

# The Guerilla Marketer Within



*Proven and Powerful Guerilla Marketing Methods*

Gift From David Deschaine

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# CONTENTS

- Welcome..... 3
- What is Guerilla Marketing?..... 5
- Why Use Guerilla Marketing? ..... 6
- Guerilla Marketing Methods, Tactics and Practices.....7
- Viral Marketing..... 8
- Ambient Marketing..... 9
- Buzz Marketing..... 11
- Undercover Marketing ..... 13
- Astroturf Marketing..... 14
- Alternative Marketing..... 15
- Experiential Marketing ..... 17
- Tissue Pack Marketing ..... 18
- Free Trial Marketing ..... 19
- Body Marketing ..... 20
- Bluejack Marketing ..... 21
- Direct Mail Marketing..... 22
- The Pros and Cons of Guerilla Marketing.....24
- Guerilla Marketing In The News..... 25
- Summary..... 27
- In Closing..... 28

## Welcome

'The Guerilla Marketer Within – Proven and Powerful Guerilla Marketing Methods'. While this publication does get right to the down and dirty (and not always “right”) methods of Guerilla Marketing, but after reading this you'll be a true Guerilla Marketer, which is a well rounded Marketer who uses Guerilla Marketing Methods.



In the process of becoming a Doctor you'll learn the actual methods and operations of a Doctors Practice you won't just be shown the way and let go. You'll need your general college education, your medical school training and you'll need to learn how to diagnosis and treat patients.

With this release you'll be getting the 'medical school training' for Guerilla Marketing which would be a general Guerilla Marketing background and overview and you'll be learning how to 'treat and diagnose patients', in this case the patients would be whatever you are marketing and the treating and diagnosing part would be where you come up with the perfect GM campaign.

Just so there is no confusion I won't be teaching you how to be a Doctor of Medicine but more like a Doctor of Guerilla Marketing. The Doctor example is just a great way of comparing the two.

Since you obtained this material from an Internet Marketing website, I believe it is safe to say you have at least a basic understanding of marketing either offline or online. There aren't any huge differences in offline and online marketing besides how you actually carry out the campaigns.

It's a different medium with the same materials. In addition to learning all about Guerilla Marketing, what it is and how to use it you'll also inadvertently pick up a lot of “basic” marketing knowledge since Guerilla Marketing is nothing more than simple and “non traditional” methods of marketing that often cost little or no money to carry out and produce a fantastic outcome.

GM can be used for both off and online marketing. During your reading of ‘The Guerilla Marketer Within – Proven and Powerful Guerilla Marketing Methods’ you’ll understand and be able to carry out the following GM Methods:

- Viral Marketing
- Ambient Marketing
- Buzz Marketing
- Undercover Marketing
- Astroturf Marketing
- Alternative Marketing
- Experiential marketing
- Tissue Pack Marketing
- Free Trial Marketing
- Body Marketing
- Bluejack Marketing
- Direct Mail Marketing

Notice anything about all the GM methods? Yes, they contain the word ‘Marketing’. It is very important you understand Guerilla Marketing is one of the few Marketing Methods that can be used for offline and online businesses.

While Joe’s Auto body may be attracting different clientele than Joe’s Blog, you are simply informing people of something. The something can be a person, place or thing and it can be online or offline (can I say this anymore?).

I hope you’re as eager to get started on GM as me so let’s stop wasting time here and get right down to ‘The Guerilla Marketer Within – Proven and Powerful Guerilla Marketing Methods’. Just a quick note, I entitled this the way I did because anyone can be a Guerilla Marketer.



You don’t need some fancy degree from Harvard to achieve the same results as huge corporations that employ big marketing firms. GM is about time and effort, not money and lots of it. Like I said, let’s get started.

## ***What Is Guerilla Marketing?***

This is a book on Guerilla Marketing or GM so it'd be very beneficial if you actually knew what Guerilla Marketing was and is. When most people think of GM they think of a guy with long hair and a tie dyed t-shirt on passing out flyers.

That certainly is GM but just one of the many methods and you don't have to be a hippie to utilize GM. Many large firms and corporations have gained huge profits and huge attention in the press for their Guerilla efforts.

Perhaps a good sign that GM is not as widely known and practiced as much as it should be is the fact that most dictionaries do not have a definition for Guerilla Marketing. Some view it as taboo but then again they aren't trying to promote anything.

The best and most common way is to define GM is: ***Unconventional marketing intended to get maximum results from minimal resources.***

What does that mean? Not spending a lot of money to market whatever you are marketing and in place of a big budget, there is an even bigger drive and effort on the marketers part. A simple tissue package ad (which we'll cover later) can take a company to the next level practically overnight.

GM has been around since the beginning of life but it was finally given a name by Jay Conrad Levinson in his 1984 book entitled 'Guerilla Marketing'. Jay did and does a great job of introducing GM to the masses.

The book is now a requirement for most MBA programs involving business, marketing or advertising. This may be the reason well known, billion dollar companies are using very basic GM campaigns with little or no money involved and getting massive returns on investment since most of the big boys use college educated people.

You can have the same exact results that the big boys have without hiring some silly form or creating an internal department within your company to handle the work load. You'll be able to use the same exact methods they do.



