



# Unusual ways of marketing

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## Why use unusual ways of marketing?

Classical ways do not work often.

There are too many competitors and you need to distinguish yourself

Your customers are very specific

### Niche marketing

- Highly specialized product or service
- Not suitable for big companies
- Customizable products or services

### Guerrilla marketing

- Innovative ways of marketing
- Using ideas, not money



Meet the customer's unique needs

Listen first

Manage production

Use messaging to differentiate

Know when to cut your losses

### Strategy of toll gates

- After entering the market the company creates the barrier.

### Strategy of specialized expertise

- You need a specialized knowledge to conquer the segment

### Strategy of specialized market

- Systematic searching for the niche using specialized skills



You do not need to invest money, if you are willing to invest

- Time
- Energy
- Imagination
- Information

It exposes marketing what it really is

- A process that you control



## Example of guerilla marketing



Main entrance





# Comparision

Performance indicators

Sales,  
responses,  
hints

Profit

Ideas to be based on

Experiment  
and  
judgement

Psychology

Grow philosophy

Grow first,  
than diverse

Grow if you  
want to, but  
stay focused

Grow speed

Lineary

Geometrically

Customer focus

While trade is  
done

Follow ups



## Competitors

Seek for the victims

Finding cooperators

## Positioning

Logo is the top tool

Meme

## Focus

Me (Our)

You (Yours)

