

- ***Could you please explain to our readers, what is actually Guerrilla Marketing?***

Guerrilla Marketing is attaining conventional goals using unconventional means. It's all about getting big results from a small marketing budget. It is the best of old marketing combined with the best of new marketing.

- ***You say that the point of guerrilla marketing is to achieve conventional goals, such as profit etc., by implementing unconventional methods. Please give examples of such unconventional methods?***

Examples include things like speaking at clubs, providing a free newsletter, all these things position you as the expert, costs you no money and give you maximum credibility. You want people to know you are the expert, the road to success is paved by credibility.

- ***Does the guerrilla marketing mean avoiding all conventional marketing methods, or it works in synergy with them?***

Absolutely not, Guerrilla Marketing blends harmoniously with the best of the conventional marketing methods and avoiding very few of them. We did a book called 100 GM methods, now we have a book called 200 weapons, incorporating all the newest methods. However, included in all my books are methods that focus on the old, the new and everything in between.

- ***Why, in your opinion, the guerrilla marketing works so well for the small businesses all over the world?***

I would say because it works for all sized businesses who follow its two main principles. These are starting with a simple marketing plan and then committing to that plan. It also works because it clarifies and demystifies marketing.

- ***How could the big multinational companies implement guerrilla marketing?***

They all do already. Small companies like Microsoft, Apple, Green Giant and Ford Motor Company became big multinational companies by following the ideas of Guerrilla Marketing. They did not start big, they started small and became big because of their focus on Guerrilla Marketing. It wasn't called Guerrilla Marketing back then but that's what it was.

- ***According to you, which are the most successful guerrilla marketing examples of practice you've seen so far?***

The most successful I have seen are: Marlboro Cigarettes and Apple Computers. In every case or example, they started with a simple plan and committed to that plan. Most companies do not start with a plan or if they do, it is not a simple plan and hardly any companies ever make long term commitment to the plan. That's how simple Guerrilla Marketing is. Many try for a few months and if it doesn't work they abandon it.

- ***You say that the goal of every "guerrilla" is to create a winners "meme". Could you please explain me what does the term "meme" mean in terms of guerrilla creativity?***

A meme communicates an entire idea immediately and without language. A logo, on the other hand does neither. Memes are created by people who use their creativity to think like their customers do. That is that once a customer recognizes your meme and immediately without thinking knows what you are selling, and then associates it with a quality product or service, through your marketing efforts, your battle is won and your profits increase dramatically.

- ***Could you give us few examples of "meme" used in marketing?***

The Green Giant, because they wanted to focus on increasing sales to families with children and their meme made them be perceived as a good thing by children, Marlboro's cowboy, because they wanted to increase their sales to men and the Energizer Bunny, because as everyone knows, it just keeps on going and going. The reason I wrote the book is that there are actually very few good memes, most are just logos which miss the mark, they do not sell an idea, they sell a company brand. Memes, on the other hand, communicate entire ideas rather than just brands.

- ***You promoted the guerrilla marketing concept 25 years ago, in the time when the classical marketing and advertising concepts were on stage. Today, in the era of .com enterprises, what does conducting guerrilla marketing plan mean?***

It means blending the classical marketing and advertising concepts with the internet and other new technology.

- ***What advice would you give to marketing managers today?***

Start with a simple guerrilla marketing plan, then commit to that plan, which is even more difficult, because marketing does not work instantly. Learn all the

weapons of Guerrilla Marketing, test many and select the proper combination for your business.

- ***What would you recommend as a marketing strategy for small and middle sized companies from the transitional economies and emerging markets, that usually have small marketing budget, or no budget at all, while the awareness for the need of marketing is not as nearly high as in more developed economies?***

I wrote all my books to answer that question, I would suggest reading my book, Guerrilla Marketing. Business owners have to recognize the crucial importance of marketing and realize that it does not require much, if any money. The primary investments are: time, energy, imagination and information, not money. People get to know you and your products and services through your marketing, then they pass along this information to their network. Marketing is your best source for sales increases but should not be costly.

- ***Who is your favorite author of marketing literature and why?***

Myself, of course. I think David Ogilvy and Leo Burnett are fantastic but only focus on one or two ways to market. Seth Godin is terrific, funny and brilliant, but also covers mostly technological marketing, but I am the only author who covers low and high tech marketing. This is important especially for developing economies whose small business owners may not have access to a lot of technology. Guerrilla Marketing uses all methods to market, not just technological ways. My methods works for all sized companies, many authors only focus on people with million dollar budgets. You can get more information, for free at my official website, www.gmarketing.com