

Use of Unconventional Marketing Approach for Start-Ups: Guerrilla Marketing Techniques

Dr. Meeta Pathade

Department of Commerce
I/C Principal Patuck -Gala college of Commerce and Management

Mrs. Rohini Madavi

Department of Commerce
Assistant Professor, M.L Dahanukar College of Commerce
rohinismadavi@gmail.com

Abstract- The study is conceptual and descriptive in nature. Guerrilla Marketing is an innovative marketing strategy used to effectively communicate about products and services. There are several techniques of guerrilla Marketing like Ambient, Ambush, Wild posting, Viral etc. Appropriate use of technique helps the Start-Up companies to communicate the message strongly to the target audience. The research paper is secondary in nature. It is a descriptive study and aims to convey conceptual framework of Guerrilla Marketing and its various techniques. The study concluded that Guerrilla Marketing helps to attract consumers attention and creates positive image of the product. Consumers are aware about traditional advertising but guerrilla marketing brings result and it is reflected in the profit of the company.

Keywords- guerrilla Marketing, startups, types of Guerrilla Marketing

Introduction

Marketing is important in day-to-day life. The competition is increasing as the environment is becoming business friendly. Changing mindset of people, encouraging government policies, increasing reach of internet, ease in getting finance etc. are the factors leading to increase in entrepreneurship. Marketing is means to communicate with the consumers. Its important for companies to communicate with the target audience about introduction of new product, the price at which it is available, place at which it is sold etc. Effective marketing helps to create new customers. It also helps to retain the customers by continuously undertaking marketing

research and understanding consumer expectation from the product. Companies spend huge amount to promote their products. But in recent times its been observed that consumers tend to avoid the advertisement due to over exposure of it on them. Its necessary for new marketing strategies to be used for communicating with the target audience. Guerrilla marketing is a technique which uses out of box ideas to attract consumers. It also place an advertisement at an unexpected place where the consumers can not expect as a result the advertisement gets noticed.

Meaning of guerrilla marketing

The concept of Guerrilla Marketing was introduced by Jay Conrad Levinson in his book an “Introduction to Guerrilla Marketing” in the year 1984. The book highlighted the concept of marketing in an innovative manner at less price. The concept was very useful for small companies as, they could communicate with the audience at very less cost and still create huge impact on consumers. Though, the concept was meant for small companies but big companies also utilised this innovative technique. Giants like Nike, Mars, McDonalds, Ikea etc have used this marketing strategy to grab attention of consumers. The basic idea of it was to promote products and services in a way which is different than the existing style. Guerrilla marketing tries to impress the customers so that it creates positive image of the product and it helps them in making purchase decision. It also helps the customers to share information with their friends, family and colleagues through word of mouth after watching guerrilla advertisements. The companies need to invest their energy and creativity to come up with effective guerrilla marketing.

Types of Guerrilla Marketing

1) Ambient Marketing

This advertising aims to place advertisement at a unique place. the advertisement attracts consumers. This happens as the consumers do not expect the advertisement to be placed in such a manner. Traditional advertising like television advertising or radio advertising are

approach which are used since a long time. As a result, sometimes they fail to attract consumers. On contrary if they see a large object placed at an unexpected place will definitely seek their attention. Ambient advertising adopts innovative approach, at an unexpected place and it is different than the usual advertising. The advertising should also have wow feeling. Something that is unique today may become regular tomorrow. For example, advertisement printed on bus, air balloon etc. may be considered as unique for the first time but now it's become regular. This means what is innovative and unique may become regular tomorrow. Ambient advertising is usually associated with out-of-home advertising.

2) Ambush Marketing

Ambush marketing is the technique which is used by company that does not have marketing rights of an event but still gives an impression that it is connected with the event. Which means the company does not spend money to sponsor event but still tries to give an impression that it is connected with the event. The idea behind this type of advertising is that getting greater impact but investing less money. This approach has lot of risk element as trying to take advantage of other companies' sponsored event. The company adopting this approach can get into legal issues. This concept is not new but recently it has been encouraged by the advertisers.

3) Stealth Marketing

Stealth marketing tries to communicate with the target audience softly rather than aggressively communicating about the product. It makes the product look attractive and gets right kind of people to talk about it. When the people are talking about the product in a video it does not look like an advertisement which is company sponsored. Encouraging and positive word of mouth is created where customers look at the product in positive light. In these types of advertising the advertisers get more time to speak about the product. Whereas in television advertising only 30 seconds are made available to explain the product. Growth of internet and smart phones have increased the number of videos available on the social media. Thus, use of stealth marketing has also increased. The advertisers make use of influencers, celebrities, sports personalities etc. to talk about their products.

4) Indoor Guerrilla Marketing

This type of advertising used closed public place to advertise a product in a unique way. This could be a mall, university, college, museum, train station etc. A company named Frontline Fleas came up with an innovative idea where it brought space on the floor of a mall and placed a huge image of an itchy dog (golden retriever) on it. People who came for shopping in the mall from upper floor when viewed down it gave them an impression that the dog is covered with fleas whereas in reality it was people walking on the floor. The advertising was done in a successful manner and made all the people walking on the floor part of it. The customers could not ignore the advertisement.

