

GUERRILLA MARKETING EXCELLENCE

The Fifty Golden Rules for Business Success

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MAIN IDEA

Marketing guerrillas use common sense and knowledge to develop cost-effective marketing programs and strategies. By using their resources efficiently, guerrillas can be as effective as competitors with many times the resources and size.

The fifty golden rules are a way to think about marketing. For any company, marketing is the single most critical activity, and the key to future success or failure. Without effective marketing, any company will wither and fail. By contrast, companies which develop excellent marketing programs grow, prosper and expand. Marketing holds the key to business success.

Together, the rules give an insight into how marketing can be effective for any business of any size.

1. Avoid an expectation of instant results and base all marketing decisions on long-term success.
2. Marketing profitability is markedly enhanced when you can clearly identify your specific target market.
3. Marketing turns prospects into customers by knowing exactly what the right people are after when they buy your product.
4. Selling a solution to a common problem is much more effective than selling a positive benefit.
5. Your own customer list is the key to your future marketing success if you gather and store enough details on each and every customer.
6. Customers should be shown genuine appreciation and reverence by consistently maintaining contact and adding new products or services geared to their needs.
7. A business should be organized to make it easy and convenient to obtain your product or service from the customer's perspective alone.
8. Surveying your customers builds a link between you and that customer, and forms the foundation for long-term repeat business and future profitability.
9. Effective marketing is always structured as a sales approach rather than an effort to entertain.
10. New product introductions influence prospect opinions far into the future. Target new product launches to create the right impression with the right people.
11. Successful companies look at marketing as an ongoing process, with profits directly driven by know-how. The more you know, the better results you can generate.
12. The best and most profitable marketing is totally and completely honest and truthful.
13. Marketing is intended to generate increased business profits, not simply higher sales turnover.
14. Successful companies aim first to secure a share of the prospect's mind through repeated advertising and overall market awareness. A share of sales automatically follow.
15. Effective marketing has style and substance - emphasizing essential points while capturing attention.
16. Marketing material must be as interesting as possible. This captures attention and maintains interest for as long as needed to make the sale.
17. Pay particular attention to timing. Marketing productivity is directly related to offering a product or service which is aligned with the general market's mood and focus.
18. Prospects will always recall the most clever part of your marketing program: make sure it motivates them to buy your product or service.
19. Everyone loves to be bribed to buy a product or service. Use this marketing fact to your advantage.
20. In marketing, the key is not to save money but to have every investment pay significant dividends.
21. A prospect is much more likely to buy if they have already taken the time to request more information from you.
22. A small share of a huge market can be very profitable. Guerrillas pinpoint prospects and market to one person.
23. Never sacrifice profits for originality. Stay doggedly with existing marketing until it no longer produces results.
24. To generate the greatest profits, your marketing must protect you from other guerrillas and be innovative.
25. Creating and filling a unique niche is the key to success in the marketing of services.
26. You can have your product sold in any store you like if you arrange TV marketing beforehand.
27. To succeed at marketing, one person must be able to regularly and consistently apply the time and energy required.
28. Ongoing marketing success is more likely to be based on cooperation than on competition.
29. Your marketing materials must focus on creating or identifying your company's competitive advantages.
30. 90% of the time spent developing an advertisement should be spent on the headline for a print ad or the opening line for a radio or TV commercial.
31. Dynamic marketing materials use a vocabulary of interesting, potent and powerful words.
32. Effective marketers make a human bond before seeking to establish a business bond.
33. Avoid the use of humour in all marketing unless it is directly related to your product.
34. The credibility of any marketing material is directly proportional to the amount of specific data included.
35. The use of multiple marketing weapons increases the effectiveness of each individual marketing initiative.
36. Sometimes, you just have to use a gimmick that stops people in their tracks.
37. Have all marketing materials professionally produced, because even a hint of amateurism in your materials will lose sales.
38. Knowing more about your competitors and your industry than anyone else will open the door to more opportunities your company can exploit.
39. Business credibility enhances the results of all marketing carried out by your company.
40. Successful marketers exercise restraint in changing their advertising, and refuse to meddle unless there are good and sound reasons to do so.
41. Generally speaking, the greatest profits are generated by companies which are second in any market.
42. Companies that succeed over the long-term prove to their clients or customers that they care.
43. Companies focusing on what they can give people are more successful than companies built around what they can take.
44. The most effective use of a business network system is to ask questions and learn about the problems of people who are in business.
45. Pioneers for any new product or service must be prepared to overcome apathy and fear.
46. When the economy slows down, focus marketing on existing customers and large transactions.
47. For very important clients or customers, you should create exceptional marketing programs.
48. A long time frame is essential for planning, creating and evaluating the effectiveness of marketing.
49. A sales transaction is not a stand alone event. It is the beginning of a close and effective business relationship.
50. Any company which fails to take control of its marketing leaves its future in the hands of its competitors.

