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## UNCONVENTIONAL MARKETING STRATEGIES AND TACTICS

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**Abstract:** The primary idea behind IMC strategy is to create a seamless experience for consumers across different aspects of the marketing mix. Since marketers are always looking for more ways to get to their potential target markets, guerrilla marketing itself has become an umbrella term for even more specific communication strategies designed to engage and surprise the consumer with their products and services. Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence. Some viral marketing strategies work better than others. The basic elements you hope to include in your viral marketing strategy need not contain all these elements, but the more elements it embraces, the more powerful the results are likely to be: gives away valuable products or services, provides for effortless transfer to others; scales easily from small to very large; exploits common motivations and behaviors; utilizes existing communication networks; takes advantage of others' resources. Guerrilla marketing behavior delivers publicity via local unconventional marketing activity that makes people sit up and notice think "shock and awe". Promotion is one of the marketing mix elements among a system of five in a promotional plan. These elements are personal selling, advertising, sales promotion, direct marketing, and publicity. A promotional mix specifies how much attention to pay to each of the five subcategories, and how much money to budget for each. There are different ways to promote a product in different areas of media. Promoters use Internet advertisement, special events, endorsements, and newspapers or magazines to advertise their product. Many times with the purchase of a product there are incentives like discounts, free items, or contests. The aim of the research in this paper is to determine the impact of viral and guerrilla strategies to the customers decision making process when buy some cosmetics products. The survey was conducted on a random sample of highly educated respondents, active and intensive Internet users and social networks. According to the received results the facts in hypotheses: (1) Inconvencional forms of marketing (viral and guerrilla marketing) has a bigger impact on the customers decision making process to buy products for sport activities than advertisements on television and radio - is confirmed; (2) Viral campaigns, as a form of promotional activity has a bigger impact than guerrilla marketing on the customers decision making process to buy products for sport activities - is confirmed. According to received results viral marketing is better than guerrilla marketing for first, second and fifth statement for another statement (third, fourth, six and seven) guerrilla score is better than the score for viral marketing.

**Keywords:** Viral marketing, Guerrilla tactic, unconventional, event marketing, promotion

### INTRODUCTION

Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence. The classic example of viral marketing is Hotmail.com, one of the first free web-based email services. The strategy is simple: ([Practicalecommerce.com](http://Practicalecommerce.com), 2016)

1. Give away free email addresses and services;
2. Attach a simple tag at the bottom of every free message sent out: "Get your private, free email at <http://www.hotmail.com>";
3. Then stand back while people email to their own network of friends and associates;
4. Who see the message;
5. Sign up for their own free email service; and then
6. Propel the message still wider to their own ever-increasing circles of friends and associates.

Some viral marketing strategies work better than others. Below are the six basic elements you hope to include in your strategy. A viral marketing strategy need not contain all these elements, but the more elements it embraces, the more powerful the results are likely to be.

A viral video is one that, for whatever reason, we feel compelled to share and tell other people about. For example, sports viral videos tend take one of two forms; a creative montage/short film, or a feat of athleticism and talent that leaves viewers wondering if it is real or not. Either way, they achieve the ultimate goal of having potential customers talking about them.

Guerrilla marketing has existed for hundreds of years, since it simply refers to the adoption of non-traditional marketing tactics, which of course can change depending on the social context (posters at some point in time weren't habitually used as marketing strategy, in the same way that mobile phones haven't always existed).

Jay Levinson revolutionized marketing strategies for the small-business owner with his take-no-prisoners approach to finding clients when guerrilla marketing was first published in 1983. Based on hundreds of solid ideas that really work, Levinson's philosophy has given birth to a new way of learning about market share and how to gain it. "The achievement of conventional goals (e.g. profit) using unconventional methods such as investing energy and ideas instead of money." Since marketers are always looking for more ways to get to their potential target markets, guerrilla marketing itself has become an umbrella term for even more specific communication strategies designed to engage and surprise the consumer with their products and services. There are lots of different types, including ambient, ambush, stealth, viral, street marketing and even one technique called astroturfing. The cool thing about this kind of advertising is its witty nature. These types of campaigns are usually extremely well thought out and can be quite comical, especially when campaigns that take advantage of context to convey their message. (Printsome.com, 2016). Guerrilla marketing behavior delivers publicity via local unconventional marketing activity that makes people sit up and notice..think "Shock&Awe".(Tweakyourbiz.com, 2016)

