GUERRILLA MARKETING

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What is Marketing?

The process of creating and delivering desired goods and services to customers and involves all of the activities associated with winning and retaining loyal customers.

Marketing is most successful when philosophy, tasks, and manner of implementing available technology are coordinated and complimentary!
What is Guerrilla Marketing?

The Basic Principals are the Same!

You are probably smaller and you may be less well financed. You can’t afford to make a lot of mistakes.

But Marketing is just as important to you as it is to those big guys!
Why is Marketing Important?

- Every organization has a set of functional areas
- Their tasks are essential for success
- They must be managed for maximum performance
- Marketing differs in that its primary concern is with EXCHANGES in markets outside the firm
- Marketing coordinates the other functional areas
Marketing Model

- Customer Needs and Wants in the center
- The first ring around the center is the Marketing Mix
- The outer ring is External and Internal Factors influencing the firm and its markets
Use Market Research to determine the needs and wants of your target market.

You can’t afford to guess!
The Marketing Mix

Product
Place
Price
Promotion
External and Internal Factors

- **External**
  - The Economy
  - Legal Requirements
  - Others?

- **Internal**
  - Culture
  - Budgets
  - Other?
But I’m a Non-Profit???

- Marketing is basically the same but the measure of success is different
  - For Profit – Long Term Profitability to benefit the Owners
  - Non Profit – Success is measured in terms of the Mission which is a benefit to society
Guerrilla Marketing

The Basic Principles are the same
You need a Plan
A critical part of your Business Plan
A Guerrilla Marketing Plan

Use unconventional, low-cost, creative techniques that allow a company to wring a big “bang” from its marketing bucks
Four Objectives of a Guerrilla Marketing Plan

1. Pinpoint the target markets a company will serve
2. Determine customer needs, wants, and characteristics through market research
3. Analyze a company’s competitive advantages and build a marketing strategy around them
4. Create a marketing mix that meets customer needs and wants
Size Matters!

- Entrepreneurs are much more flexible
- You can change your plan quickly
- You do not have the big budget
- You do not need big numbers to be successful
“Secrets” of a Guerrilla Marketer

- Understand target customers’ needs, demands, and wants before competitors can – SPEED!
- Offer them products and services to satisfy those needs, demands, and wants - MIX
- Provide customers with quality, service, convenience, and value so they will keep coming back
A system of gathering data on individual customers and then developing a marketing plan designed specifically to appeal to their needs, tastes, and preferences.
How to Become an Effective One-to-One Marketer

1. Identify your best customers, never passing up the opportunity to get their names.
2. Collect information on these customers, linking their identities to their transactions.
3. Calculate the long-term value of customers so you know which ones are most desirable (and most profitable).
4. Enhance your products and services by giving customers information about them and how to use them.
5. See customer complaints for what they are - a chance to improve your service and quality. Encourage complaints and then fix them!
6. Make sure your company’s product and service quality will astonish your customers.
7. Know what your customers’ buying cycle is and time your marketing efforts to coincide with it - “just-in-time marketing.”

Successful One-to-One Marketing
Guerrillas can be BETTER at Relationship Marketing

Involves

- Developing
- Maintaining
- Managing

*long-term relationships* with customers so that they will keep coming back to make repeat purchases
Guerrilla Marketing Principles

- Find a **niche** and fill it
- Do not just sell – **entertain**!
- **Connect** with customers on an emotional level
- Build a **consistent** branding strategy
Guerrilla Marketing Principles

- Understand and Use Technology
- Strive to be unique
- Focus on the customer
- Retain existing customers
- Devotion to quality
Guerrilla Marketing Principles

- Attention to convenience
- Concentration on innovation
- Dedication to service and customer satisfaction
- Emphasis on speed
A Winning Marketing Strategy

Three vital resources:

- **People** - the most important ingredient
- **Information** - the fuel that feeds the marketing engine
- **Technology** - a powerful marketing weapon
QUESTIONS?

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