

Guerrilla Marketing: An innovative stride

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Abstract

Marketing tools and techniques have constantly been evolved and with this evolution of marketing practices, innovation is one thing which is inevitable. Marketers constantly have to keep an eye on the latest trends prevailing in the market place and have to increase their know-how on effective communication of the benefits which they have in their bags to offer to their customers. The arena of marketing and advertising has witnessed several waves of innovation and new technology but surprisingly, studies reveal that not many of the companies are making the use of it to the fullest. Guerrilla Marketing is one of the innovating practices which is helpful in effectively communicating the brand and its benefits to the consumers. Guerrilla Marketing hovers around the novel concept whereby it uses least amount of monetary funds to reach out to its customers. In fact, it emphasizes on the creativity and long sightedness approach to leave a long lasting impact on the consumers.

The concept of Guerrilla Marketing has a history which revolves around 'guerrilla warfare', during which the Vietnamese made use of unique tools and tactics during Vietnam War in 1960s (Yüksel, 2010). Similarly, Guerrilla Marketing is an innovative technique of achieving conventional goals with unconventional methods involving less of funds and more of creativity (Kaden, 2007). Conrad Jay Levinson is known as "father of Guerrilla Marketing" as he is the one who created this concept in his book Guerrilla Marketing (1984).

The paper attempts to analyze the trends in marketing which has led to the evolution of this innovative practice of Guerrilla Marketing by reviewing various articles, journals and books. Also, it studies the different kinds of unconventional tools and techniques which fall under the purview of this concept. The paper eventually helps in building greater insights about this holistic approach.

Keywords: Guerrilla Marketing, Innovation, Creativity