



“The Effectiveness of Guerrilla Marketing in Social Media”

Raksha K.B

Field Marshal K.M Cariappa College, Madikeri

Anith Raj Y.R

Field Marshal K.M Cariappa College, Madikeri

Abstract:

Guerrilla marketing has become trending day by day, due to its influence and attractiveness guerrilla marketing has helped many organizations and businesses in order to create a brand image stay unique among its competitors. The main purpose of this article is to understand the effectiveness of guerrilla marketing in the fast growing technology and to know how this strategy has effects the organisations in terms of its profit margin. This research was undertaken by analysing the secondary data of various journals, magazines, newspapers and even books. In recent years, many companies have adopted guerrilla marketing with a perspective of attracting customers and thereby earning more potential customers. By visualizing the products and brands through pictures it gives a clear insight of the product, its uses and features to the customers easily and in a understandable manner. However this marketing strategy is very expensive and only large organizations can adopt it during its initial days. Besides advantages there are some disadvantages of guerrilla marketing as it attracts only those people who walks by and due to this companies might loose a huge customer base who avoid from walking in the streets.

Keywords: Guerrilla marketing, technology, organizations, social media.

Introduction:

Guerrilla marketing is all about using unconventional, low-cost methods to make products or services stand out. It focuses on creating memorable, engaging experiences for consumers. These in-your-face promotions often go viral through social media and word of mouth, helping companies reach a wider audience without spending much money. The key to its success is connecting with consumers on an emotional level. This strategy works especially well for edgier products and younger audiences who are more likely to respond to bold, creative tactics. Guerrilla marketing campaigns often happen in busy public places like streets, concerts, parks, festivals, and shopping centers. Choosing the right time and location is crucial to avoid any legal issues. These campaigns can be indoors, outdoors, surprise events, or interactive experiences that get people involved with the brand. Using mobile technology and social media, guerrilla marketing has become more powerful. Some people are attracted to its boldness and creativity, making it an effective way to promote a business and engage target customers with various communities. Guerrilla marketing remains a powerful and effective strategy for brands looking up to create buzz and differentiate themselves in busy marketplaces.

Using social media tools like pages and apps, businesses can reach people more effectively because everyone in the new and current generations is busy on social media. People study businesses, explore products, create blogs, make videos, and posters, all of which help promote a brand. Social media influencers work behind the scenes for companies or products to influence customers to buy. Followers are attracted to the brand and its products.

Guerrilla marketing on social media involves using influencers and creating attractive posters and pop-up messages. This approach helps attract customers, encouraging them to place orders. It boosts a company's profitability and increase customer loyalty, attracting new customers in the process. Guerrilla marketing types include viral marketing, buzz marketing, ambush marketing, and grassroots marketing. These less expensive options rely on greater creativity and can reach a broader audience compared to traditional marketing campaigns. They are often more enjoyable for marketing professionals to work on. However, it is important to note that while some people are attracted to the bold and innovative nature of guerrilla marketing, others may be turned off by its unpredictability and unconventional methods. Data can be difficult to track, making it challenging to target the correct audience. Nonetheless, guerrilla marketing strategies can attract a large number of people and be highly effective.

Objectives:

1. To understand the clear picture if guerrilla marketing strategies.
2. Grabbing of all opportunities of guerrilla marketing helps in social media.
3. To study the advantages of guerrilla marketing in social media to create a separate fan base and customer base.
4. To understand how guerrilla marketing have influenced and attracted customers based on demographics, psychographic basis.
5. To understand how guerrilla marketing has helped in creating a brand image.

Literature review:

- According to a study they have found that perceived interaction, novelty, and meaningfulness of guerrilla marketing have enhanced brand image. This can be used to create a successful brand image and improve customer perception of the company. Besides the author had even told about the possible drawbacks. (Eldho Babu – Loyola college, Chennai, N Maris Joseph et.al)
- As per a research conducted by Ratih Mukti Azhar says that after the COVID-19 pandemic most of the small and medium scale organizations were effected and most of them forced to adopt guerrilla marketing strategy. Its was found that the implementation of guerrilla marketing was more powerfull when compared to the traditional marketing strategies, this also says that compared to other marketing strategies this is cost efficient, whereas this article also proves that this strategy is effective in reaching the target audience. (Ratih Mukti Azhar, Department of managemt, University of Pembangunan Nasional Veteran of east java, Surabaya, Indonesia.)
- According to a study conducted by Md Sohrab through primary data method they have analysed the people of different age group visiting IKEA, and as per their study they found that most of them saw IKEA through social networks. They also found that most of the customers who visited IKEA was through their promotional activities and offers. So guerrilla marketing strategy adopted by IKEA has enabled them in earning potential customers (Md Sohrab, prof. Raghuvir Singh et.al).

Methodology:

To study and understand more about this topic I have analysed available secondary data from various journals, newspapers, magazines and books. By analysing the relevant concept from various means I could understand a lot about guerrilla marketing and was successful in researching every minute details regarding guerrilla marketing, how it has influenced marketers etc.

Advantages:

- By thoroughly understanding how to implement guerrilla marketing one can use this method in raising the companies to a higher level.
- Social media helps in promoting the products whereas social media plays a crucial role in guerrilla marketing in bringing awareness among the people.
- Using guerrilla marketing strategies to create a large customer base and attracting new customers.

