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Guerrilla Marketing for the Small Marketing Budget

By Lee Lister – The Biz Guru

A smallish budget and a need to spend it wisely– a common cry from the small business. But small budget does not mean ineffective - you just need to be specific, memorable, unusual and have a lot of energy.

Be Specific. I think the most important thing to do is ensure that you are aiming at actual potential customers. If you are auto repair guys - you have a head start as most people have cars nowadays so you would think it was easy. But, make sure that you are aiming at people who own the kind of cars that you repair - be that make of car, age of car and/or income level. If you are selling items or services aimed at mums with small children then advertise there. Similarly if you are aiming for purchases from the affluent young or the baby boomers - then advertise where they will see it.

Be Memorable: Second consideration is what you want to market - Have a service or product - or make one up - that you can explain in a few words. Try something like "Bridal Makeup" or "First Car Service" or "Baby Blues Cure". Notice how the name explains it all. Try and offer something that will be appealing and that no one else is offering. It is far easier to sell a particular service on a small marketing budget than it is to sell all that you do! Identify your company with good branding - one that sticks in the mind - like "The Spanner Man", "Jim'll Fix It", "The service you can trust", "Blushing Brides", "The Lawn Man" - you get the idea.

Be Energetic: Get printed some posters in 4 colors - about the size of a paperback book - is the most versatile size. Make sure they explain your offer and are easy to read, include graphics and not too many words. Don't forget your contact phone number, address, web site and company name.

So we have your potential customers and what you want to sell to them - now you need to market your company where these people are likely to be. Here are a few suggestions for you. Please always get permission to make your postings.

? Car parks: Arrange to put up small posters on the payment machines, at the entry barriers or at the payment booth. Wherever the motorist pauses for a while.

? Movies, restaurants etc: Particularly useful if you have a younger cliental. Place the posters on the notice boards, in the restrooms and wherever people wait for a while.

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- ? Your local take aways: Place them where people are waiting for their meals.
- ? Clubs, pubs and sports areas: Place them where they can be seen as people meet or line up.
- ? Complimentary services: Such as car sellers, hairdressers etc. - anyone who offers a service that could lead to your company's services or profits. Offer commission to sellers who send you clients. Swap adverts with them or package your products together.
- ? Source companies: These are people like lawyers, realtors, wedding planners, financial companies etc that do not offer all the services people require at that particular time e.g. we offer business planning services to people seeking USA visas or purchasing businesses. Our sources get to offer a full service, or a commission (where allowable) - and we refer our people to them.

Be Unusual: If your budget will stretch, some other guerrilla ideas are:

- ? Place your advert on the lid of takeaway food.
- ? Beer mats with your service - bring it to you and get a discount.
- ? Special offers sent to local businesses and their staff - aimed specifically at their staff - e.g.

discounts for the Widget factory staff.

- ? Interesting fridge magnets are always collectable.
- ? People are always sticking things on their computer monitors or desks at work. I have a squeeze ball I regularly use.
- ? A competition (legal of course) that your local paper will hopefully feature for you. It can be something like guess the washers in a can to win a free service. Anything that will bring people into your business where you can show yourselves off and provide sales material.

Be imaginative!

Tip: Send off details of your new service to the local press and local radio stations, in the form of a press release. Hopefully they will run this information to give you more free coverage.

Lastly - think a little out of the box, differentiate yourself and aim to introduce just one small element of your service - the rest will follow.

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With over 20 year's management and business consultancy experience with businesses large and small as well as being a serial entrepreneur, she now helps others set up, develop and market their businesses. Also visit

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Guerrilla Marketing Comes of Age

By Shannan Hearne–Fortner

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When Jay Conrad Levinson first began writing and speaking about Guerrilla Marketing, he was part of a team developing the most successful ad campaign ever. The Marlboro Man. Whether you smoke or not, unless you've lived under a rock you are familiar with The Marlboro Man.

Guerrilla Marketing is in effect the use of wide and varied unconventional marketing tactics to achieve the most conventional of business goals, which is profits. Back in the day when Levinson coined the philosophy, the internet age hadn't arrived. And still, he developed hundreds of guerrilla marketing tactics that millions of successful businesses used to grow and prosper.

Now that the internet age is moving beyond its infancy, and the majority of homes have at least one PC with access to the internet, guerrilla marketing is ready to come of age. The internet lends itself to guerrilla marketing because it makes optional so many low-cost, viral marketing alternatives.

By the standards of a guerrilla, a successful business is one that is making a profit. Obviously, Amazon.com wouldn't have been considered successful by guerrillas even though they were growing by leaps and bounds.

Guerrilla marketing is perfect for small business working on shoestring budgets. As I've heard many a Success Promotions client say, "frayed and short shoestring budgets". According to the original list of Guerrilla Marketing Arsenal Techniques (which included 100 weapons) sixty-two were free. Guerrilla marketing is incredibly useful to internet marketers because there are so many free and low cost advertising tools and tactics available via the internet.

Jay Conrad Levinson always preached using ALL the technology available to you. Your computer. Your fax machine. Your telephone. Your cellular phone. Your pager. Your Palm device. Your laptop. Your digital camera. Your wireless accessories. EVERYTHING.

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In an age where technology is advancing by leaps and bounds, Guerrilla Marketing is truly coming of age. I was just cutting my teeth in marketing when Levinson was fine tuning Guerrilla Marketing. And I bought into the concept lock, stock, and barrel. As a result, I am all about marketing on a frayed and short shoestring budget.

So the next time you are in the store or on e-Bay or thumbing through a

catalog and trying to decide if a digital camera or a web design program or an contact management program is a good investment, listen for the drum beat and the rolling thoughts of Jay Conrad Levinson. If you don't think the technology item is a good investment, perhaps you should pick up a copy of one of Jay's latest books. If you do think it is, instead of letting it lie around your office collecting dust while you wait for time to learn how to use it, plug it in and get rolling.

The day of the Guerrilla is upon us. And the worm no longer just goes to the early bird. It goes to the bird who uses every tool in his work hunting arsenal to catch the worm. Be the Guerrilla. Buy the technology. And get started marketing. Guerrilla Marketing has come of age.



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