The oldest guerrilla trick is old fashion Public Relation and publicity so keep at it. Pick up the phone and give local journalists what they need most; great news content-its all about spinning your activity to make it a human interest story. The Guerrilla marketing tactics below are your means to this end. Another guerrilla trick is to treat your premises like a billboard-give a Graffiti artist some free drawing space by letting him use his artistry on your shutters or paint a mural on the side of your Building e.g Homeless Charity Simon Community building and create in-house exhibitions in vacant display space on your premises to make it more trendy, appealing and noticeable. Edgy Window Displays-Your Window Display is your Billboard. Get their attention with a head turning window display even if it comprises stuff you may not eventually sell and chances are, passers-by can be turned into passing trade. You may be mentioned by word of mouth and profiled in the media. Some ideas: get a live display real human beings like your staff work in your windows; create a smashed window effect as seen in this Apple Store just using window paint; put up a controversial Political slogan to get noticed, etc.

Local municipal councils are a great source of vacant units as they need to regenerate old neighborhoods. Approach the landlord of a vacant block by offering to spruce up their neighborhood and entice long term tenants through your pop-up activity. There are agencies that help you find them or start a pop up space too. Urban Art, Reverse-Graffiti & Street Propaganda - Great for evoking curiosity and planting brand awareness in specific geographical points in your city. Clever if its used on a route like a bridge with high footfall, allowing you to target specific locations or neighborhoods. (Tweakyourbiz.com, 2018)

Offline Guerrilla marketing is about using your marketing mix in an unexpected way in unexpected places with unexpected tools: shock, raise eyebrows, titillate and pull at your public's emotional strings at street level. Or do something altruistic and service your community thus buying you a positive human interest story spin and goodwill in the press.(Tweakyourbiz.com, 2016)

Ambush marketing is "A situation in which a company tries to advertise its products in connection with a big public event, without paying any money, although they are not the official sponsor."(Cambridge Dictionary, 2016). With the Olympic Games coming up in Rio de Janeiro in 2016, brands will already be coming up with their latest ambushes. We got a bit of an idea of what could be in store at this year's Super bowl, with the efforts from Newcastle Brown Ale maintaining tradition. Since ambush marketing can be quite risky business, and done on a large scale, there aren't hundreds and thousands of examples. Let see the list of some of the greatest ones from the last decade, including some of the most recent attacks: (Printsome.com, 2016)

**1. Dr Dre Headphones** - This is one of our favorites in the hall of sneakiness, for its sheer audacity and overall effectiveness. Also, because unlike the vast majority of ambushes, this one wasn't carried out by the usual suspects and it found a loop-hole in ambush legislation that could be quite tricky to close. Dr. Dre sent members of Team GB a set of his new product: headphones bearing the Union flag in a crafty marketing ploy and it worked like a dream. A couple of athletes happily tweeted about their joy of receiving their themed gifts, making for an extremely low cost guerrilla campaign, and putting the IOC's nose right out of joint.

**2. VW football cars** - In June 2014, Volkswagen USA provided us with a blatant example of ambush marketing during the World Cup. How convenient that the word 'Golf' is phonetically identical to the word 'goal' until the final letter is pronounced. The new VW GTI suddenly takes on character as one of the star players, changing color to suit the goal scorers throughout the campaign, despite Hyundai being the official sponsor. How rude.

**3. Ambush Marketing at Wimbledon by Pringles** - Pringles distributed around 24,000 of these cans outside Wimbledon and the imaginative ambush marketing stunt certainly caught a lot of attention.

**4. McDonalds vs Burger King** - Ambush marketing gets particularly exciting when it develops into a dialogue between brands. This recent example from France is high on the list of fives for Burger King's ballsy comeback. Well, they did leave themselves wide open to be fair... It just goes to show that the billboard is not dead, in fact, it's a minefield of vulnerability in terms of guerrilla marketing – art directors be aware!