GM has been around for a while and will continue to be around for a long time. Having an offline or online presence is of absolutely no importance. You're simply spreading the word to anyone and everyone who wants what you are offering.

## ***Why Use Guerilla Marketing?***

The better question is why not use Guerilla Marketing. The biggest draw and probably the most important aspect of GM is that it is a free or very low cost way to market or advertise. On the other hand just because it's free or low cost it doesn't mean that it's not effective.

Major marketing campaigns are often based loosely or not so loosely on basic Guerilla Marketing tactics. But back to what I was saying, GM is often preferred by people not only because it's effective, costs next to nothing or nothing but it also has a profound effect on consumers regardless of the fact if the consumer knows it or not.



People subconsciously reward hard work. When you see that someone took the time to go all over the town, city, state, country or world (this sort of challenges the idea of GM but...) and place signs or leave business cards, etc you are going to pay attention and you usually don't know it's because you are rewarding their hard work.

GM takes places all day every day and a vast majority of people will be exposed to Guerilla Marketing at least once a week but generally once a day (on the low end). You can't travel on any road in America where within 25 miles you won't see some sort of poster or sign on a telephone pole telling you about something. Signs on telephone poles are one of the oldest and most effective ways to market and they are indeed GM.

Now that you know what GM is (some what) and why you should use it, I'd say it's about time to show you just how to carry out various GM tactics. Not one of these methods will cost more

than \$100 and in most cases there is no cost of any kind associated but the average cost of a great GM campaign is between \$5 and \$25.

That's not bad considering the amount of prospects who will be exposed to you via your GM efforts and the potential profits you could see as a direct result of all your work. It's not always hard work and it's not always fun but it is always worthwhile and effective. If you gain one more customer, you've done a good job.

The idea is to get many more customers than one but you see what I getting at here. I hope, so let's get right down to the various Guerilla marketing methods that are more common place than you think.

## ***Guerilla Marketing Methods, Tactics and Practices***

### ***1. Viral Marketing***

Viral marketing is using any number of mediums to create a message that is passed on from person to person. You might have thought of a virus when you first saw Viral and you are correct in your assumption.

Viral marketing was dubbed Viral Marketing for a reason. It spreads from person to person. In terms of marketing this is perhaps one of the most effective methods of marketing and once again requires a very little or non existent budget.

Viral Marketing can also be done online through videos, pictures, sounds and any other medium that you can tell someone about. A simple video on YouTube can create a frenzy of interest in a person, place or thing and it's absolutely free to post and usually free to create (besides having a computer and a camera or microphone).

Another reason Viral Marketing is such an effective practice is the impact one person has on another person. Just think about it. Aren't you much more likely to buy or do something that someone told you about in person rather than something you were told about via a traditional ad?

It's a form of word of mouth marketing or buzz marketing but does vary slightly therefore it does need its own little section with its own little definition and use. Viral

Marketing mostly applies to some sort of technology where as ten or twenty years ago Viral Marketing would have been best defined as Word of Mouth Marketing. Like most GM tactics the large corporations love Viral Marketing.

Burger King is a great example of Viral marketing with their 'King' series of commercials. They are Burger King and the King is sort of a double entendre but everyone knows what I am talking about when I say the Burger King King simply from other people talking about the commercials they make.



The bottom line is The Burger King King gets you talking. You may not realize you're telling your friend to go to Burger King and 99.999% of time buy something there you are. Since Viral Marketing uses a medium to create a buzz, in this example the commercial is the medium, the talking about it part is the Viral aspect of it.

After you tell one person it's a domino effect. So how can you apply what Burger King did to get the same result? It's really pretty simple. To start a fantastic viral marketing campaign you can have done in a few minutes you'll just need three things.

A computer with access to YouTube or another video sharing site. A camera/camcorder/webcam to record your message and some one or thing to star in your video.

Don't over think this but come up with a clever, silly or stupid skit and press record on your camera. As long as you think people will talk about it, you've done a majority of the work. You can easily add some text to your video with a number of free or fee based programs but you just want to add your website url into the video.

The video doesn't have to be related to what you're ultimately promoting. It can be the farthest thing from related. The more obscure and different the better because it will create a Viral Marketing storm.

You can even speak about the website but don't make whatever you're making (it could be an audio file too) a direct commercial. It's important to say again, don't over think it. The best ideas are the most spur of the moment ideas.

Upload your video and wait for a while. Do whatever promoting you want of your video but the video itself is the commercial even though you created it to be the farthest thing from a commercial.

Another great way to practice Viral Marketing online is to use a service called Viral Link Tracker (<http://www.virallinktracker.com>). It's a service that allows you to advertise your site and allows others to advertise as well.

There is no lame link exchange here or anything like that. It's a new, revolutionary way of getting free advertising and promoting your business. You should definitely check it out if you are serious about Viral Marketing and want to go the easy route and do it online.

If you build it they will come. You can have that new viral marketing campaign up and running in just a few minutes and you could benefit from it for years and years to come. Any business is good business so why not?

Remember, GM is not about big budgets, it's about big efforts and big drives. Sure a video on YouTube might not explode your business but combine it with any and all of the upcoming GM tactics and you'll be surprised by the results.