5) Experiential Advertising

These types of advertising can happen anywhere. This can be placed outdoors, indoors or even at an event. Distributing free samples of drink or stairs of subway which looks like piano and also sound like it. Definitely grabs attention of people. Coca-Cola had adopted a marketing strategy where interactive vending machines were installed. The vending machines had 3D technology. The touch screen and videos which were live in nature created an interactive session. This advertising campaign had very high impact. The advertisement used emotional appeal.

6) Astroturfing

Astroturfing is one of the riskiest types of guerrilla advertising. This technique is deceptive in nature. A company that adopts this approach tries to create artificial excitement for the product or service by getting positive reviews about them by influential personalities. The influencers who provide positive review for the product or services later are paid by the company. Astroturfing is derived from fake grass or "Turf" used in tennis courts or football fields. Fake testimonials, endorsements and recommendations are all part of Astroturfing. If the consumers understand that the recommendations, testimonials or endorsements which they are seeing is tempered it may create discontent among consumers. Adopting this technique also has a chance of litigation.

7) Wild posting

Wild Posting is also known as flyposting advertising. In this multiple posters are placed in different locations. This technique uses repetition and visual appeal. This ensures that the consumer does notice the posters or the flyers which are placed either on the walls, railway

station or any street. They can be posted any place which has high foot fall. This strategy adds colour to the landscape where posters are placed.

8) Grassroot

Grassroot advertising aims at comparatively smaller group of people. So that those people will communicate about the product or service with the larger audience. This approach is niche in nature. This advertising is helpful for certain social issues which needs to be addressed by people.

9) Viral/Buzz Marketing

The idea behind this strategy is to reach to maximum customers by means of sharing the content which is meant to communicate about the product , service , company , singer, actor, common man etc. the main principle of viral marketing is it leads to word-of-mouth. And this happens on the digital space. As use of smart phones and accessibility of internet is increasing there is increase in this type of advertising. Several brands came closer to consumers because of this technique. Many individual got over night success because of this marketing strategy.

10) Guerrilla Projection advertising

This marketing strategy uses digital billboards projected at night on side of a building. Sometimes this is done without taking permission from the government or building owner. This technique is used in location where there is more traffic. This strategy is helpful to advertise new product, music concert or event. Consumers get attracted towards the projection and notice the content which is projected on the walls.

Start-ups in India

Government of India took a new initiative called “Startup India”. The initiative was announced by Shri Narendra Modi Indian Prime Minister on 15th August 2015. The initiative focused on three major areas: simplification the process, providing Funding to new business and establish partnership between academics and industry by providing opportunities where entrepreneurship can take place. There were 41,317 startups reported by December 2020. Rs 4,509 crores were invested. There is atleast one recognised startup in more then 590 districts.

44% startup there is atleast one women director. Around 30 states and UTs have policies which are dedicated for startup.

Startup and Guerrilla Marketing Strategy

Guerrilla Marketing approach helps a company to establish communication with the target audience in an unique manner. The marketing approach helps the company to create awareness about the products and services offered by company. Guerrilla Marketing is cost-effective as compared to traditional advertising. The companies can adopt any technique or type os guerrilla marketing like ambient, ambush, viral, wild posting, stealth etc. depending upon the requirement of the product.

Steps to be adopted by startups in Guerrilla Marketing

1) Cost Effective

The strategy is cost effective in nature as a result maximum impact can be created by minimum input. If a company undertakes guerrilla marketing in the beginning it will help consumers to be informed about the product.

2) Create Brand Identity of new business

Guerrilla Marketing helps to create good impression in the mind of the consumers. If consumer looks at a company or its product in positive light, thjere are chances that consumers will buy those products. Guerrilla marketing helps consumers to recognise and identify a brand. it helps to create good impression about the product. Which can lead to purchase and then repeat purchase of the product.

3) Visual Appeal

Guerrilla Marketing makes great use of visual appeal. Any larger than life object placed can not get ignored by the consumers. McDonalds French fries painted on the cross road will definitely be observed by the consumers. As pictures , images or objects which are colorful grab attention of the people.

4) Interact with consumers

A company should try to strive communication with the consumers. This can be done through experiential marketing, blogs, emails or even Viral marketing. When a consumer connects

with the company there are high chances that the consumer will buy the product from that company.

5) Offer Experience

When u make a consumer try your product or experience something it grabs attention. By doing this the company engages the consumer. As a result, it becomes difficult for the customer to avoid the advertisement campaign.

6) Innovation

Its important foe companies to come up with new ideas. Creativity is extremely important in guerrilla marketing as this is an important point which distinguishes it from traditional advertising. Something which is new today will become traditional tomorrow. As a result continuous innovation is required not only to get attention from the consumers but also to create a good impact on them.

