De Borja, Ralph Joseph P. Assignment # 2  
ITC 58 – 406I

**Guerrilla Marketing** is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results.

The original term was coined by Jay Conrad Levinson in his 1984 book ‘Guerrilla Advertising’. 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. Much like guerrilla warfare, guerrilla marketing uses the same sort of tactics in the marketing industry.

This alternative advertising style relies heavily on unconventional marketing strategy, high energy and imagination. Guerrilla Marketing is about taking the consumer by surprise, make an indelible impression and create copious amounts of social buzz. Guerrilla marketing is said to make a far more valuable impression with consumers in comparison to more traditional forms of advertising and marketing. This is due to the fact that most guerrilla marketing campaigns aim to strike the consumer at a more personal and memorable level.