The next method of Guerilla Marketing I am going to talk about is Ambient Marketing. If I can go off the subject of for Ambient Marketing for a minute, you may be wondering why there is no GM method actually called GM it's because as I stated previously it's the concept and then there are different ways to carry out a GM campaign.

## **2. Ambient Marketing**

Also known as place-based marketing, ambient marketing is marketing or advertising wherever customers happen to be, part of the immediate surroundings. A good example of ambient marketing would be having a drink company in the parking lot of a grocery store. They could just be there talking with the customers or giving away a product or selling a product.



You are simply where the customers are and you are targeting them because they are there. Ambient Marketing is all about blending in with your surroundings. In regards to marketing it's not sticking out like passing out fliers.

I used the grocery store example because they go hand in hand, drinks and a grocery store that is. When you see those signs on telephone poles that is also an Ambient Marketing method. The signs don't really blend in with the surroundings but the signs are where people are so you get the idea.

The whole concept of Ambient Marketing is that you aren't trying to let the world be customer know you are marketing something. That is sometimes hard to do but if there is a group of people in one place there is no better way to get their attention than by being an ambient presence.

So how could you use Ambient Marketing to promote your website or business (on or offline)? Well I already told you. With one of those signs you see on the telephone poles. There is no actual law against placing signs on telephone poles but they are the property of the power and or phone companies so you may need their permission.

You can go to a website like <http://www.fullsizeposters.com> and have a sign or poster created and shipped out to you in under 24hrs. You can do graphics and or text and this is a great place to get high quality signs for a low price.

Since you're going to need a few of these to spread your message it's a great place to get started. You could just as easily print your message out from your computer but with this at least you look a little more professional and they will maintain in the weather.



Now comes the work part. After you get your signs go to a highly traveled route or road. Intersections and stop signs in these areas are a great place to put them up. It's best to do them at night since it's not really illegal (usually) but you don't want everyone seeing you as they put them up.

It'd be a good idea to put them in a place you pass by frequently so you can check up on them and carry a few with you to replace those that are taken down or fall down and get damaged.

Start with say five or ten, see how it goes and keep it growing and growing. You can't underestimate the amount of people that will see these. You could sit there all day and night and count how many people pass by and you'd be amazed.

So far so good right? That's just two ways of using Guerilla Marketing for your business and you should already see there is no limit to creativity and you'll always be spending little or no money. Put the time in and you'll get great results. Now it's time for the next GM tactic.

### **3. Buzz Marketing**

Buzz Marketing is best defined as word of mouth. Much like Viral Marketing where the objective is to get people talking to other people about their experience you provided as a marketer, the big difference is the part where you get people talking is generally done off line.

If you're standing outside a movie theater and shouting about your product and maybe dressed up as your product guess what is going to happen? People are going to start talking to one another. Regardless if you tell another person there is some crazy man or woman outside shouting about something the goal has been met once one person tells another.

The best BM (Buzz Marketing) campaigns are those that do not come off as marketing campaigns. Ambient Marketing is loosely based on BM where you are simply there and making your presence known. Every GM tactic contains elements of another GM tactic but each is different and used in a different way.



If you're thinking BM may not be the best approach to get traffic to your website or offline store then you are really underestimating the power of BM. By nature people are curious and gossipy. Why not let the most basic of human instincts do your marketing for you?

One of the draw backs to this particular GM tactic is that if you are a shy or quiet person then this may not be best for you as it generally involves making a mockery of

yourself or at least being in a public place and doing something that will get people talking.

That is okay though. With the Internet you don't have to be scene by anyone. You just have to do something to get people talking. Since VM (viral marketing) and BM are so close to each other on a principle level, you can start a VM campaign and reap the benefits of word of mouth. Refer to the VM section for a great way to get people talking about whatever it is you want them to.

Of course most BM campaigns don't require you to make a mockery of yourself. A great BM tactic is to place fliers, business cards and or signs all around your town, city and or state. When one person sees the message you have 1% better chances of them telling another person.

When a hundred people see your message, grab your card or whatever you want them to do you have a 100% better chance of them telling just one other person which would be 100 people telling 100 people.

Are you starting to see how this could be great for your business? I thought so. Even if they don't tell anyone, someone is still finding out about you. Buzz is best but just being is fine too.

Thus far, not one of these Guerilla Marketing tactics is going to cost you more than \$20, often, it'll be much less than that and the results will linger for a long while. The key to GM is to combine tactics since even when you combine five or ten GM tactics you're still no where near the cost of say a tv or newspaper commercial that just blends the surroundings (not to be confused with Ambient Marketing although it contains AM elements).

People for the most part have grown to ignore commercials. How often do you actually leave the TV on the same channel when a commercial that doesn't interest you comes on? Not very often. The people making the commercial you are ignoring could have just as easily and for way less money (if any money) could have used a GM tactic that was sure to get your attention and at least get you to check out what they are promoting.

The next GM method I am going to speak about may require a little money and may be reserved for bigger companies or more established companies but it's a great way to get peoples attention and works wonders for smaller or start up companies. Remember I said GM is

not about money but time and effort but this particular tactic as I said may cost a little money but it's well worth it compared to traditional marketing methods.

