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## Ways of using guerrilla marketing in SMEs

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### Abstract

Marketing communication has become more important than ever before because of the building strong relationships with customers. Relationship marketing should be basis for SMEs be able to be competitive and successful. The paper provides an overview of current trends of using guerrilla marketing communication especially in large enterprises and their influence for SMEs. Theoretical background from the area of guerrilla marketing communication supports this approach with data from primary research collected by the authors. Adequate guerrilla campaigns could create acceptable background for effective marketing. The objective of this research is to verify intensity dependence of guerrilla marketing in connection with gender of the customer and identify possible trend of guerrilla marketing campaigns in SMEs. The research was aimed at random chosen group of young people in the Czech Republic. The result of the research can be used for the companies that operate in the Czech or Central European market especially in the area of beverages, food, sport/entertainment and beauty products.

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### 1. Introduction

Companies have to be effective in each activity what they realize, especially in marketing. Marketing activities have become fundamental how it is possible to success in market and create competitive advantage (Zich, Veselá, 2013). Challenge for Czech companies has continued by increasing competitive advantages and findings own dominant competencies in location of their market position (Tomek, Vávrová, 2004; Kubičková, Marková, 2011). According to the turbulent times, it is necessary that companies have to improve current processes to meet new challenges. It is caused by entering into new economic stage. This stage is created thanks to IT boom, rapid

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development of internet and mobile phones which has brought down costs of marketing communication (Kotler, Caslione, 2009). Small and medium-sized companies have obtained new ways to overbid own goods and services with technology progress.

## 2. Theoretical background

Large-sized and small and medium-sized companies use more and more different kinds of alternative ways of marketing communication. Experiential marketing has become part of corporate marketing strategy especially of large-sized companies. Experiential marketing is defined as „a process of identifying, satisfying customer needs and aspirations, profitably, by engaging them through two-way communications that bring brand personalities to life and add value to the target audience“ (Smilansky, 2009). Next, Smilansky added that experiential marketing is an integrated methodology and its marketing campaign is built around one big idea involving two-way communication between the target audience and the brand, therefore creates its core, a live brand experience.

Alternative types of customer experiences are mentioned in Schmitt (1999) and Alkilani, Ling, Abzakh (2013) researches where the authors use this approach to create a concept of strategic experiential modules. These experiential modules managed by the experiential marketing include: sensory experiences (sense); affective experiences (feel); creative cognitive experiences (think); physical experiences, behaviors and lifestyles (act) and social identity experiences that result from relating to a reference group or culture (relate).

Schmitt (1999) and Smilansky (2009) add that the purpose of experiential marketing is to create holistically integrated experiences that possess, at the same time, sense, feel, think, act and relate qualities. Lee, Hsiao and Yang (2011) mention that experiential marketing can be related to the customer satisfaction.

Customers can be influenced and attracted by aesthetics function perceived by their sense experience that helps companies to sell their product (Schmitt, 1999). Feel experience includes range from a little positive moods attached to a brand to powerful emotions (happiness, satisfaction, joy etc.). Creative involvement with costumers and encourages them to have in the mind a creative way how brand communicate with them through surprises, provocation, etc. is used by think experience. Act experience targets alternative ways of consumers' behavior especially in lifestyle, social interactions etc.

The aim of the act experience is to enrich social interaction pattern, improve physical experience and to give impression upon lifestyle and behavior pattern of consumers. Internships with products, social connections in using products and be found in “relate experience”. Campaigns in relate experience fulfil individual's desires (Schmitt, 1999; Alkilani, Ling, Abzakh, 2013).

Online marketing tools enable to target all customers through cell phones, tablets, laptops and improve all online marketing communication on many kinds of social media websites where many campaigns can become viral (Jánská, 2011; Shih, 2009).

Successful campaigns are then presented as part of non-traditional part of marketing communication online. As Ho, Demsey (2009) and Mráček, Mucha (2011) confirmed, expansion of the internet to various environment (consumer, corporate or service sector) there has supervened huge opportunity to all marketers. Moreover, through guerrilla marketing, viral marketing than even experiential marketing, we can measure influence of this campaigns to wide audience and gather personal behavioral data of the potential customers (Ferguson, 2008).

Word of mount (WOM/e-WOM) has become part of viral marketing which is evolved as alternative technique with individual approaches to traditional marketing forms (Swanepoel, Lye, Rugimbana, 2009). WOM does not have commercial scope so it works on high credibility of message in comparison with commercial ads (Wu, Wang, 2011; Chan, Ngai, 2011).

SMEs widely uses guerilla marketing because of theirs limitative amount of budget and low costs of campaigns that can attract of consumer's attention (Mc Naughton, 2008; Ay, Aytekin, Nardali, 2010).

The main goal of guerrilla campaigns is to increase customer awareness and interest about product and brand. Campaigns, where is implemented guerrilla marketing, illustrate interesting crispening in the communication field. Campaigns which are created with principles of guerrilla marketing, must be diversified between sharp practice to collecting information own marketing communication (Roy, Chattopadhyay, 2009; Milne, Bahl, Rohm, 2008). Basic principles how campaigns of guerrilla marketing work explain Baltes and Leibing (2008), e. g. implementers should

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