

# GUERRILLA MARKETING

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# Guerrilla Marketing

- Guerrilla marketing uses multiple techniques and practices in order to establish direct contact with potential customers. One of the goals of this interaction is to cause an emotional reaction in the clients, and the ultimate goal of marketing is to induce people to remember products or brands in a different way than they might have been accustomed to.







# Guerrilla Marketing Types

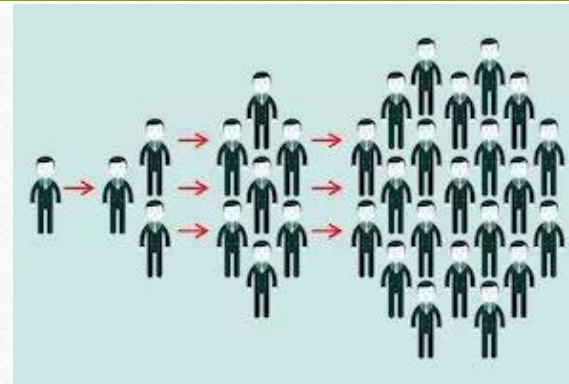
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- Viral or buzz marketing
- Stealth
- Ambient
- Ambush
- Projection advertising
- Astroturfing
- Grassroots
- Wild posting
- Street
- Pop-up retail



# Viral or buzz marketing

- The main difference between viral or buzz marketing is how messages reach the target audience. With viral marketing, messages reach people gradually, slowly building momentum. On the other hand, with buzz marketing, messages are blasted to a massive audience all at once.



# Stealth Marketing

- Stealth Marketing :

Advertising a product in such a way that people are not aware that you are trying to persuade them to buy it

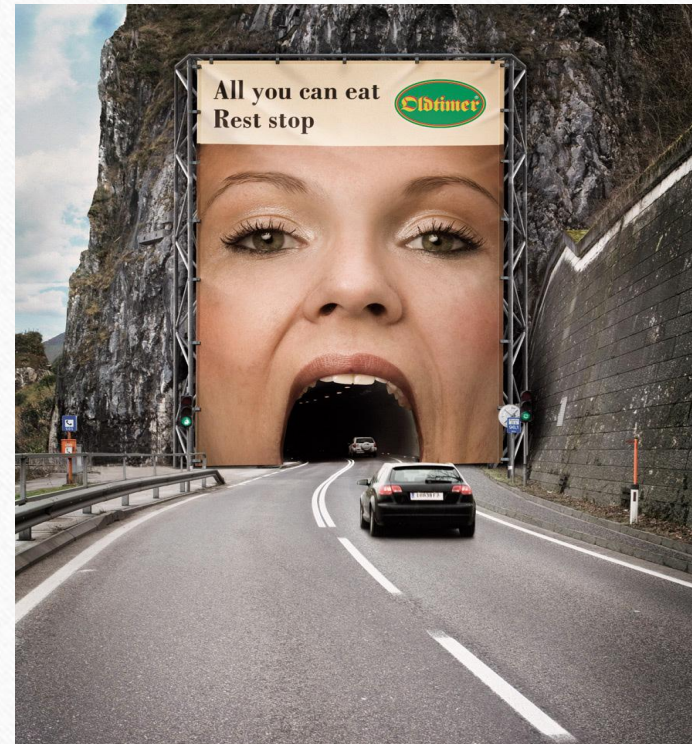




# Ambient Marketing

- Ambient Marketing :

Ambient marketing is a way of promoting products or services using unusual locations or items and their elements to your advantage as a communication channel. It involves creative advertising messaging, interacting with the target audience, and should affect consumers on an emotional level.





# Ambush Marketing

- Ambush Marketing :

Ambush marketing is a strategy that involves a brand team trying to associate their products or services with a big event that already has official companies-sponsors. In most cases, it happens during sports events and aims to raise brand awareness of a particular company with no sponsorship rights.





# Projection Advertising

- Projection advertising :

Projection advertising is the process of projecting still images, moving imagery on a building, landmark, or landscape for advertising purposes. It is also known as projection media or street projection.



# Astroturfing Marketing

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- Astroturfing Marketing :

Astroturfing relates to the process of pushing a marketing message in a manner so that it appears authentic. It is a widespread practice frequently employed by prominent corporate or political players.



# Grassroots

- Grassroots :

Grassroots marketing is a marketing strategy in which a brand targets a specific group of relative audience and expects them to market the brand, product , or service to a larger audience organically. It means you persuade and please few people and let them advertise your brand.



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# Wild posting

- Wild posting :

Wildposting is a form of advertising where static posters are placed in a large number on multiple locations, primarily in dense, urban areas, to attract maximum attention. Wildposting is an inexpensive form of advertising that offers a high degree of exposure for marketers, especially in the entertainment industry to drive awareness.





# Street Marketing

- Street Marketing :

Street marketing is a marketing technique that brings products or services directly to customers in a public place. Street marketing can be an effective way to target valuable customers for a company's strategic plan by going to a specific place frequented by them. It can also be the way for a company to increase awareness of its brand by making a memorable impression on customers.



# Pop-up retail marketing

- Pop-up retail marketing :

Pop-up retail is a retail store that is opened temporarily to take advantage of a faddish trend or seasonal demand. Demand for products sold in pop-up retail is typically short-lived or related to a particular holiday.





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**THANK  
YOU**