#### **4. Undercover Marketing**

When you think of an undercover police officer you think of a police officer not wearing a uniform or making their presence known. The same "undercover" principles can be applied to an ultra effective GM campaign.

Most GM tactics require you to leave your computer but can also be used by you on your computer via the internet. It's easier to explain UM (undercover marketing) if talking about applying it in the offline world.

This is another tactic that may require some money, not a lot but sometimes it will cost money. Basically you want to advertise without advertising. This can best be accomplished by having someone else do the advertising for you but once again, without the audience know they are being sent a message.

A great UM campaign you can carry out right now is also a very simple one and won't cost you more than a few dollars (if that...). Go to a local bar, pub or restaurant or any where attractive young ladies could be found.



Since you're not actually asking any of these girls out don't worry about rejection but ask one of these girls if you could buy them a drink. In return for you buying them a drink all they have to do is talk about whatever you told them to.

If you're promoting an auto detailing service you don't want them to flat out say 'Make sure to use so and do's Auto Detailing' but make it subtle, pretty girls are masters of deception so they will be able to carry out whatever you want.

You keep the drinks coming (not too many as you don't want the messenger to be drunk) and they start and keep the buzz going and growing. Most people go from bar to bar so again all it takes is one person over hearing this pretty girl talking about what you told them too and you've created an undercover marketing campaign that I am positive will blow up your business.

Hopefully at this point in your reading you are starting to realize GM is all about people at their basic human level. I don't want to say you are exploiting or taking advantage of this but you are, just in a nice and subtle way.

By now you'll agree using any of the methods I've mentioned so far you could very easily and inexpensively create a frenzy around the person(s), place(s), or thing(s) you are trying to promote. Want Roofing Sales Training? <http://www.roofingbusinessmastermind.com>

### **5. *Astroturf Marketing***

Without even thinking the first thought that comes to your mind when you see or hear the words 'Astroturf Marketing' you think of a sign in the grass or Astroturf (hence the name), that's not what Astroturf Marketing or Astroturfing is.

Astroturfing, the practice of Astroturf Marketing is creating an artificial buzz. Like most other methods of GM you want it to appear as though you had nothing to do with it because lets face it self promotion is the worst kind, so that's why there are commercials and media outlets where you have to pay and make it look like it's not you doing the marketing.

Silly I know so forget what people think and go out there and apply some AM to your next GM campaign. AM is one of the few GM tactics that is best and most easily carried out online.

You can start an amazing AM campaign within a few minutes. Simply search for a forum or mailing list on a topic related (directly or indirectly) and start posting or mailing and subtly mention whatever it is you want to mention.

In a majority of the cases this costs absolutely nothing more than the fee of your ISP and won't get you in trouble with the site, forum or mailing list you are targeting. To find the appropriate forum(s) to post on just go to Google and type the niche you are looking for followed by a plus sign and then forum, hit enter and watch the millions of forums appear in front of you.

For example, if you want to do an AM campaign on pet care or you are promoting a pet care product go to Google and type the following “Pet Care+Forum”, sign up to any or all of these sites and start posting.

Don’t go to crazy right away but you’ll get the idea and soon you’ll create a buzz around the sites which spread from one to another like a virus (remember Viral Marketing) and soon you’ll be glad you not only got this eBook but applied at least this method of GM.

Ahh. We are moving along pretty quickly. You’ve had numerous chances here to get going on some serious GM and I hope you have taken advantage of me rambling on here. GM is perfect for anything as I’m sure you’ve gathered by now so I’ll move on to the next GM tactic.

## **6. Alternative Marketing**

Alternative Marketing can sometimes be hard to define as it’s based on a number of GM tactics and practices but a perfect example that should define it for you is every one’s favorite rich girl Paris Hilton and her Sidekick mobile phone.

When her Sidekick was “hacked” into, the sales of the Sidekick blew up overnight. Even though T-Mobile had nothing to do with it (or did they?) it directly benefited T-Mobile and their Sidekick. The objective of Alternative Marketing is to make the marketing appear that it has nothing to do with the actual company or service or whatever you happened to be promoting.



It’s a lot like Undercover Marketing but unique and carried out differently and with a different result. I’ve said it before and I’ll say it again, all GM method, tactics and practices are closely related to each other but different so the best bet is to combine two or more of these little guys and reap the rewards.

AM (alternative marketing) could be carried out online or offline with little or no effort and of course for little or no money, most likely no money in this case. I am going to show you how you can execute a quick and easy AM campaign right now.

It's an offline method but you'd simply substitute your website for the name of a business. I'll use another example so you better understand how to do it. Let's say you had a handy wipe type startup company.

A great thing to do would be to place a poster or banner (remember you can have them made easily at a site I mentioned earlier on) on the window or a telephone pole near say a BBQ or rib place.

Since people generally get messy eating BBQ they will naturally need some way of cleaning up. Your banner could say something like 'Great BBQ Inside, Eat Great and Stay Clean.'

Chances are since you're not representing the BBQ establishment in a bad light and actually simultaneously promoting them your banner or poster will remain there for a while.

You're getting customers in to the place and they are going there in part because you are providing them with your handy wipes. You could even set up a display where people can grab a pack of your wipes on the way in or out of the restaurant.

