

GUERRILLA MARKETING AS FORM OF INNOVATIVE APPROACH IN MARKETING ACTIVITIES

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Abstract: The article investigates the new approaches of marketing process. It gives definition to guerrilla marketing and considers its different methods, some evaluation problems are defined.

Keywords: Guerrilla and relationship marketing, marketing communications: ATL and BTL, flash mob and graffiti.

With every step of its development marketing became more and more complicated, embracing more areas of its application, before finally it appeared in front of us in the modern form. Today, there is no enterprise which operates without marketing, if it is a manufacturer of industrial products, or the network of the fast food restaurants. Even though marketing fundamentals do not change with the years, standard marketing conceptions are getting out-fashioned, whilst the consumer becomes more selective. It is getting more difficult to attract his attention. Every day an inhabitant of each economically developed country is influenced by marketing activity of hundreds or furthermore thousands of different companies. Thus, consumer becomes more resistant to advertisement. (Kotler, 2011) In order to do not lose client's attention, marketing specialists developed new approaches. So, relationship marketing was formed and one of its parts is guerrilla marketing.

The purpose of the current paper is to reveal the essence of guerrilla marketing as innovative approach in marketing activity, which is responsible for the demand of modern society. Main tasks are: to distinguish the most effective methods of guerrilla marketing and to define the possibility of guerrilla marketing application in terms of Russian reality.

According to the author's opinion, this theme is actual, in conditions of modern reality because the solution of the problem of searching the ways for establishing privileged relationships provides the advantages to the participant in each current market in competitive struggle for consumer.

For the beginning, it should be mentioned, that guerrilla marketing as itself, is the integrated system, which includes the best developments in different types of marketing. Guerrilla marketing belongs to the BTL in marketing communications, which means below the line communication. To add, there are two types of marketing communication, ATL (above the line) and BTL (below the line). Getting from relationship marketing, the usage of personal e-mails, direct mailing and SMS-mailing, telephone connection, guerilla marketing is often personal-oriented, trustworthy, and aimed at each client individually.

The task of guerrilla marketing is to be remembered by the prospective purchaser and to induce him to do a certain action. And it must be done with minimal monetary expenses and in unusual context. The main axiom of guerrilla marketing is a complex approach to the relationships of several types: with clients, with staff, with competitors, implying the establishment of trustworthy relationships with them. (Kotler, Keller, 2012)

According to the founder of guerrilla marketing JC Levinson's opinion, profit or desired effect must be achieved not by means of investing a big sum of money, but by consuming its own energy, imagination and time. Success in this type of activity is directly proportional to the ability to go beyond the borders of commonness and belief in the own business. (Levinson, 2010) In the terms of guerrilla marketing, the cheapest, and often even free marketing tools are used. Supporters of guerrilla marketing, who call themselves "guerrillas", use all sorts of web-sites, social networks and blogs.

A significant part of guerrilla marketing is flash mobs - it is the one of the most effective methods of "guerrillas". They are aimed at attracting different audiences for the organization of cooperative activities. This may be any dance performance, launching balloons in the sky, song, or any other form of expression of human activity, for which organizers have enough imagination. Recently, flash mobs have been actively used for the implementation of socially significant projects. For example, in Tomsk Polytechnic University a massive flash-mob in support of "Megafon" has been held to attract an attention to volunteering activity at the Olympic Games in Sochi in 2014, as a socially significant event at the state level. Last year in summer, for the day of Tomsk, a flash-mob in

