

## GUERRILLA MARKETING FEATURES

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### Abstract

*The article analyzes that guerrilla marketing is not limited to traditional means. Usually, its use is noticeable in the online space. This is the most effective tool for guerrilla marketing, which includes e-mail or mailing lists, forums, social networks, blogs. With this tool, target markets are attainable and strong interconnections are created. The greatest benefit of this tool is interactivity, inclusion, unlimited dissemination and feedback. Of course, in order to cope with guerrilla marketing on the internet, one should keep in mind the following features: planning; content; design; user enrolment; execution processes; shares; crisis plan; a long list of addresses. There are a lot of tools to use in marketing, but it's important to choose the best one. You can use everything to find out which is the most effective for the company. With the help of the results obtained later, we reject unsuccessful variations. Although guerrilla marketing is a unique tool for small businesses that do not want to spend a lot of cost on advertising, they are rapidly starting to connect and well-known, large companies. As the modern consumer is becoming more passive and the range of products and services on the market is becoming more competitive, partisan marketing is offered to companies only for their benefit. These instructions provide basic guidelines to help authors prepare their final camera-ready papers for*

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**JEL Classification:** M30, M39

### I. INTRODUCTION

Guerrilla marketing tactics has long been used only for start ups and small businesses. Unique, surprising or other emotional consumer expression, unconventional marketing strategy helped much to those companies. When they have achieved the desired results, success stories have been quickly followed by bigger companies and well-known brands worldwide. With a particularly low-profile advertising strategy for financially-minded companies, market giants such as Mars, Nike, McDonald's, have created one of the most memorable marketing campaigns. They tried to keep up with the information technology genius Google and Apple as well. Using the guerilla marketing strategy in the world's most influential world, the American Information Technology Corporation Apple Inc. is currently following this tactics. This company has always been important not only for a good quality of products they sell, but also for the consumer. It is always on the same level as the manufacturer, because it tries to communicate the information in a language that is understandable to customers. To overemphasize the technical parameters, the company pays a great attention to the product design (both exterior and interior) and packaging. There are a lot of people waiting for Apple's product launches, and the media and its users are eager to talk about their new product. The result of partisan marketing is Youtube video uploaded by users on iPhone Unboxing, sharing reviews. This shows that this company is trying to sell one of the most successful brands, but also creates a strong connection with the consumer.

### II. THE CONCEPT OF GUERRILLA MARKETING

Guerrilla marketing is a type of marketing that aims primarily at attracting little financial but creative and intellectual resources. More attention is paid to courageous, modern ideas and encourages investing not money but time, energy, imagination and information. In the age of modern technology, small companies have the ability to apply the same business management and development tools as large companies invest in various inventions of technology, thus creating a natural need to take advantage of these technologies without sacrificing a lot of money. As market participants are faced with a large amount of information, it's no longer easy to leave their customers, partners or even competitors an unbearable impression. Buyers are no longer amazed at either high-value advertisements or promising praises for goods or services, and companies are facing a lot of difficulties. In the past, the company investing more was able to attract more audiences, but today, companies are increasingly reaching a break-even point when increasing investment does not promise a proportional benefit. For these reasons, other business organization and management models have been launched, which would not only reduce costs, but also help to seize new markets and establish new start-ups. The purpose of guerrilla

marketing is to tilt the company's marketing efforts from as much as possible to the most accurate audience search. The accumulation, processing and utilization of information is one of the main weapons of partisan marketing, and as a result of developing this marketing method, knowledge and communication with customers, information about them is an important part of the whole arsenal. Although traditional and guerrilla marketing has many common features, the latter is far more advanced and adapted to the changing market and technology of the time. Guerrilla marketing is, above all, perseverance and self-confidence of your company, and the desire to truly seek new marketing management concepts without fear of testing innovation and forgetting templates. Sasanka, Madhulatha, Rani (2016) stated that “the main principles of Guerrilla Marketing are: measure success by profits, not sales; instead of prioritizing new customers, prioritize increasing number and size of transactions from existing customers, and gaining referrals.; aim messages at small groups instead of mass audiences; focus on gaining the consent of the consumer to send them more information; ommit to a campaign, pursuing effective frequency, instead of creating a new message each time.”