Realizing GM is just simple and creative yet effective ways of getting your message out there should be what you're doing right now. It's the same thing as spending millions of dollars on a marketing campaign except you're usually not spending any money and you're getting better results since the people aren't desensitized to your campaigns.

In all honesty I hope you are learning everything you need to learn about GM and the various GM tactics. Before you get desensitized to this publication, without any more delay let me get into the next Powerful and Proven Guerilla Marketing Tactic.

## 7. *Experiential Marketing*

What Experiential Marketing attempts to do is connect with customers on a personal level that leaves the customer/client/consumer with a positive image of the marketer which is believed to lead to a loyal customer.



Experts say that Experiential Marketing is perhaps one of the most effective and successful methods of marketing. A great example of this form of GM (and it is considered GM and not the other GM, General Marketing) is when you are walking down the street and see a performer.

You can choose to stop and watch, perhaps give them a donation if they are taking them or you can choose to keep going. Since people generally don't like commercials or being "targeted" by advertisers this method preys on that exact idea.

You're choosing to attend the event, you're choosing to watch, listen and learn. If it's a band playing or a solo person playing music they are most likely promoting themselves as an act or at least getting you to want their album.

With a little imagination you could figure out how to make customers come to you and actually want to be advertised to because they don't see it as advertising when they are requesting it.

See? Marketing can be fun, effective and cheap, especially when you're practicing Guerilla Marketing. With only seven methods of carry out effective GM campaigns that you've learned so far there is no limit to how much more business you could get.

The best way to see what works best for you is to go out and try each tactic. See what tactics work well with one another and you'll be inadvertently creating a marketing plan. It's not as boring as sitting down with a pen and pad or typing on your computer and can be a lot more rewarding since you'll be getting that creative part of your mind flowing.

While your mind is open and flowing let me tell you about the next GM tactic that I am sure you'll love and won't be able to finish reading about before you're out the door and putting it into use. Maybe not but at least you'll be a well rounded Guerilla Marketer.

### **8. Tissue Pack Marketing**

Pretty self explanatory right? Yes, you're right. But it's more than putting your message on Tissue Packs and giving them out. It's not much more but since all I mean is putting your message out on items and products besides Tissue Packs.

TPM (Tissue Pack Marketing) was first made popular in Japan. It was started by a company not in the tissue business. They realized that Japanese people use tissues on a daily basis. Most people in most countries do the same thing which is why this spread like a virus (I just had to say it one more time, and don't be surprised if you see me mention it again) throughout the entire civilized world.



Anyway's, back to what I was saying, the company that first started doing this in Japan didn't make tissues. They realized people are used to getting tissues for free so they realized they could take advantage of this while advertising and marketing to the people at the same time.

You don't see it as much now as you used to but when you get a pen, pad of paper, match book, etc... with an ad on it, you are the "victim" of tissue pack marketing. With the advent of the Internet anyone can have a variety of products custom made or labeled with there message on them.

Google 'private label products' and you'll be swamped with sites and products you can customize and give away. It'll take some time to get a response but it will be slow and steady.

You don't have to be a genius to see that this is perhaps one of the best and cost effective ways of targeting a large amount of people for a large amount of time. The idea also behind TPM is repeated exposure.

The consumer may never use your product or even research it further. But then again some may and probably will so it's worth a shot and it'll be a bulls eye for your marketing. If you don't do something at first there is a chance you will at some point so lets apply this to TPM and now it's time to move on to the next Guerilla Marketing practice.

### **9. Free Trial Marketing**

Again, this is a no brainer. It's the idea of giving away something for free to get someone to pay you in the future. Sort of like TPM (tissue pack marketing) it's the idea that people value free things sometimes more than things that have a monetary cost to them.

It's different than TPM because unless you're a tissue maker Free Trial Marketing isn't being applied when you give out a random free and every day item. FTM (free trial marketing) is used rampantly on the Internet for subscription based sites.



The idea is that someone who may not even be interested in your product or service when there is a fee attached to it but they might be interested when it's free. Keeping with the subscription based website example, it's also great because sometimes people forget to cancel the membership sometimes for a long time and you made a buck off them, just not right from the start.

Another pro of FTM is that you are showing the consumer they will like your product or service so much when it's free that they'll pay for it. This isn't always the case but it's the principle of FTM.

You're simply giving people the chance to be a customer when sometimes in the past they wouldn't have been a customer. Any type of marketing has it's pros and cons and usually the pros outweigh the cons.

Chances are you aren't a huge corporation, yet. You don't plan on spending a fortune on marketing and advertising. My goal so far and through this release is to show you that

you don't have to spend a fortune or be a corporate giant to do business just like they do. Here is yet another great GM practice used by the big boys that you can use too.

## **10. Body Marketing**

You don't have to have your business or website tattooed on your forehead to take part in BM (body marketing). Having a permanent tattoo of your business or website is not a very good idea if you're not established or not certain you're going to be around for the life of you and your tattoo.

Wearing a shirt, hat or shorts with your business on them is considered body marketing since all these things are on your body. You could even sell the shirts, hats or shorts, or anything else that goes on your body.

You'd basically have people paying you to get your marketing message. The best bet with this GM tactic is to just give the stuff away (sort of like tissue pack marketing) or wear it around. People are always noticing what other people are doing, saying or wearing so it's a great way to capitalize on that.