support of the fitness club "Atmosphere" was also organized, which was presented as a dance for the promotion of healthy lifestyle. Owing to flash-mobs, companies realizing social tasks, unobtrusively advertise themselves. Another effective way of promotion is graffiti. There are different types of graffiti which allow stakeholders achieve the best results. The effectiveness of this method, like any other, in guerrilla marketing, greatly depends on the creative abilities of organizer and performer. Simple and catchy labels or images, made with the vibrant colors, attract attention and require less financial investments. Examples of such drawings can be seen on the pavement and the walls of houses on the busy streets. Most often, they contain a question or phrase, phone number or arrows leading to the organization. Non-standard approaches guarantee success. Besides graffiti, the wide usage of 3D images and different visualizations, stickers and labels is also can be considered, as a tool of guerrilla marketing. All these things must look interesting and be in unusual places for a maximum attracting of attention. For instance, the fly posters in the form of notes were used to advertise the lessons of playing musical instruments and in the form of teeth - for a dental clinic. All kinds of labels are mainly used to attract more attention to the problems of a social nature. So, in an Australian supermarket at the bottom of each carriage images of African children stretching out their hands appeared, asking for food. The most common overseas examples of guerrilla marketing can be found at bus stops and subway, that are, in areas with large concentration of people.

Today a large role in the people's lives takes internet and "guerrillas" actively use it. (Official Site of Guerrilla Marketing) As for the source of information, a lot of attention is paid to the "word of mouth" in social networks. It is sufficient to organize a flash-mob and upload the video to the Internet, or create a demotivator with a picture of its own advertising for social networks to get a response from the audience. Since the standard commercials, because of its high cost, are usually very short and have a little access to advertisers, the Internet, in this case, provides the huge field for activity. Internet can be used by "guerrillas" in order to upload commercials lasting about ten minutes or even longer. At its core, it could be short films, which are fully and clearly represent any product or service. The lack of censorship in the Internet allows the full range of emotional background, namely, not only positive emotions, but also negative, which are as effective for the perception of something. For instance, a series of Russian three-minute clips about squirrel in the Internet aims to struggle against alcoholism. The guerrillas actively use all available materials: benches, sofas, trees, that is, objects that do not usually carry promotional information regarding the product. For instance, advertisement of Cosmetics Company «Nivea» on the sofas, municipal property like bench, painted in the form of a chocolate bar «Kit-Kat» and graffiti contest, held in Tomsk on fences near the constructing building in honor of the day of cosmonautics.

Though the freshness of guerrilla marketing is obvious there is still one problem that every company faces when starts to use it. It is the evaluation of effectiveness. Some scientists suppose that unlike ATL, BTL marketing communications are hardly measured. Analysis of programs results is an essential task of the marketing manager and it is much more simply to count the growth of profit after public relations program because it has strictly defined time limits and consumer may notice and react on it only according to these limits. The guerrilla marketing programs, on the contrary, do not have any limit, that is why consumer's reaction may be vaguer. This implies the second problem which is the consumer's reaction that is also almost impossible to predict. In this case the only thing can be said, that is why guerrilla marketing seeks for such ways of promotion which require less money and more energy. If "guerrilla" wants to make more precise results analysis after any program it is necessary to define some time limits and create a plan of possible consumer's reactions.

In the process of creating an article the author noted, that guerrilla marketing in Russia is seen as an alternative to network marketing because the latter took the form of excessive intrusiveness, what is unacceptable in terms of relationship marketing. The main feature of guerrilla marketing is that it does not violate the boundaries of individual personalities herewith it is informative and has a bright character. The feel of freedom of choice for the modern consumer is crucial. Guerrilla marketing definitely takes this factor into account, and becomes a form of relationship marketing, which allows covering a large range of consumers.

Integration of Russia into the world economy allows usage of all the latest marketing techniques, including guerrilla marketing, and of course, development of the new directions. The above examples are the evidence that guerrilla marketing gradually becoming the part of the Russian reality, both on social, and on commercial levels. Hindering factor of the development of this sector in

Russia can only be the high cost of carrier, which cost significantly less in overseas countries. For instance, printing products. However, creativeness of guerrilla marketing provides a limitless of space for the search of new ideas and solutions.

Thus, guerrilla marketing is an innovative form of relationship marketing that meets the demands of modern reality. Despite the fact that guerrilla marketing has some noticeable problems such as results evaluation and unpredictable consumer reactions it is one of the most fresh and creative type of BTL marketing communications. Using all available resources for promotion of social projects, political ideas and commercial products, guerilla marketing contributes to the development of the market and society as a whole. It is believed that especially nowadays when the customers are tired of ordinariness guerrilla marketing will be an effective way of company promotion.

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