Chionne., Scozzese (2014) stated that guerrilla marketing is a set of communication tools that goes beyond the traditional schemes to stimulate and develop emotions and to provoke, astonishment and floor. The guerrilla reaches the consumer in the moments and places where its —advertising consciousnessl is not active, that t is when its defence against the communication message is lower; the effects that the guerrilla marketing produces on its —victims are curiosity and involvement.

**Table 1. Guerilla marketing definition**

Author	Definition
Nufer (2013)	The transfer of the guerrilla concept to marketing terminology results in diverse interpretations and opinions as to the implementation and functions of guerrilla marketing. The fundamental determinant in characterizing guerrilla marketing is its unconventional nature.
Schulte (2007)	Guerrilla marketing has developed into a basic strategy overarching the marketing mix, a basic marketing policy attitude for market development that goes off the beaten track to consciously seek new, unconventional, previously disregarded, possibly even frown-upon possibilities for the deployment of tools.
Lun, Yazdanifard (2014)	Guerrilla marketing is a way to raise awareness of brand, products or services in the public with an unexpected way.
Farouk (2012)	The term guerrilla marketing was inspired by guerrilla warfare which is a form of irregular warfare and relates to the small tactic strategies used by armed civilians. Many of these tactics includes ambushes, sabotage, raids and elements of surprise.
Hutter, Hoffman (2011)	Guerrilla marketing as an umbrella term for unconventional advertising campaigns which aim at drawing the attention of a large number of recipients to the advertising message at relatively little costs by evoking the surprise effect and the diffusion effect.
Ay, Aytekin, Nardali (2010)	The guerrilla marketing concept, which was created by Levinson (1984), implies an unconventional way of performing promotional activities on a very low budget. In recent years, many companies, looking for ways of getting out of clutter of traditional marketing implementations, tend to apply guerrilla marketing which is a different way of marketing communication.
Simone (2006)	The guerrilla marketing is a set of communication strategies that are innovative and necessarily sensational and that surprise the target by creating viral dynamics of message spread thanks to the investment of energy and fantasy instead of money.
Kaden (2007)	Guerrilla marketing is achieving conventional goals, such as profits and joy, with unconventional methods, such as investing energy instead of money
Levinson (2006)	Guerilla strategies are mostly oriented towards small or middle-sized firms with tiny budgets and remind that only the size of profits can measure what you are striving for.
Gallagher (2004)	What matters in guerilla marketing is, rather than what the firm does to be successful but what it does to differentiate itself from its rivals and its success in reaching a broader customer potential”.

Bytyçi, S., Bytyçi, A. (2016) stated that “nowadays when we have an emerging technology and a fairly high mobility facilitated by access to the Internet via various smart devices (smart phone, iPod , etc.) Technological development has changed the lives of the people who did it with the easy communication and information as a result of the development of mobile phones, internet, online shopping options that allows access

