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## **GUERRILLA MARKETING STRATEGY**

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

Guerrilla Marketing is about taking the consumer by surprise making an unbelievable impression and creating 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. Guerrilla marketing is often ideal for small businesses that need to reach a large audience without taking a lot of money. However, big companies are using this type of marketing as well.

There are six the most effective methods of guerrilla marketing:

- 1) Cooperation with companies working with the same target audience, but selling the other (non-competitive with your) products.
- 2) Another "partisan" technique: holding any shares, of which all the media themselves will want to talk about.
- 3) Mostly often used for shocking. Particularly successful was "Euroset" company. For example, in 2002 the company issued shares and anyone could get a mobile phone, if it comes in one of the shops network and undressed naked
- 4) The so-called «life placement». That is, the introduction of the goods in the ordinary everyday life with the use of happy customers.
- 5) Using the environment as a ready advertisement.
- 6) Using a car as a mobile non-standard advertising.

To sum up, using these tips you will reach unbelievable success in advertising a new product. Try to remember, that guerrilla marketing is a cheap marketing strategy that makes a company a market leader in this ever growing world.