**5. Guerrilla Marketing at the 2010 football World Cup by Barvaria Beer** - Bavaria beer ambushed the South Africa 2010 World Cup and it's official sponsors Budweiser when they bought tickets for a section of the seats in the stadium for girls dressed in bright orange clothing (associated with the brand) who were then told to sing and draw attention to themselves during a live game. Although the evidence against them was circumstantial due to the fact that Holland also play in orange, the girls were still forced from the stadium and threatened with jail time because of the stunt.

**6. Oreo, you can still dunk in the dark** - Not all ambushing is a highly premeditated affair. Oreo ingeniously launched a reactive twitter based campaign following an unexpected blackout during the 2013 games, yet another demonstration of the power of social media channels. 'You can still dunk in the dark' is an excellent example of how it's never too late to gatecrash the party. We imagine a lot of creative directors for big brands were kicking themselves at the time for not having come up with this one first.

**7. Guinness Rugby World Cup 2015** - Despite the official sponsor of this edition of the Rugby World Cup being Heineken, Guinness really stood up to the challenge, launching a reactive campaign on social media. The rivalry was worsened by the fact that only Heineken could be sold within a certain radius of the event. Digital channels save the day!

**8. Newcastle Brown AlevsDoritos, Superbowl 2016** - Doritos traditionally launches a 'Crash the Superbowl Contest' in which they ask consumers to submit videos that could air during the Superbowl. Although it's quite a tall order for consumers, it generally has a lot of success, with plenty of Youtube viewings and has a double whammy effect-they also gain an idea of how their target markets perceive their brand. The authenticity of the content generated adds remarkable value to the campaign. With this in mind, Newcastle Brown Ale, another well-known ambusher created a spoof entry to the contest as part of their campaign – ambushing the ambusher so it seems. Marketing really is an opportunists' game.

**9. Nike make it perfect** - In 2012, there was parallel entertainment in watching Nike and Adidas compete with their campaigns. Nike, infamous for their expertise in ambush marketing, released their campaign 'Find your Greatness' in over 25 countries. Adidas were the official sponsors however, the Nike campaign was checked to ensure that it wasn't in breach of advertising standards regulations. They ingeniously used London to associate their advertising flawlessly with the London Olympics, without the need to show any related imagery or reference to the Olympic rings.

## RESEARCH METHODOLOGY

The aim of the research in this paper is to determine the impact of viral making strategies to the customer's decision making process to buy cosmetic products. The survey was conducted among highly educated respondents, active and intensive Internet users and social networks. The questionnaire included questions with multiple choices, dichotomous questions, Licker scale and ranking. With a sample size of 890 respondents, 65% male and 45% female, the survey was conducted in the period from 01.01.2018 to 31.03.2018. It applied the method of examination in writing (online questionnaire), composed of 25 questions. In addition, the following hypotheses were being researched:

1. Inconvencional forms of marketing (viral and guerrilla marketing) has a bigger impact on the customers decision making process to buy cosmetic products than advertisements on television and radio.
2. Viral campaigns, as a form of promotional activity has a bigger impact than guerrilla marketing on the customers decision making process to buy cosmetics products.

Also the respondents answered on the asked questions with the following scale (5) Totally agree, (4) Agree, (3) Neither agree not disagree, (2) Disagree, (1) Strongly disagree:

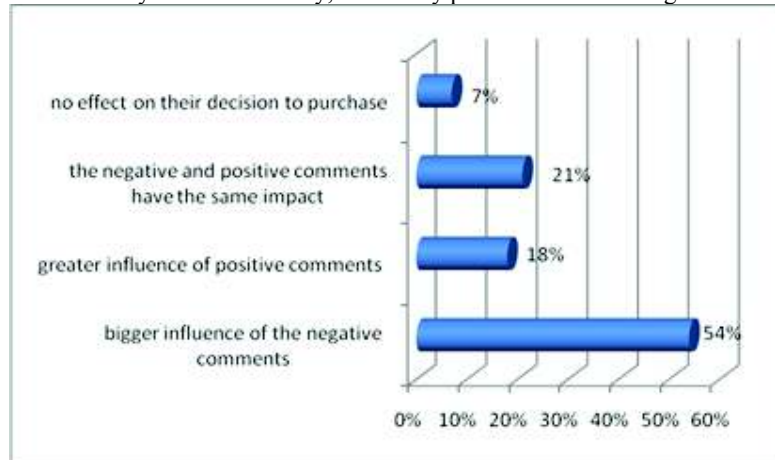
1	I have heard about the term viral marketing.
2	I understand the term viral marketing.
3	I believe that viral marketing has a greater effect than all other marketing tactics.
4	Macedonian companies apply viral marketing activities
5	I trust viral marketing ads and they are certainly better than other promotion activities.
6	VM has more advantages for consumers than guerrilla marketing.
7	Viral marketing is a fun and interesting way of promotion.
8	I have heard about the term guerrilla marketing.
9	I understand the term guerrilla marketing.
10	I believe that guerrilla marketing has a greater effect than all other marketing tactics.
11	Macedonian companies apply GM tactics
12	I trust guerrilla marketing ads and they are certainly better than other promotion activities.
13	Guerrilla marketing has more advantages for consumers than viral marketing.
14	Guerrilla marketing is a fun and interesting way of promotion.

