
What is **GUERRILLA MARKETING?**

By Jay Conrad Levinson

With the Guerrilla Marketing books now in 37 languages and required reading in many MBA programs worldwide, it's important to know what guerrilla marketing really is.

What Is Marketing In The First Place?

Marketing is a process, not an event. Whether your entire marketing budget measures in the low three figures or your internet marketing budget alone is larger than the GNP of half the members of the United Nations, marketing is every bit of contact any part of your business has with any segment of the public.

If your marketing is not a circle, it's a straight line that leads directly to Chapters 7, 11, or 13 in the bankruptcy courts.

If you're a guerrilla, you view marketing as a circle that begins with your ideas for generating revenue and continues with the goal of attracting a large number of repeat and referral customers.

The three key words in that paragraph are every, repeat, and referral. If your marketing is not a circle, it's a straight line that leads directly to Chapters 7, 11, or 13 in the bankruptcy courts.

How Is Guerrilla Marketing Different From Traditional Marketing?

Guerrilla marketing means marketing that is unconventional, non-traditional, not by-the-book, and extremely flexible. Fifteen factors make it different from old-fashioned marketing:

1. Guerrillas invest time, energy, and imagination into marketing rather than money.
 2. Guerrillas use psychology and the laws of human behavior rather than guesswork in their marketing.
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3. Guerrillas regard profits as the yardstick by which they measure the effectiveness of their marketing programs rather than concentrating on traffic, responses, or gross sales.
4. Guerrillas are fanatical in their devotion to customer follow-up rather than ending the deal with the sale.
5. Instead of intimidating business owners, guerrilla marketing removes the mystique from the entire marketing process, clarifies it.
6. Instead of competing with other businesses, guerrilla marketing preaches the gospel of cooperation, urging you to help others and let them help you.
7. Guerrillas are dedicated to making relationships rather than sales, for long-term relationships are paramount.
8. Guerrillas know that only marketing combinations, rather than single marketing tools like advertising, work.
9. Instead of growing with an idea of diversifying, guerrilla marketing suggests that you grow if you want, but be sure to maintain your focus.
10. Guerrillas strive to aim marketing messages to individuals, not to groups. The internet has given this guerrilla tactic much more prominence.
11. Instead of thinking of what they can take from customers and prospects, guerrillas think of what they can give. In the information age, they freely give information.
12. Guerrillas embrace technology. If they are technophobic, they make an appointment with a technoshrink. Technophobia is fatal.
13. Instead of being haphazard and unintentional all guerrilla marketing is intentional, from how the phone is answered to the attire guerrillas wear.

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14. Instead of talking about yourself and being “me” marketing, guerrilla marketing talks about the customer and is “you” marketing.
 15. Instead of going for the sale with marketing, guerrilla marketing goes for consent to receive marketing materials, then only markets to those who have given their consent. Guerrillas consider marketing to be a chance to initiate conversations with their prospects.

Conclusion

These are 15 very critical differences and are probably the reasons that the concept of guerrilla marketing has filled a void in the world’s economy, explaining why the guerrilla books have been translated into 37 languages, sold over one million copies, are required reading in most MBA programs, are available in audiotape and videotape versions, as computer software, as a nationally-syndicated column, as a newsletter, and are the most popular and widely-read marketing books in the world.

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The essence of guerrilla marketing is a blend of common sense, realistic expectations, and a devotion to a plan. It is hardly a miracle worker, but when done properly, does seem to work miracles for those with the patience, aggressiveness and willingness to constantly learn.

These days, marketing success does not belong to those who learn everything about anything, but to those who learn one thing after another. Learning about marketing and guerrilla marketing is the best place to start if you’re to become a master of marketing.

Author Bio

Jay Conrad Levinson is the author of the “Guerrilla Marketing” series of books, the best-selling marketing series in history. His books have been translated into 37 languages and more than one million copies have been sold. His website is at www.gmarketing.com.

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