

THE 200 WEAPONS OF GUERRILLA MARKETING

MINI- MEDIA

1. Marketing Plan
2. Marketing Calendar
3. Identity
4. Business Cards
5. Stationary
6. Personal Letters
7. Telephone Marketing
8. Toll- Free Number
9. Vanity Phone Number
10. Yellow Pages
11. Postcards
12. Post Card Deck
13. Classified Ads
14. Per Order/ Inquiry Advertising
15. Free Ads in Shoppers
16. Circulars
17. Community Bulletin Boards
18. Movie Ads
19. Outside Signs
20. Street Banners
21. Window Display
22. Inside Signs
23. Posters
24. Canvassing
25. Door Hangers
26. Elevator Pitch
27. Value Story
28. Backends
29. Letters of Recommendation
30. Attendance at Trade Shows

MAXI- MEDIA

31. Advertising
32. Direct Mail
33. Newspaper Ads
34. Radio Spots
35. Magazine Ads
36. Billboards
37. Television Commercials

E- MEDIA

38. Computer
39. Printer/ Fax Machine

40. Chat Rooms
41. Forums Boards
42. Internet Bulletin Boards
43. List-building
44. Personalized Email
45. Email Signature Mktg.
46. Canned Email
47. Bulk Email
48. Audio/Video postcards
49. Domain Name
50. Website
51. Landing Page
52. Merchant Account
53. Shopping cart
54. Auto-Responders
55. Search Engine Ranking (Alexa)
56. Electronic Brochures
57. RSS Feeds
58. Blogs
59. Podcasting
60. Publish own E-zine
61. Ads in other E-zines
62. Write Ebooks
63. Provide Content- Other Sites
64. Produce Webinars
65. Joint ventures
66. Word-of-mouse
67. Viral Marketing
68. E-Bay / Auction Sites
69. Click Analyzers
70. Pay Per Click Ads
71. Search Engine Keywords
72. Google Adwords
73. Sponsored Links
74. Reciprocal Link Exchange
75. Banner Exchanges
76. Web Conversion Rate

INFO- MEDIA

77. Knowledge of your Market
78. Research Studies
79. Specific Customer Data
80. Case Studies
81. Sharing

82. Brochures
83. Catalog
84. Business Directory
85. Public Service Announcements
86. Newsletter
87. A Speech
88. Free Consultations
89. Free Demonstrations
90. Free Seminars
91. Publish Article
92. Publish Column
93. Author a Book
94. Publishing-on-Demand
95. Speaker at Clubs
96. Teleseminars
97. Infomercials
98. Constant Learning

HUMAN- MEDIA

99. Marketing Insight
100. Yourself
101. Your Employees and Reps
102. Designated Guerrilla
103. Employee Attire
104. Social Demeanor
105. Target Audiences
106. Your Own Circle of Influence
107. Contact Time with Customers
108. How you say Hello and Goodbye
109. Teaching Ability
110. Stories
111. Sales Training
112. Use of Downtime
113. Networking
114. Professional Title
115. Affiliate Marketing
116. Media Contacts
117. List Customers
118. Core Story- Solution to Problem
119. Create a Sense of Urgency
120. Offer Limited Items/ Time
121. Call to Action
122. Satisfied Customers

NON- MEDIA

- 123. Benefits List
- 124. Competitive Advantages
- 125. Gifts
- 126. Service
- 127. Public Relations
- 128. Fusion Marketing
- 129. Barter
- 130. Word-of-Mouth
- 131. Buzz
- 132. Community Involvement
- 133. Club and Assn Memberships
- 134. Free Directory Listings
- 135. Trade Show Booth
- 136. Special Events
- 137. Name Tags at Events
- 138. Luxury Box at Events
- 139. Gift Certificates
- 140. Audio-Visual Aids
- 141. Flipcharts
- 142. Reprints and Blowups
- 143. Coupons
- 144. Free Trial Offer
- 145. Guarantee
- 146. Contests and Sweepstakes
- 147. Baking/ Craft Ability
- 148. Lead Buying
- 149. Follow-Up
- 150. Tracking Plan
- 151. Marketing-on-Hold
- 152. Branded Entertainment
- 153. Product Placement
- 154. Radio Talk Show Guest
- 155. TV Talk Show Guest
- 156. Subliminal Marketing

COMPANY ATTRIBUTES

- 157. Proper View of Marketing
- 158. Brand Name Awareness
- 159. Positioning
- 160. Name
- 161. Meme
- 162. Theme Line
- 163. Writing Ability
- 164. Copywriting Ability
- 165. Headline Copy
- 166. Location
- 167. Hours of Operation

- 168. Days of Operation
- 169. Credit Cards Accepted
- 170. Financing Available
- 171. Credibility
- 172. Reputation
- 173. Efficiency
- 174. Quality
- 175. Service
- 176. Selection
- 177. Price
- 178. Opportunities to Upgrade
- 179. Referral Program
- 180. Spying
- 181. Testimonials
- 182. Extra Value
- 183. Adopt Noble Cause

COMPANY ATTITUDES

- 184. Easy To Do Business With
- 185. Honest Interest in People
- 186. Telephone Demeanor
- 187. Passion & Enthusiasm
- 188. Sensitivity
- 189. Patience
- 190. Flexibility
- 191. Generosity
- 192. Self Confidence
- 193. Neatness
- 194. Aggressiveness
- 195. Competitiveness
- 196. High Energy
- 197. Speed
- 198. Maintains Focus
- 199. Attention to Details
- 200. Takes Action