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Фрицький Юрій Олегович, д.ю.н., професор кафедри теорії, історії держави і права та конституційного права Академії муніципального управління

Царенко Оксана В'ячеславівна, д.е.н., доцент, завідувач кафедри обліку і аудиту Академії муніципального управління

Видавничий редактор:

Куцяк Олександр Анатолійович

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Телефони: (099) 143-03-99, (066) 178-20-42, (097) 178-90-89

Факс: (044) 279-63-47

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KRAUS

Kateryna Mykolaivna
krauskatya@mail.ru



Assistant

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**GUERRILLA MARKETING: THE
ORIGINS AND FEATURES OF
APPLICATION BY SMALL TRADE
BUSINESS**

**ПАРТИЗАНСКИЙ МАРКЕТИНГ:
ПРИЧИНЫ ВОЗНИКНОВЕНИЯ И
ОСОБЕННОСТИ ПРИМЕНЕНИЯ
МАЛЫМ ТОРГОВЫМ БИЗНЕСОМ**

IVANOV

Yuriy Vasylovych
polmaria1@rambler.ru

Candidate of Economic
Sciences

Статья посвящена исследованию сущности партизанского маркетинга, выяснению причин его возникновения и принципов осуществления. Определены инструменты и основные элементы партизанского маркетинга с позиции целесообразности их использования малым торговым бизнесом. Осуществлена сравнительная характеристика партизанского и традиционного маркетинга.

The essence of guerrilla marketing is investigated; its origins and principles of implementation are ascertained in the article. Instruments and basic elements of guerrilla marketing from a position of the feasibility of their use by small trade business are defined. The comparative characteristic of guerrilla and traditional marketing is made.

Ключевые слова: нетрадиционные методы продвижения, партизанский маркетинг, малозатратный маркетинг

Keywords: nonconventional methods of promotion, guerilla marketing, low-cost marketing

INTRODUCTION

With the development of market relations and complications of the economic situation in Ukraine before small trade business arise all new and new problems. One of them, which requires an immediate solution is the problem of rational use of financial resources that are spent on promoting goods and services, forming a positive image and creating a circle of loyal consumers.

In these circumstances, marketing is one of the most important factor that helps small trade business to move forward, grow and make a profit. However, difficult financial situation and specific of activity does not allow small trade business take full advantage of the true marketing.

The present stage of the development of world economy is a period of the revolutionary transformation not only in the economic, but also in the theoretical aspects of marketing. The information revolution of the XXI century and huge amounts of business information, which as continuous flow pours out on customers from various sources, require from small trade business searching for new unconventional methods of presenting information, outstanding creative approaches and solutions.

Characteristic features of guerrilla marketing of enterprises such foreign scientists as J. Levinson,

A. Levitas and P. Henley investigated. In Russia, the fundamentals of guerrilla marketing L. Volkov and D. Rodenko learned. In Ukraine, the problems of using guerilla marketing by enterprises dedicated to the works of researchers, including: Y. Grigorenko, D. Kakovkina, N. Karpenko, P. Kovalchuk, E. Kryvoroh etc.

These scientists in their works describe the theoretical and practical aspects of guerrilla marketing, outlined its key problems at enterprises. However, little attention is paid to features of the application of basic elements of guerrilla marketing, precisely in a small trade business, and substantiation of differences between traditional and guerrilla marketing.

PURPOSE OF THE WORK is to clarify the essence of guerrilla marketing and possibilities to use its bases by small trade business in Ukraine.

METHODS OF RESEARCH

Methodological and informational basis of work is scientific papers of Ukrainian and foreign scientists, materials of periodicals and Internet resources.

In research process following methods are used: generalization – in the study of nature, origins and principles of implementing guerrilla marketing; method of formalization – in the exercise of the comparative characteristics between guerrilla and traditional marketing.

RESULTS

The problem of overcoming of informational oversaturation of modern market space is exacerbated under the influence of complications of the economic situation in the country, which limits the ability to invest significant funds in formation of powerful complexes of promote products. In these circumstances, small trade business of Ukraine for acquiring a stable level of competitiveness and improving the efficiency of the communicative impact on consumers, forced to actively use alternative marketing and nonconventional methods of promotion [8].

