



200 WEAPONS OF GUERRILLA MARKETING: TOOLS YOU CAN USE TO IMPROVE YOUR BUSINESS

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CONGRATULATIONS ON LEARNING TO GROW YOUR BUSINESS THROUGH MARKETING!

Congratulations on making the decision to improve your company's marketing. Improving my company's marketing allowed me to transform not only my business, but my entire life.

Through my study and implementation of marketing I learned that you cannot lean only on one method of marketing. It took a combination of different marketing tools to see the success I have today.

The best list I have seen of marketing tools was created by my friend and mentor, Jay Conrad Levinson, for his "Guerrilla Marketing" series of books. He called his list "The 100 Weapons of Guerrilla Marketing". Over the years he has expanded this list to over 200 weapons, many of which are free to use and very effective if you implement them.

Industry leaders like Steve Jobs have studied these same weapons. Powerhouses like HP have paid Jay to help implement these tactics. These weapons can be the key to your success in marketing your business. The secret to succeeding with these tools lies in you.

You have to use your time, energy and imagination to apply these tools to your business. However, the haphazard application of one or two weapons will not do the trick. You will have to create a marketing plan based around a handful of these tool and then ACT ON IT! Once you do this, you will reap the rewards that come from marketing.

Use this e-book to help you come up with some ideas on how to improve your marketing. If you need help or have questions on how to implement a marketing plan of your own please visit us at www.verticalaxion.com or call us at 361-386-2049.

GET NOTICED, MAKE MONEY!

HERMAN POOL
President
Vertical Axion, LLC

200 WEAPONS OF GUERRILLA MARKETING

MINI- MEDIA

The first category of weapons is mini-media. What you find in the mini-media category doesn't cost you much money if any money at all. Don't let the name fool you. Even though they are called "mini", they can deliver maximum results for you.

<ul style="list-style-type: none">1. MARKETING PLAN2. A MARKETING CALENDAR3. BRAND IDENTITY4. BUSINESS CARDS5. STATIONERY6. PERSONAL LETTERS7. TELEPHONE MARKETING8. A TOLL-FREE NUMBER9. A VANITY PHONE NUMBER10. THE YELLOW PAGES11. POSTCARDS12. CLASSIFIED ADS13. FREE ADS IN SHOPPERS14. PER-ORDER AND PER-INQUIRY ADVERTISING15. CIRCULARS AND FLIERS	<ul style="list-style-type: none">16. COMMUNITY BULLETIN BOARDS17. MAGNETIC AND VINYL CAR SIGNS18. MOVIE ADS19. OUTSIDE SIGNS20. STREET BANNERS21. A WINDOW DISPLAY22. INSIDE SIGNS23. POSTERS24. DOOR-TO-DOOR CANVASSING25. DOOR HANGERS26. AN ELEVATOR PITCH27. A VALUE STORY28. BACKEND SALES (UPSELLS)29. LETTERS OF RECOMMENDATION30. ATTENDANCE AT TRADE SHOWS
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MAXI- MEDIA

Maximedia is a larger category costlier, splashier, and more expensive marketing weapons. They cost way less now than they used to cost and some aren't as cool as they were in the 19th and 20th centuries, but they still influence a lot of consumers and help many businesses grow.

<ul style="list-style-type: none">31. DIRECT MAIL32. TELEVISION COMMERCIALS33. NEWSPAPER ADS34. RADIO SPOTS35. MAGAZINE ADS36. BILLBOARDS37. ONLINE DIRECTORIES	
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E- MEDIA

This category didn't exist when Jay wrote the first Guerilla Marketing books. With the growth of the Internet and the further advent of Social Media they are becoming increasingly popular.

