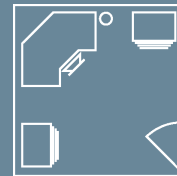


beyond the office



Guerrilla Marketing Tips

Contributed by Kip Gienau

Tip #1: Every Business should have a Marketing Calendar

This will allow you to list what marketing tools you will use each month and allow you to dedicate the necessary resources to implement your strategy. These powerful tools when used consistently will drive your business to success. It could be a postcard mailing, a magazine ad, and new logo, updated web site, what ever you choose each month stick to it. Otherwise it will waste your time and money.

Tip #2: Know your competition

Guerrilla Marketing is about Standing out from other businesses, you must know your competition. Spend time learning what they do really well and what they do poorly, this will be your queue to develop a powerful niche. Be prepared to make changes to your business based on existing market conditions. It's about keeping your competition on the defensive and your proactive approach will attract new customers in the process. Take one day to go out and visit the competition observe how they do business, see how there sales people handle customers, are they helpful over the phone?, be a customer. What kind of product discounts do they offer?, how large is their inventory?, everything you learn will be useful to you.

Tip #3: Think of Business Cards as mini-billboards

Business cards are everywhere but how many capture and hold your attention? Too many people use their business card as in introduction message. Overloaded with too much information, each is usually stark white with absolutely no personality at all. So many people can't understand why they don't get business after passing out so many cards. One would think that the law of averages would prevail. A full color business card attracts attention and with a strong photo will remain memorable. Use your card as a billboard to announce what makes you an expert, use the back to list 5 tips about what your industry or service offers. Don't use a small hard to read font just so you can cram more words on your card, keep in mind white space is your friend. Use UV coatings which enhance the look and feel of your card it also increases the thickness, creating a great first impression.

Tip #4: Networking

Networking for Business is a planned activity and not a leisurely event, success requires planning, setting a goal and being committed. Ninety five percent of people I talk to about networking say it doesn't work. They go to an event eat something, pass out some cards and try a sales pitch or two with no results. The next day, their impression is that networking is a waste of time. This is so far from the truth because they don't understand the networking process. To be successful at networking you need to focus on building

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relationships, this is like dating it takes more than one meeting to learn about each other. To get the most out of networking you must have a plan, be yourself, don't try to close a sale, make friends and don't drink too much it could be embarrassing to you at the next event you attend.

Tip #5: Guerilla Cold-Calling

Everyone loves cold calling, right? Guerrillas embrace the challenges that this activity brings. First and foremost is you can't take anything personal it's not about you unless you're rude. Make a list of the top 100 people or company's you want to do business with, and go after them. Ninety six percent of people will call a prospect on average two times before giving up and moving to someone else. You need to make nine contacts before you may get an appointment; the key is pig headed persistence not giving up when everyone is quitting. Keep in mind a contact doesn't need to be just a phone call, you can email a special report, a news article about their industry, send a funny item in the mail like a shoe and a note: Just trying to get a foot in the door! Anything you can do to maintain an interactive dialogue will fortify the top of mind awareness in the mind of your prospect. Be a turtle, not a rabbit time is on your side and you have plenty of it, so don't give up you could be just one call away from success.

Tip #6: Seek out New Technology...

And embrace it! Start working with new things you have never tried before. Guerrillas always stay on the cutting edge using things before anyone else does. In 2008 you should commit to learning something new every three months, video email, blogging, make changes to your web site yourself, podcasting and social networking just to mention a few. Learn the terminology it's a great conversation starter and you could develop into the local expert on any topic you choose. Most business owners shy away from anything that's new and that's where you can move ahead of the pack. Where others show fear becomes your strength, spend an hour a day surfing business sites on the Internet. You will be looking for types of technology they are incorporating in their business. So give it a try the worse thing that can happen is you increased your overall knowledge.

Tip #7: Create a New Awareness

Create a new awareness by Using Newsletters from your company; keep in mind short is better. Stay away from fancy fonts. Stick with easy-to-read Sans-Serif and watch your line spacing. Newsletters create credibility because they usually talk about personal events occurring within your business. If you need to hire a graphic artist to develop a masthead then do it, your image will suffer if it looks home designed and amateurish. Consider innovative ways to use a newsletter to gain awareness besides posting on your web site. Print on a 6 x 9 postcard and pass out when networking, mail them to prospects, make a large poster at your office supply store and post in the front window of your business. Consider this: the next time you are buying ad space in your local newspaper instead of a regular ad use your newsletter with a bold headline and good content. This will definitely stand out on the page as being unique, but most of all unlike the other ads it has more potential to be read just like the stories that surround some ads. Step out of your comfort zone, experiment and success will be your reward.

About the Author

Kip Gienau is the owner of Advertising Works, CT, LLC, based in Waterford, CT. He has been in the advertising industry for over 12 years, three as a Certified Guerilla Marketing Coach. Kip was recently selected as one of 30 world class Guerilla coaches to contribute a chapter in Jay Conrad Levinson's new book, *Guerilla Marketing on the Front Lines*. For more information, go to www.adworksct.com.