In recent years, in economically developed countries guerrilla marketing became widespread in small business, it is also called as "low-budget" that allows promote goods and services effectively, attract new customers and increase profits, almost without investing money.

The concept of "guerrilla marketing" originated in Europe and its founder is an American advertiser J. Levinson. The term "guerrilla" J. Levinson borrowed from the military affairs, where it is used for waging war by forces of the small groups that do not have heavy weapons – to draw an analogy with a small business, whose advertising budget is small [6].

Guerrilla marketing is a concept of marketing aims to find enterprise or entrepreneur marketing niche, refusal to open competition with the powerful rivals in the "open field", concentration of efforts on secluded areas of "front" and use of unconventional but effective methods of advertising and promotion of goods and services [12].

"Golden rules" of effective practical implementation of guerrilla marketing J. Levinson identified:

1. To find the cheapest and direct ways that will bring success.

2. To think. Many programs are elaborated only to spend advertising budget, but the marketing actions must have a clear goal.

3. Do not be proud using the television and radio, not to neglect personal communication with customers over the phone.

4. Hide and study the adversary. To understand what consumers want.

5. No need to strive to be noisy.

6. There is a need to intrigue, to be polite with the rivals, "is not be ashamed to wag by tail before a local audience".

7. Large investments in advertising can be replaced by creativity "with pepper" [10].

The founder of guerrilla marketing formed a complex of guidelines for the implementation of guerrilla marketing, which are a kind of treasures of marketing wisdom. Today, they should become part of the marketing of small trade business, because their implementation can help to obtain convincing advantages over those who do not use them. The most crucial of these are:

1. We must be dedicated for marketing program.

2. It is necessary to consider marketing program as a form of investments.

3. It is necessary to make sure that the program was consistent.

4. Potential customers should be confident in the reliability of the enterprise or entrepreneur.

5. In order to be consistent, we must be patient.

6. Marketing should be viewed as a wide range of different types of weapons.

7. We must strive to control business entity so, that to make it more convenient for customers.

8. It is necessary to remember to support the client.

9. We should add an element of surprise to the marketing.

10. To calculate the efficiency of marketing.

11. To bring an interest of life of consumers.

12. Learn to depend on other business entities and make them dependent too.

13. Use marketing to obtain consent from potential customers for forward actions.

14. Necessary to be able to behave with new technologies.

15. To sell contents of the proposal, but not its outward signs.

16. Once the marketing program will be fully prepared, do not rest on their laurels and begin to spread it [13].

Thanks to an inexpensive guerrilla decisions "in the rear" small trade business is able in an extremely quick terms to reach an equal level with serious competitors, because the main characteristics of this marketing are the minimal costs, nonstandard solutions, quick results, a clear orientation on an audience, systematic approach [2].

That is, guerrilla marketing is an unconventional method of promoting goods and services aimed at attracting new customers to obtain maximum results at minimum cost. It is a low budget way of hidden advertising, when consumers get involved in pre-planned performance. Specially trained and paid "guerrillas", which may be professional actors, appear in places where is a target audience and try to persuade it to the purchase of a particular good.

Since the moment of the emergence of guerrilla marketing, it is positioned as an instrument of small business, which has great dreams but a tiny budget, and therefore forced to "to spy". This non-standard type of marketing is focused on searching by small trade business own marketing niche, waiver of open competition and a stronger focus on certain areas of the market [4, p. 143].

Guerrilla marketing is based on the methods of psychology, physiology, and other knowledge of human nature, and its main advantage is the use of opportunities of creative thinking with very simple methods of promotion goods or services, rather than spending a lot of money on advertising. That is, the methods of guerrilla marketing often are invisible to competitors, and therefore cannot be copied by them.

This allows to avoid promotional "pursuit of weapons" when trying to "to crush" competitor by advertising budget, publishing more ads, exposing more boards and launching more commercials on the radio. Instead, the "guerrillas" are trying to conquer customers by improving the effectiveness of advertising by more refined promotional activities and targeted an appeal to potential customers [5, p. 39].