1. GOLDEN RULES OF BUSINESS THINKING

Main Idea

A marketing awareness should colour every action you take in business.

When laying plans for the future of your company, your marketing program should provide the bedrock foundation around which all other business planning is built. It should influence your current operations, your customer relationships, service and product expectations and future promotional programs.

Asking any prospect to spend money on buying your product or service is always going to be a serious matter, and all marketing should be designed to reflect that fact.

Golden Rules

Rule #1:

Avoid an expectation of instant results and base all marketing decisions on long-term success.

Marketing results flow from the combined effect of all initiatives. A guerrilla sets long-term marketing goals, develops a marketing plan and allows enough time for marketing to persuade potential clients and generate demand for the product.

By contrast, the average business manager gets nervous when instant results do not appear, and wants to regularly change marketing ideas before they have time to take effect.

Rule #2:

Marketing profitability is markedly enhanced when you can clearly identify your specific target market.

Many companies cannot quantify the business line they are in or the key groups which make up their market. Guerrillas know their targets inside out: what they read, how they think, what problems they face. Because guerrillas know exactly what their prospects are thinking, they can more effectively convert prospects into clients or customers.

Rule #3:

Marketing turns prospects into customers by knowing exactly what the right people are after when they buy your product.

Marketing should be geared specifically to people who are already in the market for your product line or service type. Your marketing then needs to show that your product / service is available, affordable and highly beneficial to the prospect's requirements. Smart marketing involves and informs prospects, and acknowledges that people do things for their own reasons.

Rule #4:

Selling a solution to a common problem is much more effective than selling a positive benefit.

Guerrilla companies position themselves as problem-solvers. For these companies, marketing highlights the problem and offers a product or service as a solution, adding other benefits as additional reasons for buying. The most profitable guerrillas focus on solving just one single problem. Highly profitable marketers sell solutions - not features, not benefits.

Rule #5:

Your own customer list is the key to your future marketing success if you gather and store enough details on each and every customer.

Your current customer's problems are a mirror image of the needs and requirements of the larger target market your marketing should appeal to. Additionally, past or current customers are ideal prospects for future repeat purchases. To leverage this asset, you need to maintain a database of every customer's business, lifestyle and personal background.

Rule #6:

Customers should be shown genuine appreciation and reverence by consistently maintaining contact and adding new products or services geared to their needs.

Repeat business requires far less marketing expenditure than new business. Therefore, by staying in close contact, guerrillas gradually increase profitability by selling additional products or services to existing customers. To do this, the marketer must know exactly how existing customers think and feel.

Rule #7:

A business should be organized to make it easy and convenient to obtain your product or service from the customer's perspective alone.

Effective marketers bend over backwards to gear their entire business operation towards one strategic goal: to make it as easy and convenient as possible to do business. Examine business hours, ordering procedures, service times and every other factor from the perspective of saving your customer's time and energy.

Rule #8:

Surveying your customers builds a link between you and that customer, and forms the foundation for long-term repeat business and future profitability.

Successful companies treat their customers like partners. They create regular opportunities for the customer to express their needs so the company can tailor its products and services to meet the needs and the personality of its customers. Some companies even go as far as analyzing the handwriting on questionnaires to obtain further insight into the personality of customers.

Rule #9:

Effective marketing is always structured as a sales approach rather than an effort to entertain.

Guerrilla marketers realize profits are far more substantial than applause. The key focus of any marketing is to provide enough information about your product or service to create a desire for prospects to buy from you. The goal of any marketing is to get people to say, "I want that product." When cleverness, humour or special effects are used, prospects are far more likely to say, "I loved that commercial, but what was the product?"

Rule #10:

New product introductions influence prospect opinions far into the future. Target new product launches to create the right impression with the right people.

Some prospects buy simply because something is new and improved, while others steadfastly refuse to try a new product. Target the vast middle ground with a new product. Explain why it is better with enthusiasm and convey a spirit of excitement about the additional benefits customers will receive from the upgraded product or service.

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