

SCORE EASTERN CONNECTICUT

Presents

BUILDING A LOW-COST GUERRILLA MARKETING PLAN

Presented by SCORE Mentor Rich Cheney

Guerilla Marketing

WITH SCORE MENTOR RICH CHENEY

Introduction to Guerrilla Marketing



Definition and relevance for small businesses

Creativity over budget as a competitive advantage

Jay Conrad Levinson's core philosophy

What Is Guerrilla Marketing?

Inspired by guerrilla warfare tactics



Surprise, shock, and memorable encounters



Inventive and sometimes outrageous execution

Key Characteristics



Unanticipated and surprising



Low cost, high creativity



Memorable and interactive



Designed for word-of-mouth

Why Guerrilla Marketing Works

- Cost-effective alternative to traditional advertising
- Helps small businesses stand out
- Encourages emotional engagement and sharing

Pros of Guerrilla Marketing



Low financial
investment



High
memorability



Direct audience
engagement



Adaptable
across
industries

Cons of Guerrilla Marketing

- Legal and regulatory risks
- Potential for negative publicity
- Unpredictable results
- Not ideal for every brand

Executing a Campaign on a Tight Budget

Identify

Identify target market



Define

Define clear objectives



Select

Select tactics aligned with brand and audience

Execution and Measurement

1

Leverage social media

2

Document campaigns visually

3

Measure traffic and engagement metrics

Creative Street Marketing Tactics

SIDEWALK CHALK ART

3D FLOOR DECALS

LIVE PRODUCT DEMONSTRATIONS

Guerrilla vs. Traditional Marketing

- Traditional marketing requires large budgets
- Guerrilla marketing relies on creativity
- Focus on local, shareable experiences

Leveraging Social Media



CREATE SHAREABLE
VISUAL CONTENT



USE BRANDED
HASHTAGS



ENGAGE INFLUENCERS
AND GO LIVE

A close-up photograph of several coffee cups with black lids, some in a white paper carrier. The image is slightly blurred, focusing on the foreground cups. A blue rectangular box is overlaid on the top right of the image, containing the text 'Real-World Examples'.

Real-World Examples

Coffee shop QR scavenger hunt
Pop-up bookstore exchanges
Flash mobs and street art success stories



Do's of Guerrilla Marketing

Stay authentic

Engage the community

Align with brand values

Don'ts of Guerrilla Marketing

- Do not violate laws
- Avoid invasive tactics
- Do not ignore public perception

Creating Viral Buzz

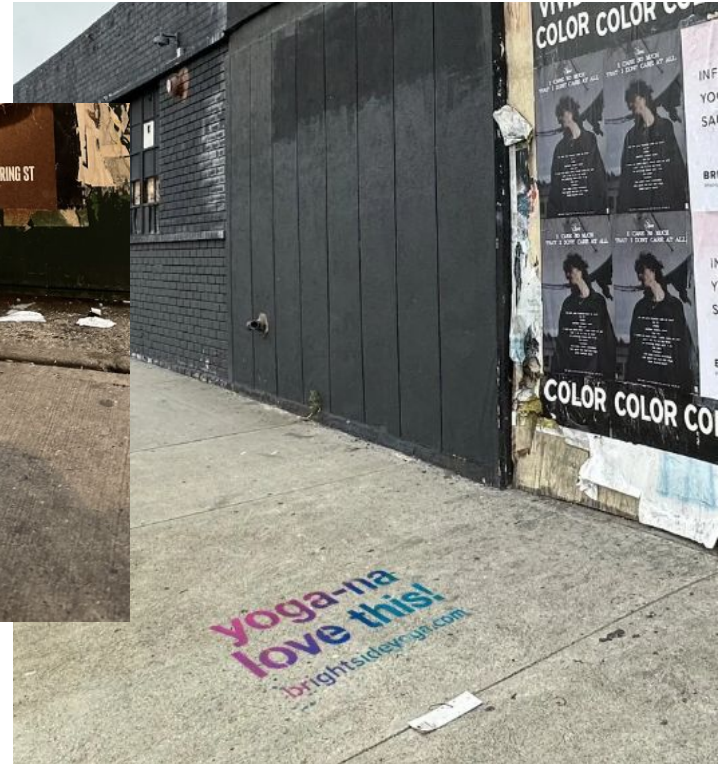
- Focus on emotional reactions
- Encourage organic sharing
- Design moments worth capturing

Why It's Ideal for Small Businesses

- Levels the playing field
- Encourages experimentation
- Allows fast pivots based on feedback

Low-Cost Guerrilla Strategies

- Sticker bombing
- Pop-up shops
- Flash sales
- Reverse graffiti



Remember!

- Creativity drives impact
- Strategic planning reduces risk
- Guerrilla marketing delivers big results on small budgets

Questions?

Sign up for a FREE SCORE mentoring Session,

[SCORE.ORG](https://www.score.org)

or contact me at Richard.Cheney@scorevolunteer.org