

# Strategies

## jar•gon

### *guer•rilla mar•ket•ing*

A business term used to describe a marketing approach that uses nontraditional and creative marketing tactics on a limited budget.

Many small-business owners find it difficult to compete in areas where large companies dominate the marketplace. This can be attributed to the size and limited resources that small-business owners deal with. However, these perceived disadvantages can become significant advantages.

Smaller companies are normally more flexible and innovative than larger rivals. Some of the tactics used by guerrilla marketers include:

- Identify an underserved niche and fill its needs. Find market niches that can benefit from the company's expertise and that are too small to be attractive to larger competitors.

- Build a unique company image. Strive to be good at something that is important to your customers.

- Understand and focus on your customers. Get to know as much as you can about your targeted and existing customers so that you can better meet their needs.

— Jeffrey D. Wilke  
Owner  
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