## Customer

What can we take

What we can give

## Types of advertisement

Independent

Combination



# Comparision

Counting

Money

Relationships

Technology

Not  
necessary

Experienced  
users

Units to  
communicate

Segments

Individuals

Intentions

Ignored

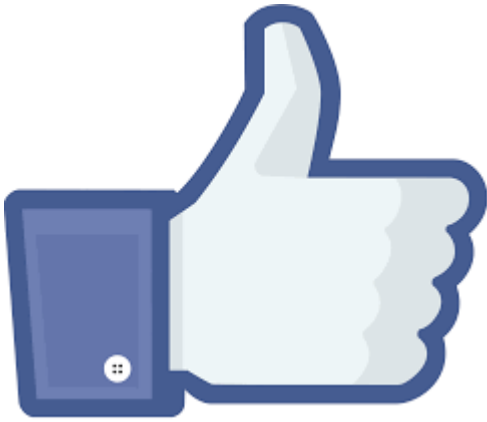
Based on

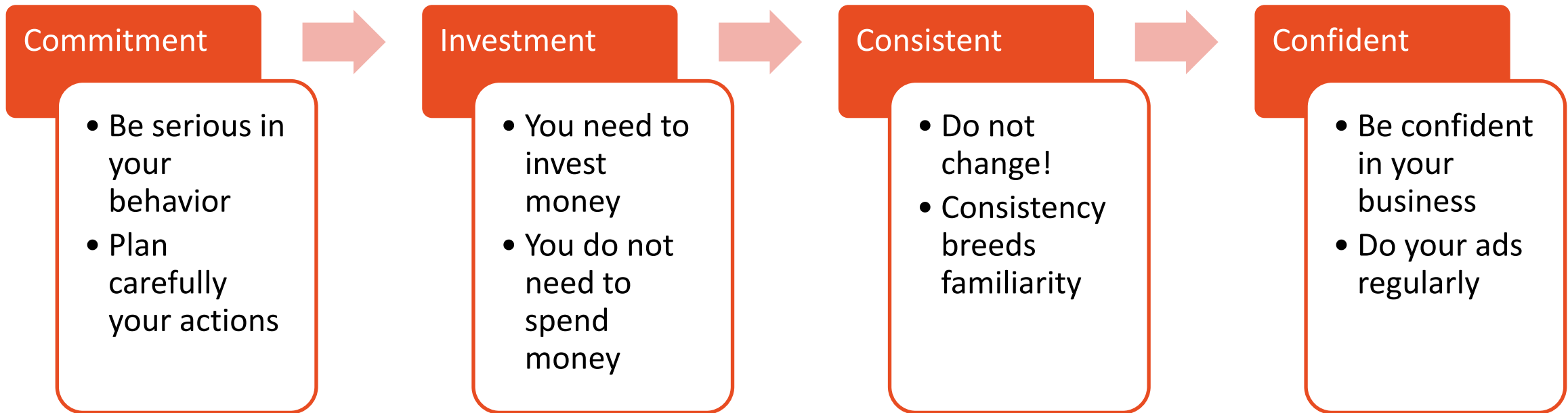
Relationship

Monolog

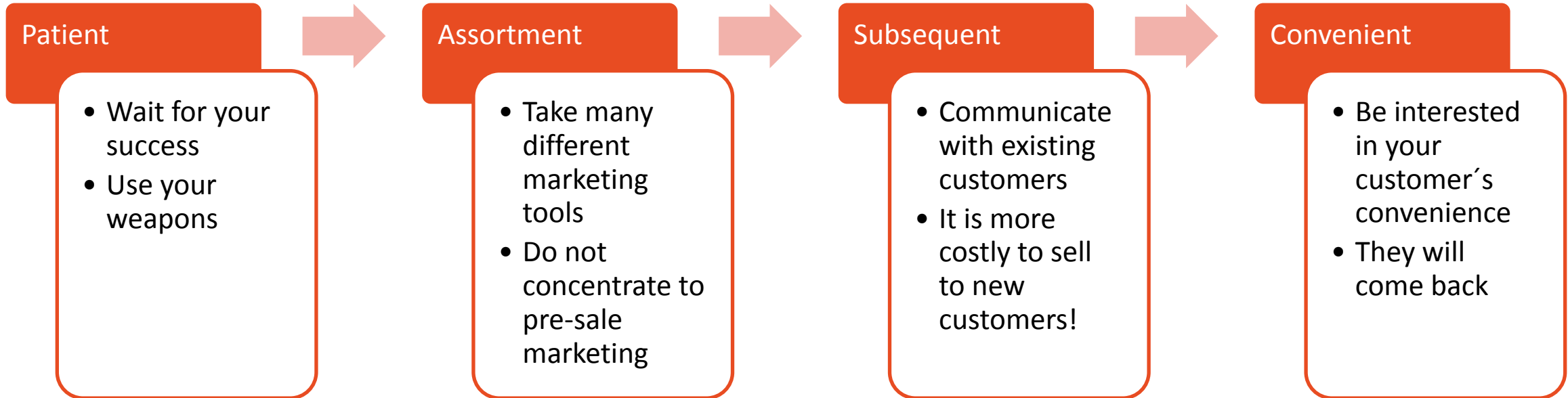
Dialog

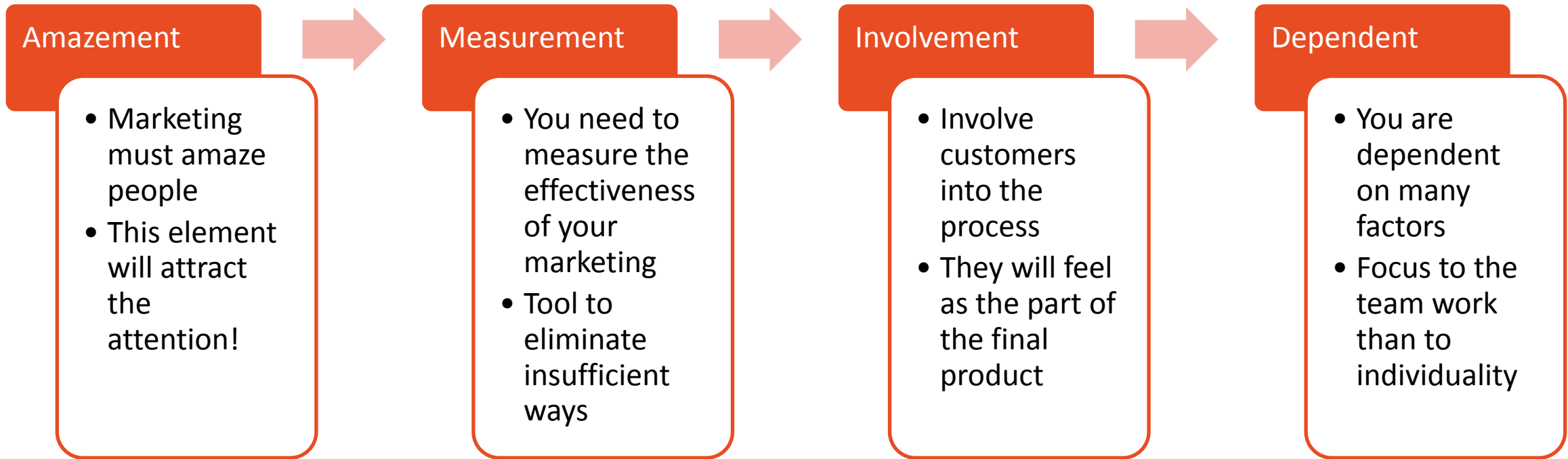
- ❏ is an idea, behavior, or style that spreads from person to person within a culture
- ❏ It represents the idea and the company
- ❏ Short and useful