to global resources very effectively and efficiently. Also this technological development gives a business the opportunity to increase their sales.“ Guerilla marketing is a type of marketing whose purpose is, first and foremost, to use not only financial but creative and intellectual resources. More attention is paid to courageous, modern ideas and encourages investing not money but time, energy, imagination and information. In 21 century of modern technology, small companies are able to apply the same business management and development tools as large companies to various inventions of technology, thus creating a natural need to take advantage of these technologies without sacrificing a lot of money. As market participants are faced with a large amount of information, it's no longer easy to leave their customers, partners or even competitors to an unbearable impression. Buyers are no longer amazed by the high cost of advertising, the promise of commending goods or services, and companies face considerable difficulties. In the past, investing more was able to attract more audiences, but today, companies are increasingly reaching a break-even point when increasing investment does not promise proportional benefits. For these reasons, other business organization and management models have been launched, which would not only reduce costs, but also help to seize new markets, but also help establish new start-ups. The purpose of partisan marketing is to tilt the company's marketing efforts from as much as possible to the most accurate audience search. The accumulation, processing and utilization of information is one of the main weapons of partisan marketing, and as a result of developing this marketing method, knowledge and communication with customers, information about them is an important part of the whole arsenal. Although traditional and partisan marketing has many common features, the latter is much more advanced and adapted to the market and technology changes of the time. The key to Guerilla's marketing is that advertising is done on the street or in places of gathering like supermarkets, parks or beaches; where is the maximum flow of people. The soul and spirit of partisan marketing are small companies with big dreams but limited budget. This is an original marketing strategy that does not require a lot of financial resources and is not restricted by rules and restrictions.

Guerilla marketing is a rather specific branch of marketing. Guerilla marketing is associated with creativity. Creativity is valuable only if you earn from it. If your ad helps you reach your goals, such as increasing sales or visits to your site, you can call it a successful one. If the idea is based on repetition, it's even better. Frequently buying things or services we do it unknowingly. And it's easiest to insert into the subconscious by repeating it. So if your ad is well remembered - your sales campaign is shaken up. The promotional message must be linked to the desire to buy. If the advertisement only makes the user to laugh, share the ad, or cause other positive emotions, then it will be the desire to buy a bundle, which is the benefit of it. Creativity must be sold. The main goal is to create an advertisement that promotes the purchase, rather than delights the same advertising.



**Picture 1. Examples of creative advertising**

Advertising is designed to put the brand on the user's head. By utilizing creative resources and originality, you have the unique ability of advertising to make the user remember you when he or she is ready to purchase your market product or service. Tell the user why your product is worth living in their lives. The ad must say why the product is necessary. Creativity does not come from inspiration or many attempts. Creativity is promoted by the only thing - knowledge. By monitoring the activities of competitors, advertising campaigns of the largest companies and collecting other information, you will become more creative not only ideally - you will already know what works and what is not. Creativity begins with an idea. It is the idea to follow the right phrases, visual or audio material, and most importantly, the idea of interpreting the team, you can achieve stunning solutions. Creativity does not stop growing, improve and mature.

Guerilla marketing uses shocking advertising. A shocking advertisement is intended to cause shock to the consumer. The shocking ad uses shocking appeals: blood, unhealthy body organs or parts of the body, death,

illness, disability, humiliation, violence, fear, nudity. In terms of goals, advertising uses shocking tactics: to focus on people; surprise and dance the society; Influences consumer behavior and determines their behavior.



Picture 2. Examples shocking advertising

### III. GUERRILLA MARKETING TOOLS

For some persons the term "guerrilla marketing" may be completely new, while others might be already familiar with it. There will also be those who think what the marketing partisan is doing, although they have not yet heard such a word. Business "partisan" means a person, usually a small business owner who uses a lot of inexpensive marketing tools (1) as well as marketing tricks (2) to promote your company's services and increase profits. Most guerrilla marketing tools are for small businesses (there are exceptions). Imagine a large business marketing department whose core business is customer search on the street. It will not take a week for such a company to appear in court due to violations of human privacy. There are three main elements in business - speed, quality, price - from which two can be selected. If you want quality work quickly - you will pay a lot; if you want fast and cheap - the work will be of a poor quality. The business partisan chooses quality and price, i.e. investing in their time, healthy mind, energy, and thus creating a quality product without paying much for its production and advertising. There are some examples of marketing tools.

1. *Personalized offer to buy.* In other words, looking at a random walker in the street and trying to sell the product. Why not? In any case, the offer of goods appeared earlier than the marketing itself. The first transaction in the history of mankind took place when one of the primitive men said to another, "change" my vegetables at your beast coat. Better yet, by communicating with prospective clients, you can find out about their needs and approach to the product. This will be more useful than market research.

