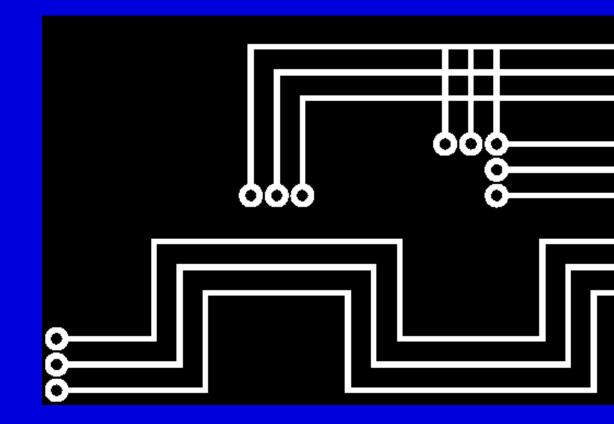
Unusual ways of marketing

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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



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

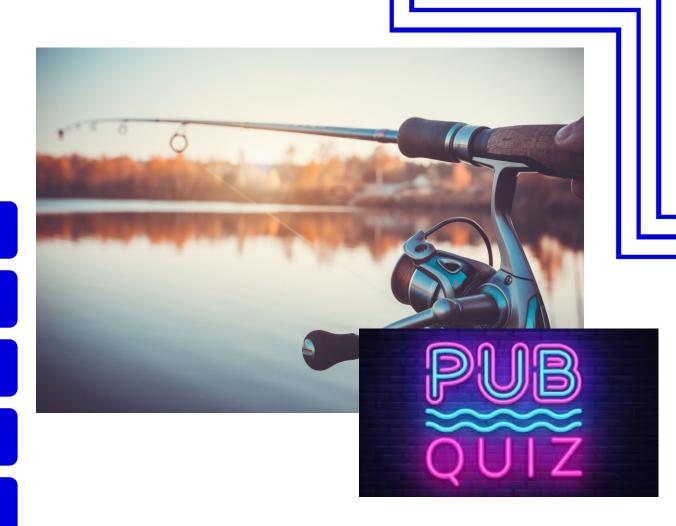
Meet the customer's unique needs

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



Main entrance







Comparison

Common marketing

Guerrilla 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

While trade is done

Follow ups



Comparsion

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



Comparsion

Counting

Money

Relationships

Technology

Not necessary

Experienced users

Units to communicate

Segments

Individuals

Intentions

Ignored

Based on

Relationship

Monolog

Dialog



Examples









Meme

□is an idea, behavior, or style that spreads from person to person within a

culture

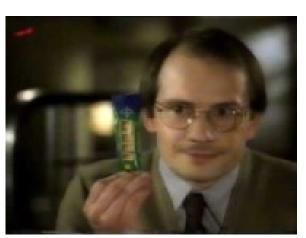
□ It represents the idea and the company

□Short and useful









Air New Zeland examples







Conclusion

Niche marketing

Guerrilla marketing

Basic features of both

Why to use unusual ways of marketing