If you're in a service business it's a way to identify yourself and promote your business at the same time. Some of the simplest businesses are so powerful and profitable for just this reason.

You most likely wouldn't associate 'Tims Landscaping' as success but in its own way the guy you see with a cheap sticker stuck to his beat up pick up truck (no offense to landscapers or blue collar workers intended) but 'Tim' is doing a great job of identifying his business and brand and this will lead to more business for him.

Tattoos may not be your thing and as you've learned they don't have to be to benefit your body marketing efforts. If tattoos are your thing and you're serious about business and are out and about a lot it wouldn't be a bad idea to get a 'tat' of what you're promoting.



Can you think of another marketing method that will last your entire life? I can't either so let's get back to some more GM that you don't have to live with for the rest of your

life. Quickly, I just want to reiterate that all of these methods may sound silly and like common sense but the easiest things are the best.

### **11. Bluejack Marketing**

Bluejacking is the art of sending out messages via a Bluetooth device like a cell phone, laptop or palm device. The name is derived partly because of the 'Blue' in 'Bluetooth', the jacking part comes from it's first known user and creator, 'Ajack'.

The user belonged to a Sony Ericson fan site called 'Esato'. The messages sent via the bluetooth device are usually sent by someone close to you in location. For example if you're in a crowd of a few hundred people at a certain location, say near a coffee shop you can use your Bluetooth device to send a message containing the words, near the 'so and so coffee shop'.

The messages are usually unsolicited and thus not welcomed but when someone says something that only someone in the immediate area would know about, you tend to pay attention. It's not illegal and it's not generally frowned upon because of the mere fact that it makes you feel special getting targeted like that.

You may only be able to send it to a couple people at a time but imagine making a day or night out of it? Another great feature is you can target the messages. You could get a certain demo graph or people trying to be part of a certain demo graph by going to a Starbucks and Bluejacking and then going to a Walmart and Bluejacking.



There is no better way to target people and make them feel special at the very same time. You can just do broad bluejacking as well and you never know what the outcome will be. Since this method is somewhat frowned upon you'll have to figure out how to do it on your own but it's not very hard and at least know you know what it is, just find out how to do it and have fun!

Yes, some Guerilla Marketing tactics were born with the birth of new technologies but it's just using old principles of GM on a new playing field. It's exciting just thinking about Bluejacking and if you don't have a bluetooth device you probably want one now. I don't

blame you but you can make do with what you have now, try one of these other GM tactics that you don't need any high tech toys to deploy.

## **12. Direct Mail Marketing**

This is easiest and broadest way to Guerilla Market. You can not only send out a bunch of letters via the mail to get new customers for your off, on, and both offline and online business. 99% of the people won't care that you sent them a letter, they get enough junk mail as it is.

If they get yours and consider it junk it just gets thrown out and you'll have to find a new way to target that consumer. There are also other ways that follow the idea of DMM (direct mail marketing) like sending out business cards, flyers, etc...

You can mail them or just walk up and down the streets and place them in mailboxes. Make sure not to put them inside newspaper bags as then you risk getting in some trouble from the newspaper companies but be creative and you'll be amazed.

DMM also works on the consumers psyche where they reward hard work with rewards. If you're an electrician and sending out cards or putting cards in mailboxes most people may ignore you but they'll most likely keep your card or letter somewhere and when it comes time for an electrician you are at least in their immediate reach.

You can do this yourself if you have business cards, letters and or fliers. You could spend about \$0.40 (40 cents) per letter to mail them out and put in the envelope whatever you'd like. You can target it by neighborhood based on class, income, ethnicity, etc... or you can just mail away.



Additionally and or alternatively you can just walk up to each house and place your material(s) in the mailboxes. It's not a good idea to knock on peoples doors and disturb them. Make the effort and if interested they will reward you with a visit to your store or website or give you a call, etc...

Another neat way of direct mail marketing that involves mailing stuff out or dropping off cards, letters, etc.. at public places is to print your message on money. Coins won't work but bills will.

If someone finds a dollar bill somewhere and no one is around they are going to pick it up, often they will pick it up if people are around. Anyway's, when someone sees money on the ground or on a table (that's not obviously left as a tip) they are so shocked it could be there, they check it over to see that they're assumption was correct.

Why not take advantage of this and print your message or website or whatever on the bill? You can see where this could get costly if you are placing \$100's all around town but you could put twenty one dollar bills around town and see how it works out.

If you get some business then you did the job and you paid \$1.00 to get a new customer. You could reinvest some of the profits in bigger bills and or quantities and you might even make the news which is free and a great way to boost your business!

So that's it for now for Guerilla Marketing Methods, Tactics and Practices. That should be more than enough for you to carry these out as they are or you could modify any and all of these tactics and have your own custom Guerilla Marketing plan.

Spend a little time doing some research on each method or just go out there and see if it's a good fit for what you need and there is a very good chance at least one or more of these tactics will explode your offline and or online business.

If one tactic brings in fifty new and loyal, repeat customers, then you know what two, three, four or all of these tactics and more tactics you develop based on these core roots would do for you and your bottom line.