2. *Business card as an advertising tool.* Size leaflet can not perform promotional function? After all, the entire second side of the business card is dedicated to it. It can briefly describe the services provided, the benefits of the product, possibly describing the company's history in a few words. Partizan's business card is able to provide a lot of useful information.

3. *Personal e-mail writing.* Let's say you recently created an online ad portal. Great. You probably need people who will place ads on your portal. Go to the highest Portal for Lithuania and for each advertiser write a sincere personal e-mail with a proposal to free the loader to place their ads on the portal. Better yet - get in touch with those "advertisers" who pay for their ads and offer to do the same for free.

4. *Classified ads.* There are small companies that have been publishing the same classified ads to a small local newspaper for more than 30 years each week. After all, they will not waste money in places where there is no profit. When it comes to the Internet, classified ads have received even more attention. A lot of free ad portals, even specialized ones, have been created. This measure is effective only because people reading them are looking for purchases, so the hardcore persuasion barrier disappears.

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In the small business everything is the opposite. In the telemarketing campaign, small businesses can maintain personality, friendliness, and informality. Of course, professionalism should not be forgotten either.

Sasanka, Madhulatha, Rani (2016) stated that the effectiveness of guerrilla marketing campaigns can be measured by the amount of attention they attract – in contemporary marketing terms, the amount of engagement they incite. Guerrilla marketing campaigns, which typically involve some serious thinking outside of the box, can be a smart way to grab attention. It includes print, social media, TV, radio, and other forms of media that informs the consumer.

#### IV. GUERRILLA MARKETING ON THE INTERNET

The principles of guerrilla marketing are open in the online environment with the ability to apply widespread tools, features and processes in order to raise the number of the internet users and encourage them to buy. To include a user in advertising, the following channels are used: clicks, sound delivery, release, video display, collaboration with other devices, talking with friends, commenting, rating, writing reviews. In many sources, the Internet is referred to as a single entity or medium for dissemination. Partisan marketing is divided into separate parts, each of which has

Separate Possibilities for Partisan Marketing. The Technical Committee Telerobotic (2008) specifies the following online advertising area: enterprise websites, product web pages; micro-web pages; e-mail; instant messaging; detailed page writing; mobile phones; online games; search engines. Depending on what kind of advertising is desired to provide such a way and should be chosen to conquer the hearts of the users. Blogs are text-based, regularly updated publications. Users who opt for blogs are prone to a long analysis of the information and all its details.

Tam, Khuong (2015) stated that "the popularity of guerrilla marketing is enhanced when modern technology changes consumer behavior rapidly, reflecting through the accelerating Internet usage and the overall declining exposure of young audience to traditional TV advertising". Kamau, Bwisa (2013) stated that guerrilla marketing aims its message at individuals or a smaller group. Entrepreneurs see entrepreneurial marketing as the ability to communicate and respond rapidly to individual customers. Entrepreneurs interact with individual customers through personal selling and relationship building approaches. Online advertising has developed into the fastest growing type with its tremendous promotional contents. The internet treats small and medium-sized businesses as the most widespread communication channel across the entire marketing mix. The Internet is used by different organizations as the goal of achieving a variety of marketing activities. Therefore, communication between partisan marketing on the Internet is strongly influenced by the features of online marketing and the whole environment in which partisan marketing is being attempted. Therefore, a great attention is paid to finding the right ways to successfully adapt guerrilla marketing and to avoid the risk of getting lost. Galinaitytė. (2014) stated that communication style internet allows the immediate response social participation opportunity to personalize Web content, online social networking applications and sites contacting control consumer interactivity, which depends on their willingness to communicate while receiving and sending messages, controlling the content and providing the ability to use individualization and application of individual settings. Using guerrilla marketing principles of the Internet environment ensures the ability to apply widespread tools, functions and processes in order to increase the number of internet users and encourage them to buy. Many online sources indicated as a whole or a means help spread the guerrilla marketing advertising, but it is divided into separate parts, each of which has a separate guerrilla marketing possibilities. As Galinaitytė. (2014) stated that "Technical Committee "Telerobotic" (2008) refers to such Internet advertising for areas: enterprise portals; product portals; micro portals; e-mail; mobile phones; games online; search engines. They also provide facts about each media channel. The content of the partisan marketing content of the Internet channels in this table is as follows: Social media is similar to bad, but the information is presented in a much shorter form. Music as a guerrilla marketing tool can be used to record just a few words or create a complete musical composition. A stated Galinaitytė (2014) the use of musical works in advertising becomes more effective when combined with visual elements:

