

# 100 Guerrilla Marketing Weapons

1. **Name.** Be sure your company name is a good one that people can pronounce; that doesn't confuse them; and that is uniquely yours.

2. **Product or service niche.** Also known as positioning, this is the segment of the market you want for your very own.

3. **Color.** Memorability is increased as attitudes established when you associate a color with your business.

4. **Identity.** This is identity that conveys your company's personality. Be sure it realistically reflects who you are.

5. **Logo.** Some people call this a trademark. It's a graphic representation of your company. It's smart to have one.

6. **Theme.** This is a set of words that summarizes your company or its prime benefits. Pick a theme you can live with for a long time. The longer you use the theme, the better. Themes make great "tag lines."

7. **Package.** Your package is the box your product comes in, the office your services come from, your van, your sales people, and you. The way you package your offering will attract or repel your customers and prospects.

8. **Size.** The size of your business influences some people to buy or not to buy. Big is not necessarily good. Neither is small. But both can be good. Can you offer the benefits of both?

9. **Decor.** Customers form opinions based on the decor of your store, office, or factory. It should reflect your identity.

10. **Attire.** People will develop attitudes about your business based on what you and your employees wear at work.

11. **Pricing.** Pick a pricing niche - - high, medium, or low - - depending on your competitors.

12. **Business card.** Guerrillas make theirs more than a name, address, and phone number.

13. **Stationery.** The look and feel of your stationery make it a powerful marketing tool.

14. **Order form/invoice.** This is not just a business form, but an opportunity to gain more business, increase referrals, and solidify the relationship between you and your customer.

15. **Inside signs.** These spur impulse buys, act as silent sales people, and merchandise offerings inexpensively.

16. **Outside signs.** They may be near your business, far away, or moving about on a bus or taxi. They direct people to your product, service, or store.
17. **Hours of operation.** Yes, your hours are part of your marketing. If you're open evenings (or early mornings) and your competitors aren't, you may gain business from them.
18. **Days of operation.** Like hours of operation, the days you are open also affect your business.
19. **Phone demeanor.** How you answer the phone turns people on or off.
20. **Neatness.** Messiness causes lost sales: People believe the sloppiness will carry over to the product or service.
21. **Location.** Without questions, this is one of the most important parts of success for a lot of businesses.
22. **Window displays.** They should have high visibility, be unique, and include items that invite people inside.
23. **Business plan.** This is like a map that is consulted regularly to be sure you are heading in the right direction.
24. **Advertising.** Here is one of the most crucial parts of marketing, but it is only part of the overall process.
25. **Distribution.** This refers to the methods of purchasing, in the store, by mail, by phone, etc.
26. **Service.** Service is one of the most important influences in selecting a business. It can win or lose sales.
27. **Follow-up.** Nonguerrillas think marketing ends when they have made a sale. Guerrillas know that is when marketing actually begins.
28. **Customer recourse.** Know what you will do if the customer is not satisfied. Have a clear policy and follow it.
29. **Community involvement.** The closer you are involved in the community, the higher your profits will be.
30. **Tie-ins with others.** Display signs or circulars of other businesses if they will do the same for you.
31. **Public relations.** This is publicity in the media based on something newsworthy about your business.

32. **PR contacts.** The media is inundated with requests for free publicity. Contacts, therefore, will increase PR chances.

33. **Reprints.** Most publicity stories appear only once; most ads are costly. Reprint them for mailings or signs.

34. **Special events.** Staging unusual events around your business is a good way to attract free publicity. Be creative.

35. **Testimonials.** These are free, easy to obtain, and impress prospects. Use them in brochures, ads, and mailings.

36. **Smiles.** A smile is a part of marketing and makes your customers feel special.

37. **Greetings.** The way you say hello and good-bye offers still another change for you to single out each customer. Greet warmly, use a smile, make eye contact, and (whenever possible) use the customer's name.

38. **Contact time.** Every moment with the customer is a marketing opportunity. Use it to intensify your relationship, market other items, be of better service.

39. **Sales training.** The more training you do, the more profitable you'll be.

40. **Sales presentations.** The best sales people use certain words and phrases.

41. **Sales representatives.** These people deliver your presentation so be sure they see your business the way you do.

42. **Audiovisual aids.** Points made to the eye and ear are 68% more effective than points to the ear only.

43. **Audiotapes and videotapes.** Use these to establish your expertise. They are electronic brochures.

44. **Refreshments.** Little things like offering coffee and doughnuts in the morning can have a dramatic impact on sales.

45. **Credit cards.** The easier it is for someone to buy, the better. It's worth the percentage and the paperwork.

46. **Financing.** Some customers want the product but won't have the money now. Letting them pay later can win sales.

47. **Club and association memberships.** Join these to become part of the community.

48. **Team sponsorships.** One more way to involve your business in the community and to meet potential

customers.

49. **Word of mouth.** You can control this by providing superb service, informative brochures, and steady mailings.

