

NGO's can't afford big marketing campaigns

With all the critical expenses NGO's must pay for, there is little money left over for broadcasting their message to potential beneficiaries, donors, and volunteers. Guerrilla Marketing is an effective, affordable alternative to big marketing campaigns.

Spectacle and surprise

The main features of Guerrilla Marketing are spectacle and surprise. They are used to gain the attention of people (potential customers, members, voters, volunteers) who are often desensitized to traditional advertisements due to 24/7 marketing. When used in support of a good cause it can be tremendous fun.

THREE IMPORTANT POINTS

1. Strong websites

In most situations, Guerrilla Marketing campaigns or events do not use spectacle to sell the product or service. Rather, spectacle is used to create curiosity, awe, or excitement that then sends onlookers to a website where the NGO's message is presented. **This is why the NGO must have a clear and attractive website or the guerrilla marketing activity will be wasted.**

2. Film and video

All Guerrilla Marketing campaigns and events should be filmed and photographed. You'll want to film the people who witness the campaign or event and then share the video through social media.

3. NGO license

Have you heard of the term 'artistic license'? Well, NGO's in many countries enjoy a similar kind of freedom to challenge accepted norms when trying to make a point. However, be careful if you do this because sometimes there are consequences you did not foresee. Always try to pursue ideas where everyone that might be involved has a positive experience.

GUERRILLA MARKETING FOR NGO'S

-- Guerrilla Marketers do not rely on the brute force of an outsized marketing budget. Instead, they rely on the brute force of a vivid imagination.

-- Guerrilla Marketing works because it's simple to appreciate, easy to execute, and inexpensive.

-- Traditional Marketers, at the end of the month, count money. Guerrilla Marketers count new relationships.

3 Quotes by
Jay Conrad Levinson,
the father of Guerrilla Marketing

EMPLOYABILITY SPOTLIGHT: Learning guerrilla marketing will make you more employable

Why would an employer be more likely to hire you if you have Guerrilla Marketing skills? Every business needs customers right? By learning Guerrilla Marketing, you're learning how to bring in new customers. Moreover, you're learning methods that are affordable. What business doesn't appreciate attracting new customers in an affordable way?

Learning Guerrilla Marketing is more than just thinking up a creative marketing idea. You also need to carry out the idea. When you learn Guerrilla Marketing with an NGO, you'll learn how to:

- Ensure the spectacle results in new customers. Spectacle without new customers is a waste of time and money
- Build partnerships with other NGO's, property owners, business owners, and the City
- Plan the details of your marketing idea
- Think through the project carefully to prevent unanticipated consequences



GUERRILLA MARKETING IS BEST DESCRIBED THROUGH EXAMPLE

The following examples imagine that an NGO wants people to learn about and attend an arts event they are planning. These ideas may not work in your culture.

Remember that the best Guerrilla Marketing is imagined by those who know the people, the landscape, the opportunities, and the culture of the area where the campaign will take place.

1. COLD WATER

At popular hiking or running trails, pass out water in paper cups with "Have a thirst for The Arts?" printed on the label. Include your website. Or distribute these on hot days at bus stops. Anywhere people are hot.

2. PAINTED MODELS

Apply allover body paint to models who pass out flyers saying "Want to get freaky for art?" along with your website, in busy public squares.

3. PRESS RELEASES

Did you know that newspapers, bloggers, and television stations get thousands of typed press releases everyday? Why should they read yours? Send something they will notice or something that makes them curious. For an event called Art All Night, organizers sent reporters a flashlight with the event logo on the lens and a note that said "Open me for Press Release". Another example: one community was painting "window scenes" – curtains, pies on the window sill, cats sitting on the window sill – on wooden boards that covered the open windows of abandoned buildings. They mailed a 2 x 4 foot example to the local newspaper with the press release written on the back.

PAINTED MODELS



30 LOOK ALIKES



4. 30 LOOK ALIKES

Get 30 people to all dress up as the same person (someone well known, living or dead) and get these people to hand out flyers in a busy public plaza. Below is picture of the promotion for the movie Red Sparrow. Each of these models dressed as the lead character and handed out business cards with lips on one side and "Red Sparrow Movie Premiere" and showtimes on the other.

5. MURAL

With the permission of the property owner and the city, have artists create a giant mural that includes the name of your event and website in a very busy public place. The mural doesn't need to be permanent - it could be done on removable boards or poster paper. Have people hand out flyers while the mural is being painted.

6. ART CLASSES

With the permission of the city, hold free impromptu art classes in a very busy plaza. Bring big tables with colorful tableclothes. Have huge signs that reads, FREE ART CLASS. Teach quick and easy projects: some for children and some for adults. Hand out flyers to all who participate or stop by.

NIGHTTIME LOGO PROJECTION



9. CAMEO.COM

Use this website to find celebrities willing to create videos that support your project. For example, if you need more men to volunteer, hire 10 futbol stars to each create 20 second video clips explaining that volunteering for your community is a very manly thing to do. Have them conclude by giving out your website.

10. SIDEWALK CHALK

Use washable sidewalk chalk to create temporary advertisements in busy public spaces. Create stencils that allow you to reproduce the same image in many places

7. NIGHTTIME LOGO PROJECTION

Project your logo and website on the side of several buildings at night. Make the logo's at least 10 feet wide.

8. FLASH MOB

Partner with a local theatre or dance company to do a Flash Mob in a very busy plaza. All of the dancers wear a t-shirt with your logo and website. A Flash Mob is a group of people, summoned through social media, to a designated public place to participate in a dance performance that has not been publicly scheduled.

SIDEWALK CHALK