38. CRAIGSLIST, INTERNET CLASSIFIEDS	57. RSS FEEDS
39. INTERNET CONNECTION	58. BLOGS
40. SOCIAL MEDIA ACCOUNTS	59. PODCASTING
41. CHECK-IN SERVICES ACCOUNTS	60. ONLINE REVIEWS
42. MOBILE PHONE / SMART PHONE	61. LINKS FROM SOCIAL BOOKMARKING SITES
43. LIST BUILDING (EMAIL / DIRECT MAIL)	62. E-BOOKS
44. PERSONALIZED E-MAIL	63. CONTENT CREATION
45. AN E-MAIL SIGNATURE	64. WEBINARS
46. MOBILE WEBSITE	65. JOINT VENTURES
47. MOBILE APP	66. WORD-OF-MOUSE
48. AUDIO AND VIDEO POSTCARDS	67. VIRAL MARKETING
49. VIDEOS POSTED TO YOUTUBE	68. EBAY AND OTHER AUCTION SITES
50. A DOMAIN NAME AND CORPORATE WEBSITE	69. CLICK ANALYZERS
51. A GEO-NICHE DOMAIN NAME AND WEBSITE	70. PAY-PER-CLICK ADS
52. A LANDING PAGE	71. SEARCH ENGINE KEYWORDS
53. A MERCHANT ACCOUNT	72. GOOGLE ADWORDS
54. A SHOPPING CART	73. SPONSORED LINKS
55. AUTO-RESPONDERS	74. RECIPROCAL LINK EXCHANGES
56. SEARCH ENGINE RANKING	75. BANNER EXCHANGES
	76. WEB CONVERSION RATES

INFO- MEDIA

Content and informational marketing have fast become the popular method for consumers to educate and sell themselves on your products and services. These weapons emphasize providing content and information to let your prospects close themselves.

77. ELECTRONIC BROCHURES	88. FREE CONSULTATIONS
78. LOCAL PLACES PAGES	89. FREE DEMONSTRATIONS
79. SPECIFIC CUSTOMER DATA	90. FREE SEMINARS
80. CASE STUDIES	91. ARTICLES
81. SHARING	92. COLUMNS
82. BROCHURES	93. WRITING BOOKS
83. CATALOGS	94. PUBLISHING-ON-DEMAND
84. RESEARCH STUDIES / WHITE PAPERS	95. WORKSHOPS
85. PUBLIC SERVICE ANNOUNCEMENTS	96. TELESEMINARS
86. A NEWSLETTER	97. INFOMERCIALS
87. SPEECHES	98. CONSTANT LEARNING

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HUMAN- MEDIA

This category of weapons is called the human media because you are the weapon itself. You are the one who can breathe life and passion into this media. You are the one who can make these things happen. This means you are the medium itself. This is where your personality and personal strengths come into play heavily.

99. MARKETING INSIGHT	111. SALES TRAINING
100. YOURSELF	112. STORIES
101. YOUR EMPLOYEES AND REPS	113. NETWORKING
102. A DESIGNATED GUERRILLA	114. PROFESSIONAL TITLES
103. EMPLOYEE ATTIRE	115. AFFILIATE MARKETING
104. YOUR SOCIAL DEMEANOR	116. MEDIA CONTACTS
105. YOUR TARGET AUDIENCE	117. "A"-LIST CUSTOMERS
106. YOUR CIRCLE OF INFLUENCE	118. YOUR CORE STORY
107. HOW YOU SAY "HELLO" AND "GOODBYE"	119. A SENSE OF URGENCY
108. YOUR LISTENING SKILLS	120. LIMITED TIME OR QUANTITY OFFERS
109. YOUR TEACHING ABILITY	121. A CALL TO ACTION
110. YOUR COMMUNITY-BUILDING ABILITY	122. SATISFIED CUSTOMERS

NON- MEDIA

The non-media category consists of important marketing weapons for Guerillas, but they are not really the media. Most don't even cost you anything. You may already have done some of these things on your own.