Conclusion

The concept of guerrilla marketing is not new. But in country like India the use of it has still not reach to its potential. The marketing strategy is not only useful to attract consumer but also helps to stand out among the competitors. The approach requires lot of energy from the advertisers as more than money creativity is required. Something which is new today may become old tomorrow. Thus, its important to be in constant search of ideas to come up with successful guerrilla advertisements. Companies should be careful about the ethical aspects because some time the guerrilla marketing may not fit well on legal terms. To conclude this strategy is unique, interesting, creative and creates a wow effect in the minds of the customers. This can definitely be adopted by startups and create an impression of them in minds of consumers.

Reference

- Arabian J Bus Manag Review, ISSN: 2223-5833 AJBMR an open access journal, Volume 6 • Issue 2 • 1000184
- [2] Asia Pacific Journal of Research, ISSN (Print) : 2320- 5504 , www.apjor.com Vol: I. Issue XLI, July 2016
- [3] Ahmed, S. (2000), Stealth may be the only future marketing has. Marketing, London: Nov 2, pg. 32. "A Study on Awareness Levels of Guerrilla Marketing Techniques among Select Young Adults in MuscatSultanate of Oman" , Volume 4, Issue 7, 2017, PP 24-29
- [4] Balasubramanian, S. K., Karrh, J. A., Patwardhan, H. (2006), Audience response to product placements: An integrative framework and future research agenda. Journal of Advertising. 25, pp.115-141.
- [5] Creative Guerrilla Marketing. (2016). Retrieved from creativer Guerrilla Marketing: <http://www.creativeguerrillamarketing.com/wh at-isguerrilla-marketing/>
- [6] Ducan, T. (2002). IMC- Using advertising and Promotion to Build Brands with Power web. mcgrawhill college.
- [7] Fernando, A. (2004). Creating Buzz: New Media Tactics Have Changed the PR and Advertising Game
Communication World. San Francisco: Nov/Dec Vol, 21, (pg.10-11)
- Glazer, R. and Weiss, A. M., Marketing in Turbulent, Process and the Time-Sensitivity of Information. Journal of Marketing Research, Vol. XXX, November, pp.509-521.
- [9] Granot, E. (2011). Creative managers and managing creativity: a hermeneutic exploration. In E. Granot, American Journal of Business (p. 182).
- [10] Guerrilla Marketing: A low-cost strategy for startups, Mari Bergan Hæreid Solveig Indregård 3: 22-34.
- [11] Guerrilla Marketing For Dummies® Published by Wiley Publishing, Inc. 111 River St. Hoboken, NJ 07030-5774
- [12] Mrs. Gopika G, International Journal of scientific research and management (IJSRM) ||Volume|| 3||Issue|| 4||Pages|| 2680-2682||2015||

[13] Impact of Guerrilla Marketing on Consumer Perception By Mohsin Shakeel, Muhammad Mazhar Khan, Volume 11 Issue 7 Version 1.0 July 2011

[14] INSIGHTS OF GUERRILLA MARKETING IN BUSINESS SCENARIO, International Journal of Marketing, Financial Services & Management Research Vol.1 Issue 10, October 2012, ISSN 2277 3622

[15] Katharina Hutter and Stefan Hoffmann, 2011. Guerrilla Marketing: The Nature of the Concept and Propositions for Further Research. Asian Journal of Marketing, 5: 39- 54.

[16] Kaikati, A. M & Kiakati, J. G. (2004). Stealth Marketing: How to Reach Customers Surreptitiously. California Management Review, Berkeley: Vol.46, No.4.

[17] <https://startupfreak.com/guerrilla-marketing-forindian-startups/>

[18] <https://inc42.com/features/how-successful-is-pmmmodis-startup-india-programme-heres-thenumberspeak/>

[19] <http://www.creativeguerrillamarketing.com/>

[20] socialpulsar.in/content-marketing/guerrilla-marketing/

[21] Paul, P. (2001). Getting inside Gen Y. Sep, Vol.23, (pg, 42-49)

[22] Procedia - Social and Behavioral Sciences ,Volume 51, 2012, Pages 1022-1029 [23] Yin, S. (2003). Degree of Challenge. May, Vol.25.pg.20

[23] Mrs. Sowmya. S | Dr. Supriya. R "Guerrilla Marketing for Indian Startups – A Conceptual Framework" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456- 6470, Volume-4 | Issue-4, June 2020, pp.793-797, URL: www.ijtsrd.com/papers/ijtsrd31188.pdf

[24] <https://www.arimetrics.com/en/digital-glossary/astroturfing>

[25] <https://www.coursera.org/in/articles/guerrilla-marketing>

[26] <https://www.startupindia.gov.in/content/dam/invest->

[india/Templates/public/5_years_Achievement_report%20%20final%20\(1\).pdf](https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/5_years_Achievement_report%20%20final%20(1).pdf)