50. **Circulars.** These are inexpensive, flexible, and easy to distribute on street corners, under windshield wipers, as bag stuffers, as signs, on counters, at homes, etc.

51. **Brochures.** These are more detailed and are less time bound than circulars. They provide overall information.

52. **Samples.** Sampling is one of the most effective marketing tools ever devised.

53. **Consultations.** These work well for service businesses. Free consultations also help sell many products.

54. **Demonstrations.** Once again, demonstrations let prospects see what it would be like to own what you sell.

55. **Seminars.** These forums allow you to establish yourself as an authority and serve as a spring board to the sale.

56. **Column in a publication.** Many local and business publications will publish a column on your field of expertise. Don't ask for money, only for mention of your business name and phone number.

57. **Books and articles.** Credibility is an obvious aid in marketing, and these publications increase credibility.

58. **Contests and sweepstakes.** These call attention to your business and obtain names for your mailing list.

59. **Phone-hold.** When telephones are busy, this puts callers on hold while giving useful information about the company.

60. **Music theme.** If you own the rights to a piece of music, you can use it as your theme for your answering machine, radio spots, TV commercials and audio or video cassettes. Listeners will identify the theme with your business.

61. **Booths.** These inexpensive and portable structures can give you an additional location in a hurry.

62. **Roadside stands.** Perhaps your product can be sold from your own road side stand or from the stand of a vendor.

63. **Farmers and flea markets.** You can increase your distribution by seeing your products obtain regular gatherers.

64. **Access to advertising materials.** If you see products/services of others they may have materials they'll furnish you.

65. **Access to co-op funds.** Many manufacturers make funds available if you give them a plug in your ads.

66. **Research.** The more you know, the better. Industry publications and libraries can supply this important information.

67. **Classified ads.** Consider using them in local or national newspapers, and magazines.

68. **Newspaper display ads.** This is a prime medium for small business. Build an inventory of ads that have worked.

69. **Magazine ads.** Many magazines publish affordable regional editions. Consider trade and consumer magazines.

70. **Yellow page ads.** If your competitors are there, use must be too. Give as much information as possible in your ad.

71. **Direct marketing coupons.** Companies compile coupon cards into decks, then mail a group of related coupons for products and services to target groups. The mailing cost is shared by all who supply the coupons.

72. **Direct mail postcards.** Post cards break through marketing clutter, cut costs, and keep customer communication.

73. **Direct mail letters.** You'll be able, after testing, to know which letter will produce results from a specific audience.

74. **Catalog.** When you have ten thousand or more names on your mailing list, consider a full-color catalog.

75. **Newsletter.** Newsletters are a good mailing tool, establish expertise, and serve as a good marketing medium.

76. **Inserts.** Inserts are 4 to 8 page brochures that are insert into the daily paper or mailed. They are an effective form of direct marketing because they enable you to reach every family in a zip code.

77. **Trade shows.** Some businesses get the sales they want from trade shows.

78. **Merchandise display.** Store displays often make the difference between gaining or losing distribution and sales.

79. **Billboards.** These are seen by large numbers of motorists and do a good job of telling people about you.

80. **Balloons, blimps, and searchlights.** These are ways to distinguish yourself from competition. They also help boost foot traffic for a special sale.

81. **Advertising specialties.** Gifts, imprinted with your name, remind customers to buy from you.

82. **Posters.** These may be blowups of ads or anything else. They lend color, pizzazz, and visibility to your identity.

83. **Bus and wind shelters.** You can put posters in these practical shelters that protect people from weather.

84. **Telemarketing scripts.** These are used in making sales phone calls. They contain key sales ideas.

85. **Take-one boxes.** Place one of these in any location frequented by prospects.

86. **Radio commercials.** These are 30 to 60 second ads.

87. **TV commercials.** These ads let you sell your product or service with words, pictures, and voice or music.

88. **Gift certificates.** They work in many consumer-oriented enterprises.

89. **Gift baskets.** People enjoy purchasing entire packages. If you can put one together, you can improve your overall sales without increasing your marketing cost.

90. **Human bonds.** These transcend the buyer and seller relationship. They are ties that create customer loyalty.

91. **Competitiveness.** This is your willingness to devote time and energy using these marketing weapons.

92. **Convenience.** Make it easy to buy what you are selling.

93. **Reputation.** This will turn prospects into customers.

94. **Speed.** Time is valuable. People resent slow treatment.

95. **Brand name awareness.** Businesses that build brand name awareness have the best chance of success.

96. **Credibility.** If you have credibility, people will believe in your quality, values and marketing.

97. **Enthusiasm.** This marketing weapon gets passed on buy you to your employees or customers.

98. **Customer mailing list.** Keep it from the day you go into business. The longer the list, the higher your profits.

99. **Satisfied customers.** Your most powerful ally is a customer who liked your quality and value.

100. **Marketing savvy.** This means taking action.