ADVERTISING IS SIMPLY
A FORM OF COMMUNICATION
BETWEEN YOU
AND YOUR CUSTOMERS.
WHAT IS GUERRILLA MARKETING ADVERTISING?

1. USING CREATIVE TECHNIQUES
2. UNCONVENTIONAL APPROACH
3. LOWER COST

(Tap into opportunities around you use your connections)
BEFORE ADVERTISING...

DEFINE YOUR BUSINESS CORE.

Why are we in business?
Why should you do business with us?
What makes us so special?
IF YOU CAN TELL ONLY ONE THING ABOUT YOUR BUSINESS...
WHAT WOULD IT BE?

(KNOW YOUR STRENGTHS.)
IN ORDER TO ADVERTISE SUCCESSFULLY YOU MUST KNOW WHO YOUR CUSTOMER IS AND PLAN THE BEST METHOD TO REACH THEM.
ADVERTISING REPETITION AND A CONSISTENT BRANDING LOOK WILL GET YOU NOTICED.

BE REMEMBERED.
GUERRILLA MARKETING AND ADVERTISING

CATEGORIES OF ADVERTISING:

• AUDIO
  Radio

• AUDIO/VIDEO
  TV, Movie Theatres, Displays

• PRINTED
  Brochures, Catalogs, Tradeshow Displays, Ads, Packaging, Signage

• DIGITAL
  Web sites, E-Newsletters, Web Banners, Email Blast
RESEARCH IS THE KEY TO STRATEGIC PLANNING... THE MORE YOU KNOW ABOUT YOUR TARGET AUDIENCE AND THEIR BUYING HABITS THE BETTER.

(Needs... Demands... Wants)
METHODS FOR COLLECTING RESEARCH...

(Primary)
Customer Surveys, Focus Groups, Daily Transactions

(Secondary)
Internet, Direct Mail, Articles, Market Research, Forecast, Census Data, Business Directories, Local Data, Demographic Data
WHEN CONDUCTING RESEARCH...

1. DEFINE THE OBJECTIVE
2. COLLECT THE DATA

Know how to give the customers the value they want.

Make them feel special.
GUERRILLA ADVERTISING

PRINCIPLES

• FOCUS ON CUSTOMERS
  (67% Of Lost Customers Come From Employee Treatment)

• CONNECT ON AN EMOTIONAL LEVEL

• BUILD & MAINTAIN A CONSISTENT BRAND STRATEGY

• STRIVE TO BE UNIQUE
TO DEVELOP A SOLID ADVERTISING CAMPAIGN...

Know 3 Types Of Information:

1. Geographic - where are customers
2. Demographics - customer characteristics
3. Psychographic - What drives customer buying behavior?
WHEN CREATING AND PLACING ADVERTISING...

- FIND YOUR NICHE & FILL IT!
- DON’T JUST SELL ENTERTAIN!
- BE CREATIVE & UNIQUE!
- KEEP MESSAGE ON TARGET!
CURRENT TRENDS IN ADVERTISING:

DIGITAL AGE IS OPENING NEW OPPORTUNITIES...

WEB SITE - Even The Smallest Companies Can Market Their Products and Services Worldwide.

Web sites, E-Newsletters, Web Banners, Email Blast
SUCCESSFUL ADVERTISING... DOES NOT JUST HAPPEN IT IS WELL PLANNED.

ALWAYS TELL YOUR AUDIENCE WHO YOU ARE... WHAT YOU ARE... AND HOW TO FIND YOU.