

GUERRILLA MARKETING ON THE INTERNET

The Complete Guide to
Making Money On-Line

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MAIN IDEA

The essential goal of guerrilla marketing is to achieve conventional goals -- such as profits -- using unconventional methods -- such as investing energy in marketing instead of money.

Guerrilla marketing is needed because it gives small businesses a sustainable competitive advantage: certainty in an uncertain world, economy in a high-priced world, simplicity in a complicated world and marketing awareness in a clueless world. Good marketing is at the very heart of the long-term viability of any business, large or small. Therefore, learning and applying the techniques of online guerrilla marketing provides a sound foundation for a long-term business to be built.

The Internet is the best weapon yet invented to expand your business and reach new customers -- and guerrilla marketing helps you do that as efficiently and cost effectively as possible.

THE 12 KEY GUERRILLA STRATEGIES FOR ONLINE MARKETING SUCCESS Page 2

Guerrillas know that online or off-line, their success comes not from their resources but from hard work, dedication to doing the basics better than anyone else and savvy. The twelve key strategies are all about adopting the attitudes and learning the skills required to succeed in online marketing:

1. Know how to express yourself
2. Know the terrain
3. Fight one battle at a time
4. Practice, drill and rehearse
5. Be aggressive
6. Establish a presence
7. Be attentive
8. Be curious
9. Make personal contact
10. Be patient
11. Be consistent
12. Follow up

UNDERSTAND THE ONLINE MARKETPLACE Page 3

The Internet is a vast and diverse network of tens of thousands of computers around the world connecting millions and millions of people electronically. It's potentially confusing at first, but once you become familiar with it, the online marketplace actually organizes itself quite logically and conveniently.

MASTER THE BASICS OF ONLINE MARKETING Page 4

The figurative online marketing battlefield can be divided into three broad categories:

1. Online services
2. The Internet
3. Bulletin Boards

HOW TO WRITE AN ONLINE GUERRILLA MARKETING PLAN Page 5

The six main parts of an Online Guerrilla Marketing Plan are:

1. A mission statement for your business.
2. Marketing goals and objectives.
3. A resource allocation plan.
4. Select the online marketing device you will use.
5. The weapons and tactics to be used.
6. A planning calendar to coordinate everything.

THE SECRETS OF LAUNCHING AND SUSTAINING SUCCESSFUL ONLINE GUERRILLA MARKETING Page 6

To launch and maintain a successful online marketing program using guerrilla techniques, you must:

1. Focus on what customers want first and foremost.
2. Be organized and efficient.
3. Follow up as quickly as possible.
4. Find ways to involve the customer.
5. Be prepared to build on success and cut your losses.
6. Keep doing the basics well.
7. Maintain a high level of enthusiasm.
8. Keep your message fresh in the marketplace.

INSIDER SECRETS OF ONLINE GUERRILLA MARKETING DEVICES Page 7

The Internet beckons because it is such a vast and growing market. Success in online marketing, however, is not automatic -- you have to know the ins and outs of each online marketing device:

1. E-Mail and mailing lists
2. Web sites and electronic store fronts
3. Classified ads and billboards
4. Forums and news groups
5. Bulletin boards