Animation - visual and audio material combined into one whole. Web animation can be used for various purposes. It is especially suitable for the development of access to training and can be appealed to different age segments.

Pictures - Most people remember information better than listening. In addition, nowadays, due to the lack of time, everyone is trying to absorb information as quickly as possible, and when viewed in the picture, this goes much faster than reading the text.

Transparency is a certain series of text-based images, or just the text intended to inform the user. Slides are often used during various lectures, seminars or in order to present a new product or service. The video is longer than the animation area record, combining recorded video and recorded audio. This type of media is intended to be very informative to the consumer in order to maximize his perception of the item or service being promoted.

Webinarai - audio recordings combined with slide presentations. At the time of adventure, this is a very popular type of media, which is usually aimed at providing one or another kind of training. Television classes - live presentations are transmitted to groups of people. Most often it's chatting over the internet using apps like Skype and Hangouts. Using cameras and microphone, you can perform various chat forms in real time by watching and listening to an interlocutor who simultaneously uses the same media tool.

Applications are mobile applications that can be used on both computers and mobile phones. These applications may include any visual or audible material. Although this is a new kind of media, more than a million applications are currently available in the world. Interactive games are another great form of advertising.

Depending on what kind of advertising is intended to be presented, this should be chosen in order to conquer the hearts of the users. They also provide facts about each media channel. The content of the partisan marketing content of the Internet channels in this table is as follows: Social media is similar to bad, but the information is presented in a much shorter form. "Music as a guerrilla marketing tool can be used to record just a few words or create a complete musical composition. The use of musical works in advertising becomes more effective when combined with visual elements.

Internet guerrilla marketing is essentially cheap way of marketing your business/product to people in creative and effective tools. There are some ways to advertise online business using tried and tested techniques like;

Paid advertising (i.e., Web site advertisements)). Broadcasting of banners on various websites. This is one of the cheapest and most effective banner ads. You can pay either for banner impressions, or for clicks only.

Social Media (e.g., Advertise Business / Services on Twitter, Facebook, Youtube, LinkedIn, Google+.) With Google search, Google searches appear on the search results list for selected keywords. The Company needs to pay only for visitors who click on the ad and thus enter the client's website. Facebook is one of the most popular forms of online advertising that constantly invests in increasing the effectiveness of promotional campaigns. Facebook advertising helps reach the target audience with the most suitable text and picture messages.

Blog (i.e., mention your website in other sites in your niche).

## V. CONCLUSIONS

The emergence of guerrilla marketing has not only become a miraculous achievement for small businesses, but also for influential businesses. This marketing tactics is incomparably superior to traditional marketing. It shows good results for both businesses and consumers. Of course, real benefits are only visible after the campaign period ends. However, keep in mind that only profits show whether the campaign really has succeeded. The benefits of guerrilla marketing are: cheaper; flexibility; permanent availability; speed Information is available in a short time; simplicity; accuracy, attraction, creates a strong connection with the user, variety of "weapons" of partisan marketing; uniqueness. Change in the rhythm of life and release from the routine. There will be no great benefit if you follow the traditional marketing rules. Keep in mind that creativity gives you the best results. It must be targeted and not transmitted. In this case, an enterprise must be superior to its rivals through partisan marketing.

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