

## **GUERRILLA MARKETING: AN EFFECTIVE TOOL FOR MARKETING COMMUNICATION**

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### **Abstract**

Effective marketing tool has become essential in these days of highly competitive business environment with informational overload. There is a strong need for solid marketing strategies to hold the grounds, stand out of competition, bring new customers and increase profits. The new tools and platforms keep coming up like social media, but they are also loaded with information and competitors. The main purpose of this thesis is to examine a but highly effective guerrilla marketing concept in practice which offer opportunity to differentiate. This research aims to analyse the current state of theoretical knowledge about guerrilla marketing and different types and techniques which are used in advertising industry with their practical examples. After conducting this research, it was found out that the guerilla marketing approach is suitable not only for the firms with limited budgets, but for well-established corporations as well. The managers should invest time, effort and creativity and then this investment becomes justified and yields substantial returns.

*Keywords: Guerrilla Marketing, Advertising, Business Environment, Marketing Strategy, Stealth Marketing.*

### **Introduction**

#### **Definition**

- Unconventional marketing intended to get maximum results from minimal resources.-**AMA**
- A creative, non-traditional and many times interactive type of advertising that is typically a low-budget production. -**J. C. Levinson Guerrilla Marketing: Secrets for Making Big Profits from Your Small Business.**

In today's era, it has become a need for a company to stand out in the market. With lots of competitors selling heterogeneous products extensively and fighting for the market share and working for sales growth and positioning the brand a need for Guerrilla marketing has come up. The increase in use of this marketing tool is a clue to the effectiveness of guerrilla marketing. It surely is an unconventional way of drawing attention of audience. It is a marketing strategy formulated by companies to promote their products or services. Guerrilla marketing takes incredible creativity and imagination with objective of grasping the attention of the public in more personal and memorable level. The guerrilla marketing is prominently done in the public places like streets, shopping mall, parks or beaches with maximum people access so as to attract a larger audience. This concept was formulated by Jay Conrad Levinson when he wrote the book Guerrilla Marketing in 1984. This concept has risen in past couple of years with the increasing need of extensive advertisement and to maintain & make name in the cut throat competition. The major advantage of guerrilla marketing is that it's unexpected. It catches us off guard and causes an emotional response: laughter, shock or sadness and remains for a longer period.

#### **Types of Guerrilla Marketing with Examples**

- **Viral Marketing**

The name itself suggests viral marketing is a type of marketing where a message becomes viral. It is a strategy that encourages individuals to forward on a message to others. Off the Internet, viral

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