123. A BENEFITS LIST	140. AUDIO-VISUAL AIDS
124. COMPETITIVE ADVANTAGES	141. ADVERTISING
125. GIFTS	142. REPRINTS AND BLOWUPS
126. SERVICE	143. COUPONS
127. PUBLIC RELATIONS	144. A FREE TRAIL OFFER
128. FUSION MARKETING	145. GUARANTEES
129. BARTER	146. CONTESTS AND SWEEPSTAKES
130. WORD-OF-MOUTH	147. BAKING OR CRAFTS ABILITY
131. BUZZ	148. LEAD BUYING
132. COMMUNITY INVOLVEMENT	149. FOLLOW-UP
133. CLUB AND ASSOCIATION MEMBERSHIPS	150. A TRACKING PLAN
134. PROMOTIONAL PRODUCTS / SWAG	151. MARKETING-ON-HOLD
135. A TRADESHOW BOOTH	152. BRANDED ENTERTAINMENT
136. SPECIAL EVENTS	153. PRODUCT PLACEMENT
137. A NAME TAG AT EVENTS	154. BEING A RADIO TALK SHOW GUEST
138. LUXURY BOX AT EVENTS	155. BEING A TV TALK SHOW GUEST
139. GIFT CERTIFICATES	156. CROWDSOURCING

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COMPANY ATTRIBUTES

People are naturally attracted to companies that demonstrate specific attributes. This list includes attributes your customers hope you will have. The more of these attributes you have, the more people will be attracted to and inclined to talk about your business. Do your best to have all of these attributes.

157. A PROPER VIEW OF MARKETING	171. CREDIBILITY
158. BRAND NAME AWARENESS	172. REPUTATION
159. INTELLIGENT POSITIONING	173. EFFICIENCY
160. KNOWLEDGE OF YOUR MARKET	174. QUALITY
161. A MEME	175. SERVICE
162. A THEME LINE	176. SELECTION
163. WRITING ABILITY	177. PRICE
164. COPYWRITING ABILITY	178. UPGRADE OPPORTUNITIES
165. HEADLINE COPY TALENT	179. REFERRAL PROGRAM
166. LOCATION	180. SPYING
167. HOURS OF OPERATION	181. TESTIMONIALS
168. DAYS OF OPERATION	182. EXTRA VALUE
169. CREDIT CARD ACCEPTANCE	183. ADOPTING A NOBLE CAUSE
170. FINANCING AVAILABILITY	

COMPANY ATTITUDES

This is a list of attitudes your company should have to make people attracted to your company. These attitudes express who you and your company are. These are the attitudes your business will be judged by and that can help attract a lot of business.

184. EASY TO DO BUSINESS WITH	193. NEATNESS
185. HONEST INTEREST IN PEOPLE	194. AGGRESSIVENESS
186. GOOD TELEPHONE DEMEANOR	195. COMPETITIVENESS
187. PASSION AND ENTHUSIASM	196. HIGH ENERGY
188. SENSITIVITY	197. SPEED
189. PATIENCE	198. FOCUS
190. FLEXIBILITY	199. ATTENTION TO DETAILS
191. GENEROSITY	200. ABILITY TO TAKE ACTION
192. SELF-CONFIDENCE	

APPLY THESE WEAPONS TO WIN!

Is your mind racing with ways to start marketing your business? That's great! Sometimes we just need to be reminded of the possibilities that exist around us to get motivated to the next level of success. Hopefully this list has done that. There are so many possible tools for you to use. Where will you start?

Many people become inspired to act, but never do. Don't let that be you. You can build a marketing plan around these tools and take action. Being a small business owner for the past 20 years myself, I can understand how you may not have the time or resources to do every thing yourself. Sometimes, you need help. That's where my team and I come in.

If you need help developing a marketing plan, creating a web presence, or just need to run an idea by somebody, feel free to **give us a call at 361-386-2049**. My entire staff and I are devoted to helping small businesses like yours grow through better marketing.

If you really want to get the most out of your marketing we can help with our **3-Day Guerrilla Marketing Intensive** where we will help you develop and **implement a full marketing plan with a one-year marketing calendar**. In addition to that, you will also become a **Certified Guerrilla Marketing Practioner** which will provide you with all the tools and knowledge how to create your own marketing plans and calendars for future campaigns. I hope to see you at one of my trainings in the future.

GET STARTED ON YOUR MARKETING PLAN TODAY! IMPLEMENT WHAT YOU PLAN!

GET NOTICED, MAKE MONEY!

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