When asked what is the impact of daily TV, radio and print ads, billboards respondents as consumers responded, the following results: 68% of respondents do not see ads (daily TV, radio, etc.) (28% from the total number of respondents, responded that they do not follow ads and change the channel, and 40% responded that they do not even notice the ads), 14% responded that they see them, but ads have no impact on their choice. So, the standard "I am the best" advertising messages do not affect even 82% of the total number of respondents. Only 18% said that they see ads (daily TV, radio, etc.) and they affect their choice.

The results of this question has proven assumptions, that consumers do not trust the standard advertising messages and are fed up with them, which means that the amounts in millions spent on traditional marketing fail to attract number of consumers.

Also respondents were asked to rank the media, according to the degree of influence of the media on the decision to purchase. The average assessment of the impact of advertising on the Internet is 4.5; the average assessment of the impact of advertising on TV is 3.5; the average assessment of the impact of advertising on the radio is 3.2; the average assessment of the impact of ads on newspapers and magazines is 2.4; the average assessment of the impact of ads on external media 1.4. The results of this question by the respondents show that the highest average impact assessment have ads:(1)Internet (2)Television and (3)Radio. Companies that do not use the Internet as a medium, should give serious consideration to include it in its communication activities.

Respondents were asked (a) whether they send promotional videos, images or text to others via email or social networks and (b) if they receive promotional videos, images or text from others through email or social networks. The question gave the following results: 90% of respondents send promotional videos, images or text to others, and 94% receive such content. Only 10% and 6%, do not send or receive such content. As shown, consumers consciously or unconsciously, are a daily part of viral marketing.



Also they were asked, whether the positive or negative comments about the company, its products, services etc. have a bigger impact on their decision to purchase sport products. The question gave the following results: 54% of the respondents are under bigger influence of the negative comments, 18% of respondents are under greater influence of positive comments, on of respondents the negative and positive comments have the same impact, and on 7% of respondents comments have no effect on their decision to purchase.

Also, they were asked about the impact of viral marketing and guerrilla marketing on the process to purchase cosmetics products. The results show that viral marketing has a greater impact (79% of respondents) than guerrilla marketing (21% of respondents) At the end, respondents were asked how they would feel if they found out that they were part of a guerrilla marketing campaign. The results of this question show that more than 45% of respondents will be positively surprised, which suggests that they are often not aware of guerilla marketing activities; 30% of respondents are indifferent and 23% of the participants estimate will feel unhappy. Therefore companies using guerrilla marketing should be careful when selecting participants in guerilla marketing activities.

The results of both scales were summarized in a table to make a comparison between the two. It is necessary to note that respondents who do not agree with the first two statements, or have never heard of the terms and do not understand them, did not continue to respond to the questionnaire.

For the first statement that the respondents are familiar with the terms, the degree of consensus on the viral marketing is 4.1, while the degree of agreement with this statement of guerrilla marketing is 3.2, which means that consumers are more familiar with the term viral marketing, and the term guerrilla marketing is not very prominent.

