Guerrilla Marketing 101/ What IS Guerrilla marketing?

Yes I cut and pasted this from Wikipedia to suit our needs. Good stuff. We ARE GUERRILLA Marketers!

Guerrilla marketing was originally a marketing strategy in which low-cost, unconventional means (including the use of graffiti, sticker bombing, flyer posting, etc.) were used in a (generally) localized fashion to draw attention to an idea, product, or service. Today, guerrilla marketing may also include promotion through a network of individuals, groups, or organizations working to popularize a product or idea by use of such strategies as flash mobs, viral marketing campaigns, or internet marketing.

The term "guerrilla marketing" is traced to guerrilla warfare, which employs atypical tactics to achieve an objective.

Guerrilla marketing was initially used by small and medium sized businesses, but it is increasingly being adopted by big business. The concept of guerrilla marketing rises from an unconventional system of promotion that relies on patience, energy, and imagination rather than a big advertising budget. Typically, guerrilla marketing campaigns are unexpected and unconventional, potentially interactive, with consumers targeted in unexpected places.[1] The objective of guerrilla marketing is to create a unique, engaging, and thought-provoking concept to generate buzz. Guerrilla marketing involves unusual approaches to advertising, such as targeted promotional-driven encounters in public places, street giveaways of products, PR stunts, flash-mob presentations, or any unconventional marketing intended to get results and create a memorable brand experience.[1]

Strategy

The guerrilla marketing promotion strategy was first identified by Jay Conrad Levinson in his book Guerrilla Marketing (1984).[1] The book describes hundreds of "guerrilla marketing weapons" in use at the time. Guerrilla marketers need to be creative in devising unconventional methods of promotion to maintain the public's interest in a product or service. Levinson writes that when implementing guerrilla marketing tactics, smaller organizations and entrepreneurs are actually at an advantage.[1] Ultimately, however, guerrilla marketers must "deliver the goods."

Many online marketing strategies also use social media such as Facebook and LinkedIn to begin campaigns, shareable features and event host events. Other companies run competitions or discounts based on encouraging users to share or create content related to their product.[3] Viral videos are an incredibly popular form of guerrilla marketing in which companies film entertaining or surprising videos that internet users are likely to share and enjoy, that subtly advertise their service or product.
Guerrilla marketing may also be a strong component of promotions involving associated strategies, such as:

- **Grassroots marketing** and **astroturfing**—disguising company messaging as an authentic *grassroots movement*;
- **Street** or "tissue pack" marketing—hand-to-hand marketing;
- **Wait marketing**—presented when and where consumers are waiting (such as medical offices, urinals, or gas pumps);
- Internet marketing—having presence on sites, subliminally encouraging its users (thereby creating "buzz" through a combination of viral and undercover marketing);
- **Viral marketing**—through social networks.
- Publicity stunts- A publicity stunt is defined as a pre-planned event that is designed to attract the public’s eye and attention, to create hype about that topic, event or service.

How can you be a Guerrilla?
I Keep Calm, My Body is Calm, and My Mind is Clear. Now, I am able to stay Focused and be more Relaxed.
Interested in having a Calming Caddy for yourself, for a gift or at the office, space, studio, shop? I am having a local giveaway (If you are in the KCMO area and when you post up a picture of your child exploring with the Calming Caddy (At RevoCup in Overland Park or Pose Yoga Studio in Overland Park). Post it up on here and whoever has the most 'likes' from their picture will receive a Calming Caddy by Kidding Around Yoga with Tam. Yes! this special Calming Caddy will include a hoberman mini sphere. (Oh, and please 'like' and 'share' this page too!:) ) *Contest ends Wednesday December 17 at 6:00 pm.
The sky is the limit. What Guerrilla Marketing ideas can you come up with?