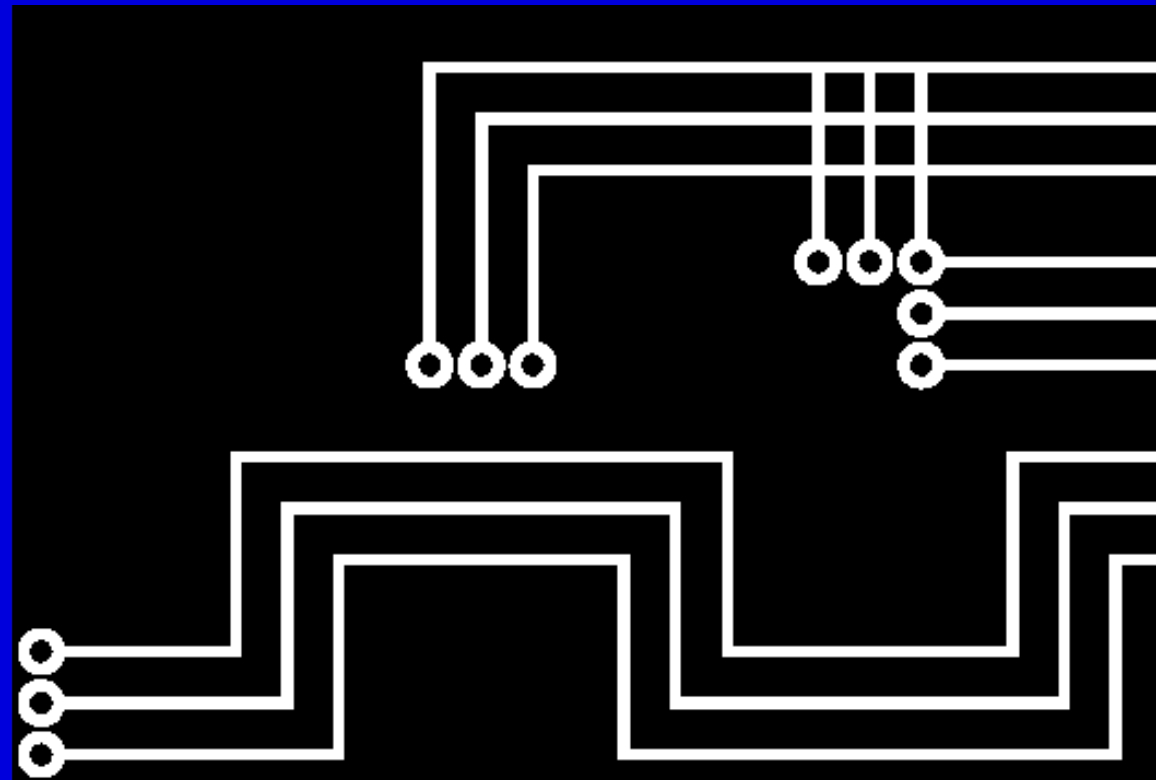


Unusual ways of marketing

© Leonard Walletzký

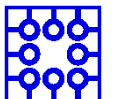


Why use unusual ways of marketing?

Classical ways do not work often.