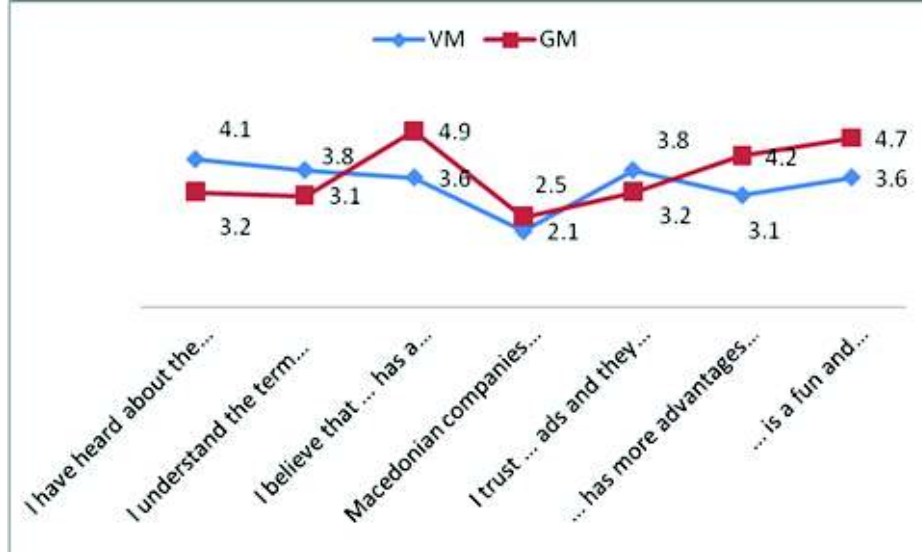
For the second statement that respondents understand these two terms, viral marketing has a degree of agreement of 3.8, which means is more understood by consumers than guerrilla marketing with degree of

agreement 3.1. Although viral marketing has a greater degree of agreement than guerrilla marketing, but consumers don't understand these two forms of promotion.

In the third statement about which form has greater effects, the degree of agreement is 4.9 for guerrilla marketing, as opposed to 3.6 for viral marketing, which means that the respondents think that guerrilla marketing is more effective.

In the fourth statement about Macedonian companies applying viral and guerrilla marketing, the degree of agreement of 2.1 for viral and 2.5 for guerrilla shows us that consumers do not recognize such kind of activities by Macedonian sport associations and therefore they disagree with statement that Macedonian sport associations apply viral and guerrilla marketing.

The fifth statement that consumers trust viral and guerrilla marketing ads and that they are certainly better than other promotion activities, the degree of consensus on the viral marketing is 3.8, and Guerrilla marketing is 3.2, which means that consumers trust viral marketing ads more than guerrilla marketing ads.



For the sixth statement that viral or guerrilla marketing has more advantages from consumers, the level of agreement is 3.1 for viral and 4.2 for guerrilla marketing. The statement of guerrilla marketing shows that respondents believe that the guerrilla marketing is a better tactic than viral marketing.

For the seventh statement that viral or guerrilla marketing is fun and interesting, the degree of agreement is 3.6 for viral and 4.7 for guerrilla marketing, which means that they think guerrilla marketing is really the more interesting way of promotion.

## SUMMARY

The key to pulling off an effective marketing campaign is to identify the target audience correctly and create an experience that remains in participants' memories. The best, most creative events create interactions that not only reflect positively on the brand at the time, but generate a buzz long after the event is over. Event marketing is entering a guerrilla era where the physical and the virtual cross paths, offering new options for marketing professionals who create buzz over a service or product. Guerrilla marketing has existed for hundreds of years, since it simply refers to the adoption of non-traditional marketing tactics, which of course can change depending on the social context. Jay Levinson revolutionized marketing strategies for the small-business owner with his take-no-prisoners approach to finding clients when guerrilla marketing was first published in 1983. Based on hundreds of solid ideas that really work, Levinson's philosophy has given birth to a new way of learning about market share and how to gain it. The aim of the research in this paper to determine the impact of viral marketing strategies to the customers decision making process to bought a cosmetics products. According to the received results the facts in hypotheses: (1) Unconventional forms of marketing (viral and guerrilla marketing) has a bigger impact on the customers decision making process to buy products for sport activities than advertisements on television and radio - is confirmed; (2) Viral campaigns, as a form of promotional activity has a bigger impact than guerrilla marketing on the customers decision making process to buy products for sport activities - is confirmed. According to received results viral marketing is better than guerrilla marketing for first, second and fifth statement for another statement (third, fourth, six and seven) guerrilla score is better than the score for viral marketing.



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