Low-cost marketing aimed, primarily, on the subconscious of consumers that is why its main emphasis is made on the personality and there behavioral characteristics [3, p. 197]. Guerrilla marketing proposes

to use more than 100 marketing techniques, 62 of which are completely free [2]. Its toolkit is varied – from unconventional creative approaches to technology, prevalent for a long time.

Guerrilla marketing involves the use of mainly low-cost advertising medium – phone calls, business cards, advertisements, signage, brochures, release of the popular publication (book), leaflets as well as free ways to promote, such as: writing articles for thematic magazines, appearances at public events, attraction of advertising agents that distribute coupons or put on themselves posters, membership in clubs and associations, establish

contacts with the “useful” people, grateful customer’s reviews and more.

Particular attention “partisans” provide to marketing combinations, supplement of some marketing instruments by others: a series of advertising messages, sending messages by post or by e-mail, which guarantees the success of enterprises in the comprehensive use. Consideration by “partisans” all of the little things and details, which, however, are significant, allow them to be highly informed about the outside world. Complex of measures of guerrilla marketing is rather broad and constantly growing (Table 1).

Table 1

Key elements of guerrilla marketing

[generalized by authors]

Title	Characteristic signs
Flash mob	Flash mob is pre-planned mass action in which a large number of people (mobbers) suddenly appear in a public place, for a few minutes performing scheduled scenario and suddenly disappears.
Shock marketing	Involves the use of shock and epatage as an element of attracting the attention of customers to goods.
Mystery shopping	The method of “mystery shopping” involves the use of specially prepared shoppers to anonymously assess the quality of customer service, staff performance [2].
Performance	Performance is a short ledge that is executed by one or more participants before the public. Stocks of performance are pre-planned and pass under the program, but is provoked only the beginning of the action, its continuation and the end are unpredictable.
Ambient media	In “ambient media” the carrier of information is any element of the urban environment (lamppost, lawn, manhole, flowerbeds, the bottom of the pool, hairdo etc), and most importantly is a harmonious combination with messages from architecture and landscape of locality (it should attract attention, but not annoy) [5, p. 40].
Product placement	The method of “product placement” involves positioning of certain trademark and goods those allegedly accidentally using heroes of films or television series [1, p. 8].
Cooperation	Cooperative advertising consists in the fact that promotion of products co-occurs with a powerful partner in the channel of distribution, which takes over a significant portion of advertising expenditures. The partner may be a renowned manufacturer, brand name of which less well known enterprise advertises on their signboards, posters, price tags [8, p. 111].
Buzz marketing	“Buzz marketing” is the creation of a “purl” around the product. Carriers of such information are people who are spreading rumors and gossip. This method is fairly effective at the exit of a new product on the market, because it stimulates the “yellow press” to write and to tell about people different legends, thereby stimulating more attention to the novelty and to the enterprise, which is promoting novelty on the market [7].
Horror marketing	Horror marketing reflects marketing communicative impact on the audience that is based on the use of the motif of fear and desire of the consumer to avoid certain dangers when buying a particular product [9, p. 10].

Peculiarity of adherence by small trade business of principles of guerrilla marketing is in the fact that for promotion of goods or services they do not have to invest money, people can invest time, energy, imagination, information. Thanks to an inexpensive partisan decision the representatives of small trade business can quickly to reach the same level with a serious contender, to become more active, flexible and mobile in the market.

Using the guerrilla marketing by small trade business

of Ukraine is able to adjust its active interaction with consumers, to establish with them trustful and long relationships that is especially important today.

In the developed countries of the world the guerrilla marketing is already widely distributed over two decades. The above allows asserting that the traditional marketing is inherent to small business in the XX century evolved and is significantly different from the existing today (Table 2).