## *The Pros and Cons of GM*

There is a positive and negative effect to each and every action in life. If you choose to get out of bed in the morning you get to go to work and make money but you don't get to sleep. If you decide to get in shape you'll be healthy and look good but you'll have to sacrifice whatever you wanted to do for the time you spend working out.

A great way to tackle the pros and cons of any action is to take action with a positive attitude. Focus on the positive and not the negative and you may just be surprised how negative you would have felt once you discovered how positive the outcome was.

These same concepts and principles work with marketing, regardless of whether it is traditional, mainstream methods or Guerilla methods. On one hand, Guerilla Marketing requires some time, effort and energy and you may have no positive outcome. But just like choosing to be positive or negative in your every day life you can choose to keep trying.

Another common thought about Guerilla Marketing is that it's cheap and not effective. That is partly true 99% of the time GM is very cheap or free. A larger part of that 99% is free as opposed to very cheap.



Moving on, GM is very effective and it is common place in Corporate America it just largely goes on without everyone knowing. In other cases these practices make it to the news. The news can say how much they don't approve of it as much as they can but they are giving free advertising by doing a whole segment on the GM tactic and that can only be a positive thing for the companies.

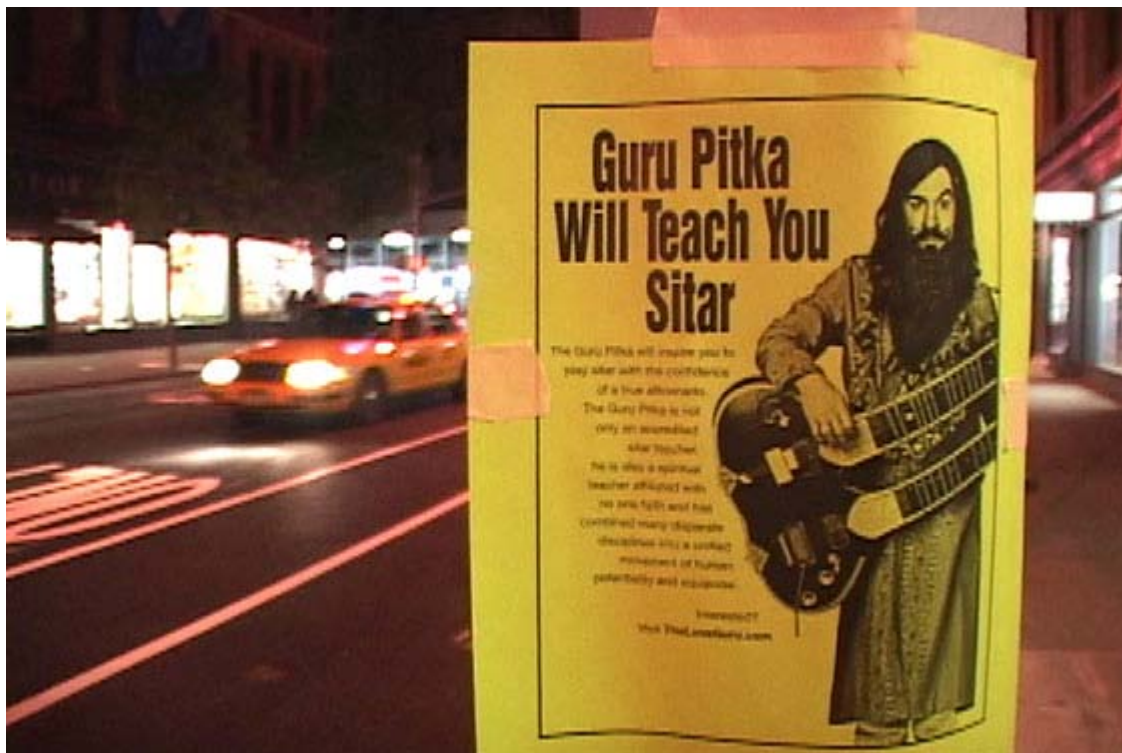
When you're a Guerilla Marketer you can compete with and play in the major leagues. Traditional marketing is great too but if you want to spend more effort than money on your marketing objective than Guerilla Marketing may be right for you.

## ***Guerilla Marketing In The News***

Many GM antics (it's not a misspelling, I meant to say antics) have made the local, national and international news. You don't hear about this stuff all the time but when you do hear about it you're always left with a long lasting memory.

You don't always remember a movie trailer because you see or hear at least one every week but seeing that flier on the pole will make it's mark for you. Jonah Green from New York Magazine spoke about just this in a recent article about the movie 'The Love Guru'. Here is an excerpt of what Jonah had to say:

"Sure, we cringed through the recycled midget jokes in the Love Guru trailer, but it's tough not to be amused by the movie's Guerilla-marketing campaign. These posters were spotted last night in Union Square, taped haphazardly onto phone booths and door frames. To anyone who's ever waited on line in a New York bodega, these are a familiar sight: that reassuring face that accompanies your morning coffee, a smile gleaming beside sliced meats. This is funny enough that it almost makes us want to see the film. Almost."



The picture above is an example of the poster/flier that Jonah wrote the article on. It was one of many scattered through out the city to promote the new movie.

One GM campaign you may have not have directly heard about was covered by CBS'60 Minutes has a report on some covert operations being conducted right here in the United States - not by the CIA or FBI - but by Madison Avenue.

