

## **Guerrilla marketing: as an apparatus for “interactive and embedded advertising tool for marketing goods”; through innovative sources of social networking**

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### **Abstract**

*Marketing through Internet opened new frontiers for advertisers with the advent of the ad server, which facilitated "dot-com" roar of the 1990s. Innumerable websites, including the search engine Google, revolutionized advertising by emphasizing contextually pertinent, inconspicuous ads intended to lend a hand, rather than overwhelm consumers. A recent advertising modernization which is implemented by the businesses these days is "guerrilla marketing", which involves remarkable approaches, giveaways of products such as cars that are sheltered with brand messages, and interactive promotion where the viewer can retort to befall part of the advertising message. The research paper is initiated to investigate the modernization of advertising management through guerrilla marketing and its outcome on the consumers.*

**Keywords: Guerrilla Marketing- Advertising management- Promotion- consumer**

### **Introduction**

Guerrilla Marketing is an advertising approach that focuses on economical and exceptional marketing tactics that give in utmost results. This is one of the significant strategies applied by companies these days which reflects an increasing trend of interactive and "embedded" ads, such as via product placement, consumer polls, and various innovations making use of social networking services such as Facebook, Twitter, LinkedIn and the like. It thrives on innovative ideas and creativeness, where imagination and ingenuity strike out big budgets.

The use of guerrilla marketing tactic is not designed for all types of goods and services, and it is often used for more "edgy" products and to target consumers who are more likely to respond positively mostly youngsters who make use the social media.

### **Literature Review**

The idea of Guerrilla marketing was coined by Jay Conrad Levinson in 1984 as “the act of executing an unusual or unexpected marketing activity in a common, everyday place in order to generate a buzz for products or services”; which has been widely-accepted by small businesses around the

world for its cost effectiveness where budget is a criterion. Its focus is on time, low cost, innovative strategies of marketing, low energy consumption and not on big marketing budget. Guerrilla marketing emphasizes on retaining existing customers than acquiring new ones.

Guerrilla marketing was originally a marketing strategy in which low-cost, unconventional means (including the use of graffiti, sticker bombing, flyer posting, etc.) were used in a (generally) localized fashion to draw attention to an idea, product, or service. 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.<sup>1</sup>

### **Principles of guerrilla marketing**

The following principles were identified by Levinson; as the foundation of guerrilla marketing:

1. Guerrilla marketing is specifically geared for the start up businesses.
2. It is supposed to be based on human mind set towards products.

3. The primary investments of marketing should be time, energy, and creativity.
4. It is a prime gauge to measure your business in terms of profits rather than sales.
5. The marketer should also give attention to the number of new customers earned in each month as well as customer retention.
6. It should have its brain on be quality consciousness, not diversification of products and services.
7. Guerrilla marketers should use a combination of marketing methods for a campaign which updates the current technology.
8. Its goal is cooperation and not competition.
9. Messages are aimed at individuals or small groups, the smaller the better.

### Strategies of guerrilla marketing

1. Selling the product at discounted price
2. Providing higher quality products
3. Launching the business with a large product variety
4. Innovative product
5. Efficient service strategy
6. Innovative distribution channels
7. Rigorous and Imaginative advertisement Campaigns
8. Cost effective manufacturing strategy
9. Prestigious Goods

### Guerrilla Marketing in India

Consumers are bombarded with ads on a day after day they are growing more and more immune to large budget advertising. Marketers that focus on ingenuity can generate successful results with reasonably priced techniques. Guerrilla marketing is all about being special and exceptional. Another goal of Guerrilla marketing is to create a brilliant brand experience so as to retain current consumers as well as to attract new ones. Many Indian companies, including the start ups, are using Guerilla Advertising to promote their new products. The first amongst such companies are Sony Ericsson, Nokia, McDonald's etc. Consumers are provided with such advertisements displayed

on elevators and escalators in our local malls. The concept of Guerrilla marketing is still in a nascent stage in India, and companies are trying to find new ways to adopt such effectual strategies, which *inexpensive and create brand consciousness*. While the market for a number of products in developed countries are saturating and declining; India presents an expanding market as:

1. There is existence of unsatisfied desires of consumers
2. Increased population
3. Income increase
4. Social and cultural revolution
5. Technological advancements

### Objectives of the study

- To investigate the effectiveness of Guerrilla marketing as an innovative tool in Advertising Management.
- To know whether the strategies implemented by the businesses as a part of Guerrilla marketing, enriches the innovative and creative aspects of the brand.
- To scrutinize the functioning of social media in guerrilla marketing.
- To revise the advantages of guerrilla marketing.
- To refer the marketing weapons used.

### Scope of the study

1. Companies are getting insolvent, decentralization, government policies are getting more hassle-free, technology is more reasonably priced, and people are in search of options to set aside money and are moving towards small businesses which necessitated the significance of viral marketing.
2. Increasing Cost of advertisement campaigns which is not affordable for start ups.
3. Guerrilla marketing has proven to be victorious since it works effectively for small businesses all over the world as it is easy to understand, implement and inexpensive.

## Conclusion

Based on the research of this paper, it can conclude guerrilla marketing is a variety of economical, inventive, unpredictable, exceptional, outrageous advertising technique that can guide the marketer. The marketers need great inspiration of idea to contribute in the guerrilla marketing strategy. The outstanding advertising media of guerrilla marketing can uphold the products and services that attract the attention of consumers. The guerrilla marketing that insists of giving away products is highly suggested because it know how to share pleasure around the people. The marketers have to study the human behavior and psychology to plan a guerrilla marketing strategy so that it can avoid affecting the reputation of brand image, sales and production. Regarding the implications, the purpose of the research paper was to know the role of guerrilla marketing in today's dynamic business scenario.

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presently working as an Assistant Professor in Amrita Vishwa Vidyapeetham University, India.

## Role of Guerrilla marketing in enriching the innovative and creative aspects of the brand

Guerrilla marketing methods are implemented by most of the small scale companies in India.

1. This is considered as economical as most of the companies in India falls under this strategy.
2. Guerrilla marketing is all about networking. It leads to networking with the customers and also with different businesses. As most of the consumers, especially youngsters spend their time on the social networking sites; Guerrilla marketing through these media enriches the innovative aspects of the products and services.
3. When comparing guerrilla marketing with traditional marketing, guerrilla marketing is tailored to suit small business and is exciting as the latter is complicated and sluggish; as it presents the products in an outdated mode.
4. It is creative as well as imaginative as it presents the products in an innovative way which is often surprising to the customers.

## Pitfalls of Guerrilla Marketing

1. There is a strategic risk associated with the implementation of Guerrilla advertisement as there is jeopardy of legal action associated with the same.
2. This concept like all other advertising campaigns as it is difficult to measure problems in the advertising.
3. It requires a lot of determination and hard work, as compared to expensive strategies used by traditional marketing.
4. This system requires tolerance in order to obtain successful outcome as time is the main investment.

## Author Profile

Gopika G received Bachelors and Masters in Commerce from Sacred Heart College in 2009 and 2011 respectively, received Masters in Business Administration in 2015 and