There are too many competitors and you need to distinguish yourself

Your customers are very specific



Examples of unusual marketing

01

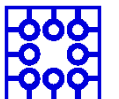
Niche marketing

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

02

Guerrilla marketing

- Innovative ways of marketing
- Using ideas, not money



Niche marketing

Meet the customer's unique needs

Listen first

Manage production

Use messaging to differentiate

Know when to cut your losses



Ecologic niche marketing

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

Examples



Guerrilla marketing

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

- Time
- Energy
- Imagination
- Information

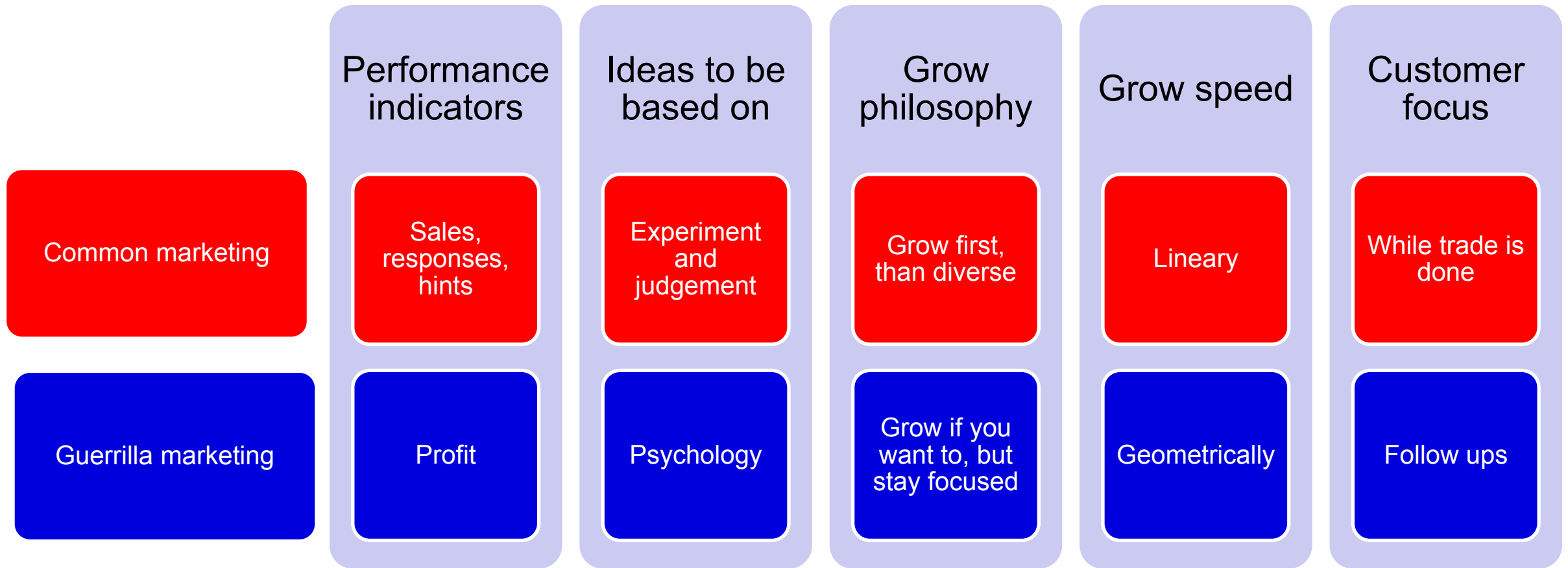
It exposes marketing what it really is

- A process that you control

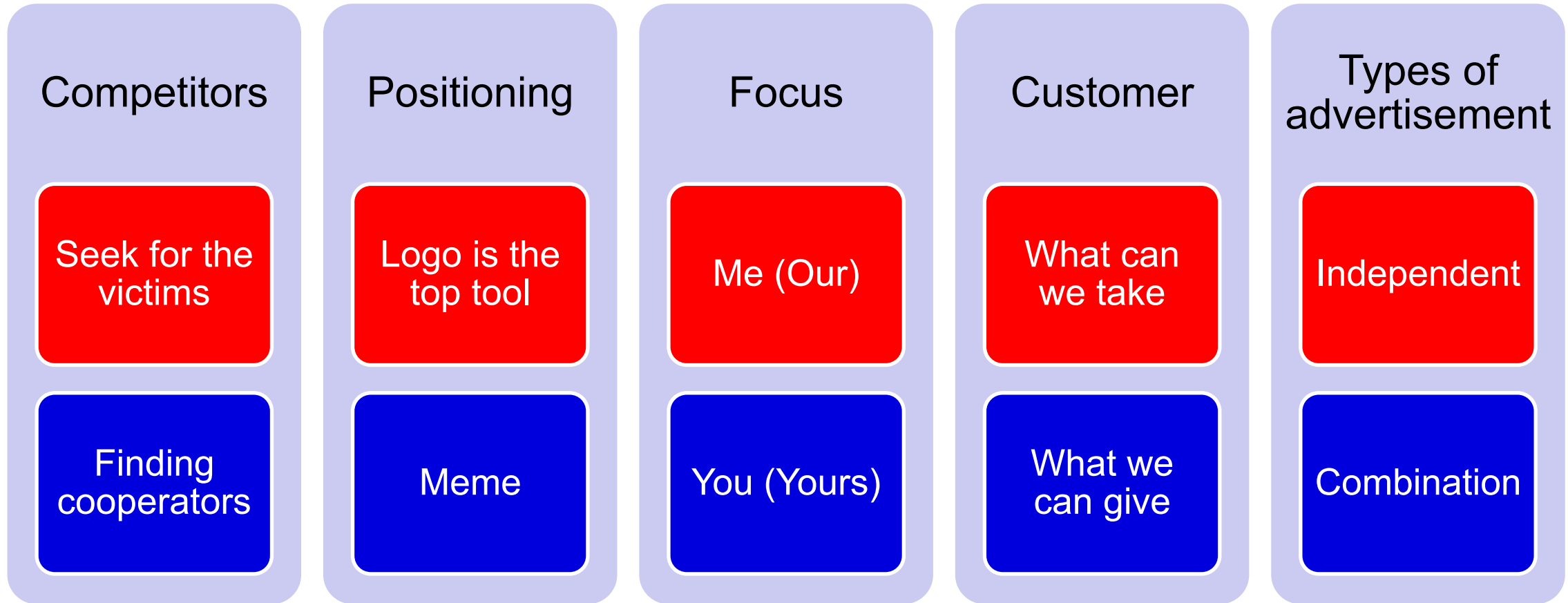
Example of guerrilla marketing



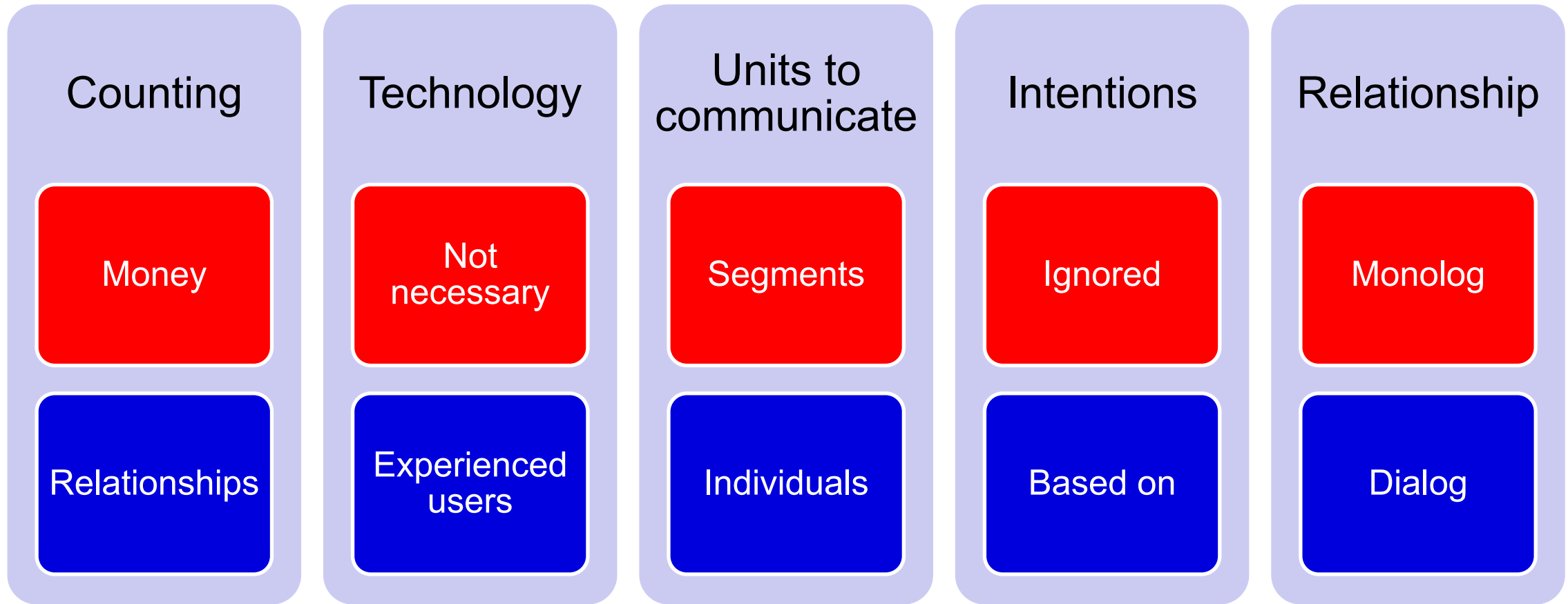
Comparison



Comparsion



Comparsion



Examples

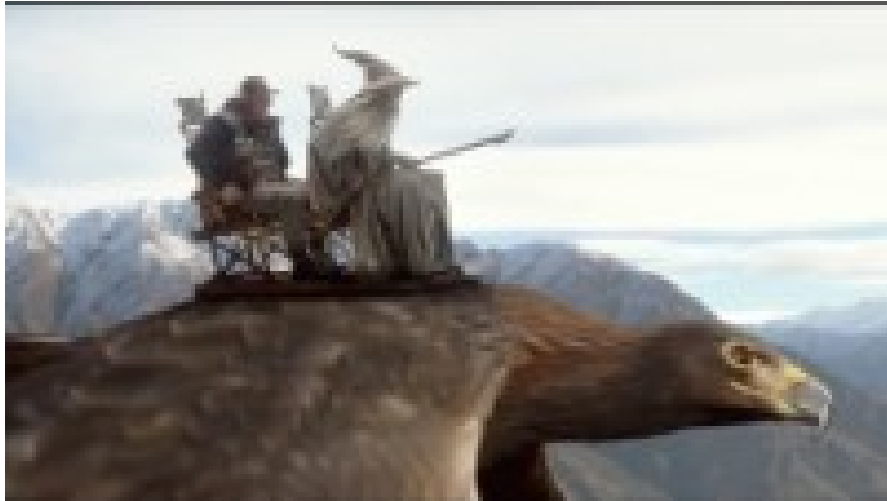


Meme

- 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



Air New Zealand examples



Conclusion

Niche marketing

Guerrilla marketing

Basic features of both

Why to use unusual ways of marketing

