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# **GUERRILLA MARKETING: A CREATIVE AND SMALL BUDGET APPROACH TO ENTREPRENEURIAL MARKETING**

Assoc.Prof.Dr. Miglė Šontaitė-Petkevičienė  
Vytautas Magnus University

### Introduction

Guerrilla marketing as a creative and small budget marketing communication tool is still an under explored topic in the scientific literature. It is argued that this field lacks knowledge and tools on how to use guerrilla marketing for creative and small budget entrepreneurial marketing. The absence of comprehensive theoretical and practical information on how guerrilla marketing could be used for creative and small budget marketing communication raises many issues for the owners and marketing people at entrepreneurial businesses.

### Research Aim

The aim of the research is to determine how guerrilla marketing could be used for marketing communication of entrepreneurial businesses.

### Materials and Methods

The paper is organized using both theoretical and empirical analysis. Theoretical research is organized as scientific guerrilla marketing theory review and guerrilla marketing trends overview. For the empirical research semi-structured expert interviews were conducted with experts of guerrilla marketing from Lithuania to identify how guerrilla marketing is used in practice by Lithuanian entrepreneurial businesses

### Results

1. Guerrilla marketing by using exceptional promotion methods, nowadays has become an important competitive tool for companies (Yildiz, 2017) because the stiff competition in today's era has necessitated the use of modern and out-of-the-box marketing practices (Gupta & Singh, 2017).
2. Guerrilla marketing is most suitable for organizations which do not have resources to confront directly with their large competitors and have to deploy unexpected and creative tactics to reach their target customers (Dinh & Mai, 2015).
3. Guerrilla marketing is non-conventional and inexpensive kind of marketing strategy in which high energy and imagination are dominant (Ahmed *et al.*, 2020; Babu, 2018). However, Levinson (1984), Diao (2017), Khare (2017), Pakson & Chang (2010) add time element stating that guerrilla marketing is an unconventional marketing method based on time, energy and imagination instead of big marketing budgets.
4. Guerrilla marketing is a marketing method that enables low-budget brands to place their products in consumer consciousness by creating sensations that emerge in unexpected places and times with creative, extraordinary, exciting and surprising tactics (Onurlubaş, 2017).
5. Businesses using guerrilla marketing strategy can obtain the desired position in the mind of the customers compared to their competitors (Onurlubaş, 2017). Guerrilla campaigns have great effects on brand image, brand attitude, purchase intention (Babu, 2018; Iqbal & Lohdi, 2015), purchase decision (Ahmed *et al.*, 2020) and increased customer loyalty (Ay, Aytekin & Nardali, 2010).
6. Seven guerrilla marketing effects are: novelty, aesthetics, relevance, clarity, humour, emotion arousal, surprise (Ahmed *et al.*, 2020; Dinh & Mai, 2015; Powrani & Kennedy, 2018).
7. Guerrilla marketing has a broad range and variety of advertising tactics (Diao, 2017) and enumerative list of instruments (Hutter & Hoffmann, 2011).
8. Following the strategies, types and instruments of guerrilla marketing distinguished by various researchers in the scientific literature and based on the personal teaching experience, the author of the paper distinguished the most commonly used categories and types of guerrilla marketing together with a short type overview that is presented in Table 1.

CATEGORY OF GUERRILLA MARKETING	TYPE OF GUERRILLA MARKETING	TYPE OVERVIEW
Outdoor guerrilla marketing	Projection advertising	The use of a digital billboard or building to project an advertisement. The brand is promoted in unexpected locations, reach large audiences and remain visible long enough.
	Street marketing	Any kind of an unconventional outdoor promotion in public areas. Use of non-traditional methods and advertising spaces to earn a greater amount of attention.
	Wild posting	When static posters are placed in dense, urban areas to attract maximum attention. It is inexpensive and offers a high degree of exposure in high traffic areas, sometimes without permission.
Indoor guerrilla marketing	Ambient guerrilla marketing	May be both outdoor and indoor. It is when ads are placed on unusual items or in unusual places. This helps to increase brand awareness creatively.
Event ambush guerrilla marketing	Ambush guerrilla marketing	Involves marketing campaigns featured at an event that the product or service is not directly affiliated with but is used in a way to make it appear so.
Experiential guerrilla marketing	Experiential marketing	A marketing technique that creates experiences between brands and consumers and uses activation to bring brands to life and interact directly with the target audience.
	Grassroots marketing	Fosters spreading the word about product or service while focusing on building a personal and unique connection with the consumer and the brand. Niche group of supporters is reached to spread the word about brand's awesomeness.
	Buzz marketing/ viral marketing	Focused on maximizing the word-of-mouth potential of a particular campaign or product through conversations among consumers' family and friends or larger scale discussions on social media platforms.
	Astrourfing	The term for campaigns or messages that appear to be naturally occurring but authentic buzz around a product or service is created via paid reviews or endorsements, while hiding financial and business links.
	Stealth marketing	A marketing strategy that advertises a product to people without them knowing they are being marketed to.

### Conclusions

1. There is a growing consensus among entrepreneurs that guerrilla marketing is not only a creative marketing communication tool that provides good results when influencing consumer behaviour, but also a marketing communication tool that requires a smaller budget which is often a problem for entrepreneurial businesses.
2. Interviews confirmed that guerrilla marketing is most commonly used by entrepreneurial businesses as a creative, memorable, unusual and unconventional solution of marketing communication.
3. According to experts, guerrilla marketing has a direct impact on consumer behaviour: it encourages consumer involvement, interest, information sharing and encourages buying.

### Contacts

[migle.sontaite-petkeviciene@vdu.lt](mailto:migle.sontaite-petkeviciene@vdu.lt)