

# Unusual ways of marketing

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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**







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

Positioning

Focus

Customer

Types of advertisement

Seek for the victims

Logo is the top tool

Me (Our)

What can we take

Independent

Finding cooperators

Meme

You (Yours)

What we can give

Combination

Counting

**Technology** 

Units to communicate

**Intentions** 

Relationship

Money

Not necessary

Segments

Ignored

Monolog

Relationships

Experienced users

Individuals

Based on

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









#### Commitment

- Be serious in your behavior
- Plan carefully your actions

#### Investment

- You need to invest money
- You do not need to spend money

#### Consistent

- Do not change!
- Consistency breeds familiarity

#### Confident

- Be confident in your business
- Do your ads regularly



#### Patient

- Wait for your success
- Use your weapons

#### Assortment

- Take many different marketing tools
- Do not concentrate to pre-sale marketing

#### Subsequent

- Communicate with existing customers
- It is more costly to sell to new customers!

#### Convenient

- Be interested in your customer's convenience
- They will come back



#### Amazement

- Marketing must amaze people
- This element will attract the attention!

#### Measurement

- You need to measure the effectiveness of your marketing
- Tool to eliminate insufficient ways

#### Involvement

- Involve customers into the process
- They will feel as the part of the final product

#### Dependent

- You are dependent on many factors
- Focus to the team work than to individuality



#### Armament

- Our weapon is technology
- Use what the others are afraid of

#### Consent

- To be opt in =
  open for new
  information,
  challenges
  and
  opportunities
- Broaden the consent first and then to make the sale

#### Content

- The customers know the difference between style and substance
- You need to focus to the core of your business

#### Augment

- Your job is never over
- Always improve your 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



- Flash mob: <a href="https://youtu.be/MnwYiKzwEjl">https://youtu.be/MnwYiKzwEjl</a>
- McDonalds: <a href="https://youtu.be/paYiHvf5a6M">https://youtu.be/EwX9sdSlhvU?t=15s</a>
- Burger King: <a href="https://youtu.be/KAupGnoG3m4">https://youtu.be/KAupGnoG3m4</a>
- Other examples: <a href="https://youtu.be/paYiHvf5a6M">https://youtu.be/paYiHvf5a6M</a>
- T-Mobile: <a href="https://youtu.be/KZT1XNiZmKQ">https://youtu.be/KZT1XNiZmKQ</a>