to notice the advertising and make the experience more memorable. Guerrilla marketing actions can attract enhanced attention, and thus have the potential to spread virally. But guerrilla
marketing can also be risky if the brand fit is unsatisfactory or if ambush marketing attempts any particularly audacious exploits. Guerrilla marketing frequently operates in legal grey areas, and companies overstepping the mark can sometimes trigger a public outrage on social media

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