As Correspondent Morley Safer reported in October, 2003, advertisers are trying ever more inventive (and some would say devious) ways of getting our attention. This is called "undercover marketing" -- marketing by masquerade, or stealth marketing.

If you find that troubling, the companies trying to sell you stuff aren't too thrilled, either. They're finding it harder and harder in this assault of advertising to get your attention, and are coming up with inventive - even devious - ways of grabbing you. This is called "undercover marketing" -- marketing by masquerade, or stealth marketing.

Somewhere in downtown New York, a secret plan is being hatched. A handpicked team of attractive, approachable guns-for-hire has been tapped to go undercover. They've been assembled by a company called Essential Reality, which has launched a new product called the "P-5 Glove," a cutting-edge device that video-gamers can use to fly planes and fire weapons on their computers, with the twitch of a finger.

"We're gonna go into coffee bars and crowded places," says one marketer. "Your job is to go out there and have fun with it. And say, 'Yeah, sure, c'mon you wanna try it? Great, try it,' and then all of the sudden you just involve them with the brand. And then feed them a few sound bites along the way: 'Hey, you're in there. It's, like, look at this, it's like you're in the game. It's like you're in the game' -- that's a good sound bite."

Inside a nearby Starbucks, Theo and Kumani could be any of a million 20-somethings hanging out, obsessed with their new toy, not pitching anything, just waiting for someone to approach them. And so were we, with an undercover camera.

"How long have you had this?" asks a curious bystander. "I've had it a few days; I've had it a few days. They had a whole lot, I got a lot of product information," says Theo. "It works really well. Try it on for a minute. You'll see this thing moves fluidly."

"Okay, I'll try it," the man says, playing right into Theo's hands. After the temptation, Theo offers to email him information about the product, making sure he never lets on that he's on the job.

No one is overtly trying to sell you anything, only trying to get you to want it, and then, of course, buy it and tell your friends about it. It's not a soft sell or a hard sell. It's a secret sell.

Remember in 2007 the TV show prank in Boston, MA? It was on January 31st, 2007 and the gist of it was that Turner Broadcasting thought that could create some word of mouth advertising by placing flashing and glowing packages on the streets of Boston but the result was a bomb scare.



The bomb scare wasn't good and you may have not even know what the show was but you certainly do know. It was Aqua Teen Hunger Force on Adult Swim. I only know that because I remember the news piece on it.

This stuff goes on all the time. If you are out there you may get some attention from the news or you may not. You are always going to be creating a buzz and getting yourself discovered over and over again.

## *Summary*

I went over twelve proven and powerful Guerilla Marketing ideas that have been used for years and will continue to be used for years to come. You can carry out a vast portion of these methods for well under \$100 and a lot of times for no money at all. I taught you how to get a new customer for \$1 that could convert into hundreds or thousands or hundreds of thousands of dollars over the years.

The next time you see a guy playing for dollars on the street you'll be able to see now that he is a true Guerilla Marketer. When you're out and about make sure to take down the number of website of that business you saw on the sign on the telephone pole and let them know you respect there Guerilla Marketing efforts.

I won't go over every scenario here but you are now a well informed Guerilla Marketer and you should be prepared to carry out these tactics. Make use of a business owners best friend, the Internet and see what other people are doing it and get involved on a grassroots level with Guerilla Marketing both on and offline.

## ***In Closing***

Like you've always heard, you'll never know about something unless you do it. The most successful people and companies are those that take risks. Sometimes they risk a lot. The bottom line is they are leaving their comfort zones and going into the unknown.

I am confident whether you are a seasoned professional mainstream marketer, a stay at home mom trying to make extra money online or a seasoned guerilla marketer who's been doing this for years you are guaranteed to learn a few things and change yourself and business for the better.

My sole intention when writing this was to educate and motivate you. By no means should this be your only resource when dealing with Guerilla Marketing. I strongly feel that anyone off the street could pick this up and go out and practice the GM tactics with success.

People from all walks of life start and run businesses. The one thing that could make or break a business is often the marketing. Marketing gets business. If there is no business you are out of business. Put yourself out there and you will meet and beat your goal with Guerilla Marketing one way or another.

In the time it took you to go over this manual you could also do one or more of practices mentioned in this publication and you could be on your way. My tactic here was to tell you enough of what you need to know in a decent amount of time but give you enough information so you know what you're doing.

Thank you for reading and you should be well on your way to many, many successful and profitable Guerilla Marketing campaigns. It's up to you to go out there and get what you want because even with Guerilla Marketing, nobody is going to give you anything. You have to fight for it and this manual should be your guide to survival.

**Marketing is the most important ingredient to your roofing business, and always include these messages in your advertising message.**

- Why – Your business headline and or catch phrase
- What – Tell your company story and explain about your product
- How – How to contact you and schedule an estimate, and what they can expect
- What If – Get them to take action, and call – Create Urgency!

Great Marketing & A Great Product Is The Same Thing – All Linked Together

**Click Here & Learn More:** <http://www.roofingbusinessmastermind.com>

**This concludes the book – I hope it was a pleasant read and I hope you can use these methods and ideas in promoting your roofing business!**

Warmest regards,

**David Deschaine**

