Using IT to *Unlock Your Business* with Guerrilla marketing approach

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www.sme.sbreview.net

Who is a guerrilla?

Any one who employs <u>unconventional</u> means to achieve conventional results.

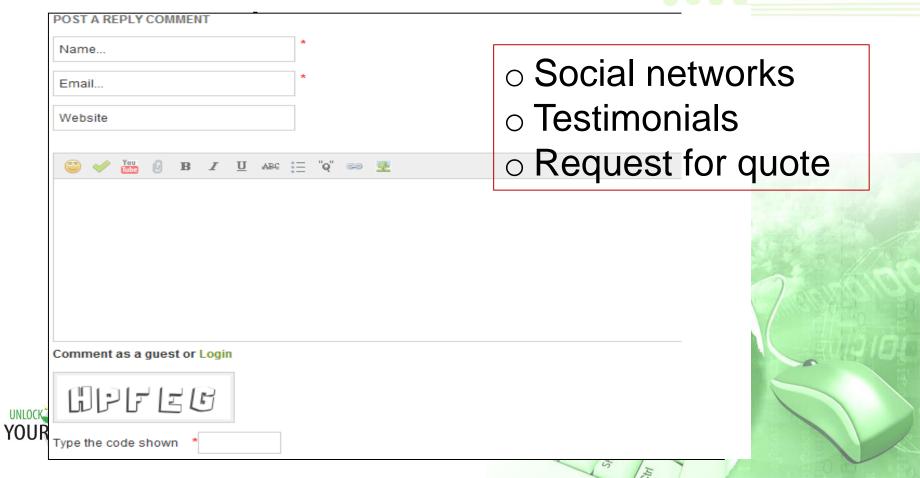**Uses a very limited budget to achieve great sales.**

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You need… see handout

- An interactive website

You need…

- Your website, should be engaging

POST A REPLY COMMENT

Name... *

Email... *

Website

😊 ✔ You Tube 📎 **B** *I* U ABC ☰ "Q" 🔗 🖼

Comment as a guest or Login

HPFEG

Type the code shown *

o Social networks
o Testimonials
o Request for quote

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You need…

- Convenient payment options

  1. Mobile money
  2. PayPal integration
  3. Off-line payment – wire transfer

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The right partners…

https://www.mpublish.mobi

nager | Congolese Renegad… | Application Print Pr… | The Basics of Digital… | Digital Forensic Inve… | Ethical Hacking | wamp | CHFI Actual Materia… | Sample Statement o…

SUMMIT BUSINESS REVIEW
Credits: 852   Help

m Publish
Mobilizing Business

Home   Buy Airtime   Buy SMS Credits   Edit Profile   Support   Log out

Manage Lists
SMS Messages
Send Single SMS
Bulk SMS
SMS Reminder
SMS Register
SMS Manager
SMS Editor
SMS Vote
Manage Users
Stats

Welcome to mPublish interface.
Please select a feature from the menu.

Mpublish.mobi in Uganda gives you all mobile marketing possibilities – and it is safe and secure!

Terms of use
Privacy
Contact Us
Copyright mPublish 2012

You need…

- Client list

  1. Mailing list
  2. SMS'ng list
  3. Fusion marketing partners

Offer consistent value and relevant insights

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The reality…

- Most websites in Uganda push people away instead of engaging with them.

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The Guerrilla Sales Process...

Never, ever write a proposal before first meeting with a client!

Proposal accepted

Conceptual agreement

Implementation & results

Form lasting relationships
Be trusted

Find common
Ground

Guerrilla marketing strategies...

Talk to people about themselves and they will *listen for hours*

Ask people to introduce 'emselves

Find common
Ground

Never, ever interrupt ,
Let 'em talk

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Guerrilla marketing strategies...

When selling, never ever focus on *features.* Focus on the <u>*benefits.*</u>

"You will have peace of mind.."

Benefits drive the point home. How will your services help the client?

"You will never be caught off guard."

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Guerrilla marketing in action...

Exercise

1. Write your top 2 products
2. What are the top 2 features?
3. What are the top 3 benefits per feature?

How first can you write the benefits?

Guerrilla marketing in action...

Guerrilla proposal – 5 sections; 2 pages max.

1. Situation appraisal – why client needs your services at this time
2. Value to the client
3. Options available
4. Terms and conditions
5. Acceptance/ sign

First establish why the client needs your services before writing a proposal

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Guerrilla marketing strategies...

PLANT
model

Set a
Plan

Comply
Legally

Learn it better
Teach it

Take
Action

Don't just sit,
Network

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Thank you...

Question & answers...

Visit www.sme.sbreview.net
for more resources

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