Table 2

The differences between traditional and guerrilla marketing
 [generalized by authors on the basis of sources 11; 6, p. 4–18]

1	2
Traditional marketing	Guerrilla marketing
Declares: to be on the market, you need to invest money.	Asserts: to invest money is not necessary you can invest time, energy, imagination, information.
It is shrouded in mystery and this brings fear to the entrepreneurs. Entrepreneurs are not convinced that marketing includes – sales, websites, PR. Frightened entrepreneurs are afraid to make mistakes, so do not do anything.	It completely eliminates secrecy and shows real marketing, which can be controlled.
It is adapted to the needs of big business.	The soul and spirit of guerrilla marketing is small business.
It determines the effectiveness by sales volume, number of answers to offer, click on the web sites or visitors in the stores.	It recalls that the main indicator that is worthy of attention is the amount of profit that tells the truth, for that is worth fighting for.
It is based on experience and judgments that are alien from reality.	As a basis far as possible is taken psychology – the laws of human behavior.
It assumes that it is possible to develop business and then to diversify it.	It provides that it is necessary to develop business when its growth is that like.
It is necessary to expand business linearly, attracting at once one by one client that quite slowly and expensive.	It is necessary to expand business in geometric progression and increase the size of agreements to attract each client in a greater number of transactions on the trade cycle.
It directs all its efforts to sell and believes that at this the marketing ends.	It recalls that 68 % of losses in business are due to apathy after purchase. Guerrillas are preaching active management of clients.
It insists on the necessity of careful study of the market environment to determine which of the competitors need to “eliminate”.	It recommends studying the market environment and identifying companies with the same standards and prospects for cooperation of marketing efforts. In this way increasing the range of marketing and reducing costs. Guerrillas call this approach fusion marketing. Their motto is “Uniting or you lose”.
It argues that the enterprise needs a logo that will represent it (visual way of self-identification).	It warns that the logo is past day. It just reminds people the name of enterprise. For the self-identification there is meme as a unit of cultural information that spreads from one person to another through imitation learning. In the present turmoil meme is able to tell a lot for a minimum time.
“I am marketing”	“You’re marketing”, according to which every word and thought is about the client.
It focuses on what you can get from the client.	It cares about what it can give to the client, tries to distribute free valuable information by means of booklets, informative web sites, brochures, TV commercials of informational nature. Guerrillas believe that marketing is the ability to assist present and future clients to achieve their goals.
It convinced that in marketing advertising, web site, direct mail and e-mailing are working.	It argues that today are working marketing combination. It is necessary to launch a series of advertising messages, web site and then doing mail sending or by e-mail, and all of this will working, complement each other.
Proponents of traditional marketing at the end of the month counting money.	Knowing that people are looking for relationships, guerrillas do everything to establish and maintain a relationship with each client individually. They do not despise of money, because of their love of profit, but they remember that a long term relationship is the key to money.
It focuses on technologies that enable to small business to do the same as a large business, but without significant cost.	It preaches technophobia.

The continuation of the table 2

1	2
It aims to large groups of consumers (if the larger group to which is addressed marketing message is better). Traditional marketing is broadcasting.	The objective of guerrilla marketing is to convey its messages to the individual. If this should be a group, then the smaller it is, it is better. Guerrilla marketing is narrow speech, micro speech and nano speech.
It is global, because even though uses radio, television, a newspaper, magazines and web sites, tends to ignore details.	Contacting with the outside world it does not let out of sight any one little thing and pays tribute to the importance of tiny but important details.
It proves that it can be sold, using it.	It is preparing to reality: only thing that marketing can expect today is to get from people consent to receive additional marketing materials.
Traditional marketing is a monologue that tells or writes by one person. All others are listening or reading.	Guerrilla marketing is a dialogue: one person says or writes and the other is responsible. Thus begins the interaction and client is drawn to the marketing.
It recognizes the heavy weapons: radio, television, newspapers, magazines, direct mail and Internet.	It uses hundreds of marketing weapons, most of which are free. The essence of guerrilla marketing consists of right using of weapon.

CONCLUSIONS

Thus, guerrilla marketing is a kind of military action carried out to conquer the respective market niches. Most of business entities that did not get the victory in this fight, went out of business precisely because their own mistakes rather than as a result of the defeat of their rivals. That is why marketing should not be taken as an aggressive fighting between competitors on the market for “victory”. The main component of an effective guerilla “battles” is to subsequent collaboration, cooperation, combined common efforts of competitors and partners in order to achieve maximum success with minimal means. Non-standard and original of solutions of guerrilla marketing today is highly valued on the market, because they allow to small trade business to grow rapidly and achieve great success.

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