- This study enhances the advantages of guerrilla marketing in social media to create a separate fan base and customer base.
- It helps to create awareness about guerrilla marketing, its implementation and its impact to the new generation and explore the knowledge.
- Using social media to attract customers and thereby to increase the profitability and productivity of the product.
- Social media plays a crucial role due to growing technology, people are more connected through internet and social media platforms.
- Creating animation posters, creating GIF really attracts the customers especially kids due to its variation and attractiveness.

Disadvantages:

1. It may incur a huge amount of installation charges, means network data human resource to operate the system etc.
2. Lack of internet connectivity's.
3. Lack of knowledge to operate social media pages websites and techniques.
4. Cyber hacking and information leak, cyber security.
5. Creating fake social media account.
6. Lack of awareness regarding marketing strategies and implementation process.
7. It is a lengthy process.
8. It takes time to interpret the subject.
9. High capital required to bear maintenance charges.
10. Guerrilla marketing is not easy to apply it takes time to create and innovate new ideas and the place in which it can be implemented is a big task to the marketers.
11. It requires high investment.
12. It depends on customer mentality that is how a customer perceives the advertising plays a crucial role.

Types of Guerrilla marketing:

1. Street Art: We transform public spaces into stunning visuals that tell your brand's story.
2. Flash Mob: We orchestrate surprise events that captivate attention and build credibility.
3. Viral Video: We craft hilarious or thought-provoking videos that spread like wildfire online.
4. Ambush Marketing: We partner with influencers to reach a broader audience and create buzz.
5. Experiential Marketing: We design immersive experiences that engage customers and build trust.
6. Grassroots Marketing: We build a community around your brand through local events and outreach.
7. Guerrilla Projection: We project powerful images or messages onto buildings to create an impact.
8. Urban Impact: We use creative tactics to influence the urban environment and promote your brand.
9. Alternative Media: We use unconventional media, like stickers or posters, to reach your target audience.
10. Stealth Marketing: We use secret strategies to promote your brand without overt advertising.

Types of social media marketing:

1. Influencer Marketing: We collaborate with social media influencers to attract their followers.
2. Content Marketing: We create valuable content that resonates with and engages your target audience.
3. Paid Advertising: We leverage social media platforms' advanced advertising options to reach your target audience.
4. Organic Reach: We build a community and create content to reach your target audience without paid advertising.
5. Email Marketing: We use email newsletters to nurture leads and encourage conversions.
6. Social Media Contests: We host contests or giveaways to engage your audience and build brand awareness.
7. Live Streaming: We connect with your audience in real-time through platforms like YouTube Live or Facebook Live.
8. Social Media Analytics: We use data to track performance and optimize your social media strategy.
9. Customer Service: We provide exceptional customer service through social media channels.
10. Brand Awareness: We increase your brand's reputation and recognition through social media.

Suggestions:

1. Awareness: Gorilla marketing in social media creates awareness about unconventional marketing tactics to reach a wider audience.
2. Knowledge: Understanding how to use gorilla marketing strategies in social media helps accelerate product or company profits.
3. Targeting the right audience: The current generation is heavily engaged with social media, making it an ideal platform for attractive marketing strategies.
4. Comprehensive guide: A guide to gorilla marketing in social media explains how it works and its advantages.
5. Increased customer base: Effective social media marketing strategies increase customer base and reach a high level of customer engagement.
6. Music promotion: Social media is an excellent platform for music promotion, increasing customers and reaching a broader audience.
7. Unconventional tactics: Gorilla marketing employs unconventional tactics to stand out in a crowded social media landscape.
8. Measurable results: Social media marketing strategies provide measurable results, allowing for data-driven decision making.
9. Cost-effective: Gorilla marketing in social media is a cost-effective way to reach a large audience and build brand awareness.
10. Competitive edge: Companies that adopt gorilla marketing strategies in social media gain a competitive edge in their respective markets.

Findings:

1. Guerrilla marketing is a game-changer for social media marketing.
2. It helps businesses stand out in a crowded online space.
3. Unconventional tactics grab attention and drive engagement.
4. Social media is the perfect playground for gorilla marketing.
5. It's a cost-effective way to reach a large audience.
6. Businesses can't afford to ignore gorilla marketing.
7. It's a key differentiator for companies in competitive markets.
8. Guerrilla marketing strategies are easy to implement.
9. They offer measurable results and trackable success.
10. Music promotion on social media is a winning combination.
11. Guerrilla marketing helps build a loyal customer base.
12. It's a powerful tool for increasing brand awareness.
13. Social media engagement soars with gorilla marketing.
14. Businesses can expect a significant boost in profits.
15. Guerrilla marketing is a must-have for social media marketing.
16. It's a creative way to connect with the target audience.
17. Gorilla marketing strategies are flexible and adaptable.
18. They offer a high return on investment (ROI).
19. Businesses can stay ahead of the competition with gorilla marketing.
20. It's a fun and innovative way to market products or services.

Conclusion:

Guerrilla marketing plays a crucial role in today's fast growing technology. People are now more connected through internet. Today every category of people use social media, so most of the companies use online platforms to advertise certain products. Certain innovative and creative products makes the customers attracted towards them. By being creative, bold, interactive it conveys the message to the customers including the features related to them. Most of the time guerrilla marketing attracts those people who walks by the street, this can also become their disadvantage. However organizations by understanding the guerrilla marketing strategies can achieve their organizational objectives in the long run.

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