

Guerrilla Marketing - Y or N

Are you facing competition?

Yes

No

Do you have huge marketing budget?

Being the first mover, do people know about you?

Yes

No

No

Yes

Do you *want* to stand out?

Yes

No

Do you have enough budget to sustain the buzz?

Do you want to stay in people's minds consistently?

You don't want to do anything, huh?

No

Go for mass media marketing

Go Guerrilla Marketing

If you have enough monies to outshout or drown out the competition, continue with traditional, mass media advertising. But if you wish to stand out, create a buzz and do this with minimum budget, go Guerrilla.

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IF I WERE
MARKETING @...
JINAL SHAH- SERIAL IDEATOR