

Traditional Marketing vs Guerrilla Marketing

By Jay Conrad Levinson

Guerrilla marketing means going after the conventional goals of profits, sales and growth but doing it by using unconventional means.

TM = Traditional Marketing

GM = Guerrilla Marketing

1. TM – You must invest money
GM – If you want to invest money, you can – but you don't have to if you are willing to invest time, energy, imagination, and information.
2. TM – Enshrouded by mystique that it intimidates many business owners, who aren't sure whether marketing includes sales or a Web site or PR. Because they are so intimidated and worried about marketing mistakes, they simply don't do it.
GM – Removes the mystique and exposes marketing for exactly what it really is – a process that you control – rather than the other way around.
3. TM – Geared toward big business
GM – The soul and the spirit of guerrilla marketing – is small business: companies with big dreams but tiny budgets
4. TM – Measures its performance by sales or responses to an offer, hits on a Web site, or store traffic
GM – The main number that merits your attention is the size of your profits. Profits are the only numbers that tell you the truth you should be seeking and striving for.
5. TM – Based on experience and judgment, which is a fancy way of saying “guesswork.”
GM – Is based as much as possible on psychology – laws of human behavior. For example, 90% of all purchase decisions are made in the unconscious mind, that inner deeper part of your brain. Repetition is paramount.
6. TM – Suggest you grow your business and then diversify. Tends to lead businesses away from their core competency.
GM – Suggests that you grow your business. If growth is what you want, but be sure to maintain your focus – for it's that focus that got you to where you are in the first place.
7. TM – Grow your business linearly by adding new customers one at a time.
GM – The way to grow a business is geometrically – by enlarging the size of each transaction, engaging in more transactions per sales cycle with each customer, tapping the enormous referral power of each customer, and growing the old-fashioned way at the same time.
8. TM – Put all its efforts in making the sale, under the false notion that marketing ends once that sale is made.
GM – Reminds you that 68% of all business lost is lost owing to apathy after the sale – ignoring customers after they've made the purchase. So GM preaches fervent follow-up – continually staying in touch with customers and listening to them.
9. TM – Scan the horizon to determine which competitors you ought to obliterate.
GM – Scan the horizon to determine which businesses have the same kind of prospects and standards as you do – so that you can cooperate with them in joint marketing efforts to expand reach and reduce cost.

10. TM – Urges you to have a logo that represents your company – a visual means of identifying yourself. Points made to the eye are 78% more memorable than points made to the ear.
GM – Says that a logo is passé these days – because all it does is remind people of the name of your company. Instead, GMs have a meme that represents their company – a visual or verbal symbol that communicates an entire idea, such as international traffic signs.
11. TM – Has always been “me” marketing. Visit almost any Web site, and you’ll see “About our company.” “About our history.” “About our product.” But people don’t care about you. Me marketing makes them sleepy.
GM – Practices “you” marketing, in which every word and every idea is about the customer. What people care about is themselves. And if you can talk to them about themselves, you’ll have their full attention.
12. TM – Thinks about what it can take from customers.
GM – Has an understanding of the lifetime value of a customer, but they also concern themselves with what they can give a customer. What can be giving away for free?
13. TM – Would have you believe that advertising works, that having a Web site works, that direct mail and e-mail work.
GM – Advertising doesn’t work, not anymore. Marketing combinations work. Using all these tools to help each other does work. Single-weapon marketing has been relegated to the past.
14. TM – At the end of the month, count money.
GM – Count new relationships. They do everything they can to establish and nurture a bond between themselves and each individual customer. Long-term relationships are the keys to the vault.
15. TM – Has rarely emphasized technology, primarily because the technology of yesterday was too expensive, limited, and complicated.
GM – Requires that you be very technocozy
16. TM – Aims its message at groups: the larger the group, the better. Broadcasts.
GM – Aims its message at individuals or, if it must be a group, the smaller the group, the better. Narrowcasts, Microcasts, and Nanocasts.
17. TM – Is unintentional. Embraces the big guns of marketing – radio, TV, newspapers, magazines, and Web sites – it tends to ignore the little details, such as how your phone is answered, the décor of your office, the attire worn by your employees.
GM – Is intentional. It pays close attention to all the details of conduct with the outside world, ignoring nothing and realizing the stunning importance of those tiny but supercharged details.
18. TM – Believes you can make the sale with marketing.
GM – The reality that marketing today can hope only to gain people’s consent to receive more marketing materials from you. Most people will withhold their consent, and you’ve got to love them for doing that, because they’re telling you to save your money and not waste it on them. For those that want to learn more, let them opt in (Permission Marketing).
19. TM – Is monologue. One person does the talking/writing and everyone else receives.
GM – Marketing is a dialogue. One person talks/writes, someone responds and interactivity begins. But you have to invite dialog by asking people to register for something like newsletters.
20. TM – Relies on the heavy weapons of marketing: radio, TV, newspapers, magazines, direct mail, and the Internet.

GM – Has identified 200 weapons of marketing and many are free

The heart of **Guerrilla Marketing** is the proper use of these weapons you choose to use. The basic precept of **GM** calls for you to be aware of all 200 weapons, to use and test them, and then to eliminate those that failed. The idea is to end up with a selection of proven weapons