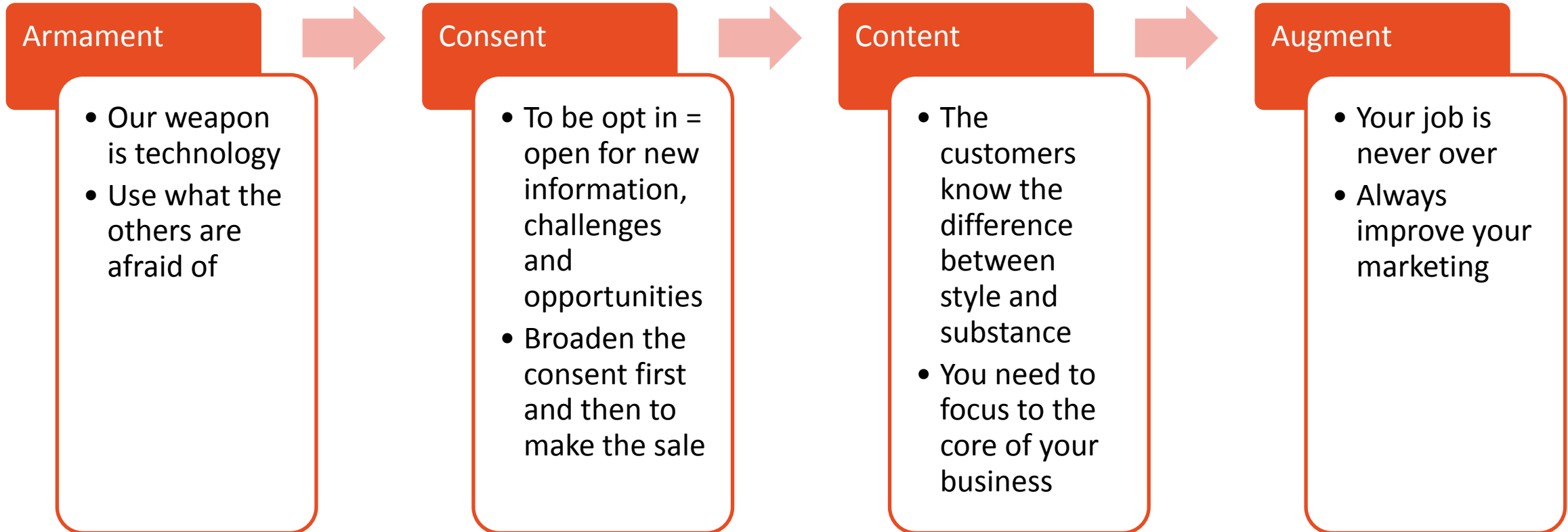


# How to prepare guerilla marketing





# How to prepare guerilla marketing





## 10 trues about marketing

The market is continually changing

People forget quickly

Your competition will not quit

Marketing strengthens your identity

Marketing is essential to survival and growth





## 10 trues about marketing

Marketing enables you to keep your customers

Marketing maintains morale

Your marketing program gives you an advantage over competitors who have ceased to the market

Marketing allows your business to continue operating

You stand to lose out on the money, time and effort you have invested

Niche marketing

Guerrilla marketing

Basic features of both

Why to use unusual ways of marketing