

Guerilla marketing: winning strategies to improve companies' profit

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Abstrak

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The paper describes that guerilla marketing is not limited to traditional means. Nowadays, its use is noticeable in the online space. The greatest benefit of this tool is interactivity, inclusion, unlimited dissemination and feedback. Of course, in order to cope with guerilla marketing, organizations should keep in mind the following features: planning; content; design; user enrolment; execution processes; shares; crisis plan; a long list of addresses. There are a lot of tools to use in marketing, but it's important to choose the best one. Although guerilla marketing is a unique tool for small businesses that do not want to spend a lot of cost on advertising, they are rapidly starting to connect and well-known, large companies. As the modern consumer is becoming more passive and the range of products and services on the market is becoming more competitive, partisan marketing is offered to companies only for their benefit.