

Business Hacks to Grow Your List

with

Guerilla Marketing



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Guerilla marketing is a form of marketing that focuses on creativity and using what you have in order to “get the word out” to as many people as possible and as inexpensively as possible. This is also sometimes referred to as shoestring marketing.

Locate Your Audience

One thing that makes guerilla marketing so effective is the focus on your need to understand fully who your audience is and what they prefer. Once you know that information, you can implement strategies to ensure you get their attention, with less expense and effort.

If you know your audience likes to hang out in a certain group on Facebook, how can you attract and get those people on your list? You’ll need to join the group, if you’re a good fit. Follow the rules, first and foremost. Beyond that, don’t detract notice you and want what you’re offering.

Another example is if you know that your audience is going to a certain live event. Even if you can’t get a speaking gig at the event, you can arrange to be noticed between events at the main event by speaking to people, giving them your card, giving them a freebie, asking them to fill out a form and so forth at the socializing events between the main events.

Know where your audience hangs out, both online and offline. Knowing where your audience enjoys socializing and meeting is an important factor in making creative, non-traditional, guerilla marketing work for you. This is mainly because guerilla marketing doesn’t look or feel like hard-sell marketing, which is more akin to being ambushed by a car salesman, while washing your hands in a restroom.

Create Valuable Content

Creating amazing, effective, valuable, and useful content is imperative. Develop content and your main message. From that, create more content through repurposing and using different formats. For example, a blog post can become a podcast and a video can become an eBook.

- **Choose a Goal** – The goal for a piece of content should be clear before you create it. You are creating the content because you need to build brand awareness, generate leads, and make conversions. You may even have a goal to provide good customer service, promote an upsell or cross-sell, or maybe even educate your subscribers.
- **Create an Audience Persona** – While you have a main content goal, your audience has one too. It’s crucial you know who they are and create a persona

for each major segment. When you think of the content's purpose, you also imagine the person you're creating it for.

- **Understand Audience Buying Cycle** – To ensure you create the right content at the right time; get to know your audience's basic buying cycle. The main cycle may look like this: awareness, information gathering, identifying, weighing the evidence, choosing, acting, and experiencing the results of the decision. If you know where they are in that cycle, the content you develop will be more effective.
- **Effective Calls to Action** – Your content needs to offer a compelling CTA. You want the design to be effective and stand out to your audience, but you also want the words and font to evoke feelings of trust and understanding.

Content is everything and may even be your business model, if you sell content for others to use or you sell content as a product in the form of a course, or book. It may seem like a no-brainer to create a lot of amazing content; however, it's the first thing you need to improve before bothering with anything else. Without good content, you have nothing of exceptional value to share with your audience.

Have an Online Contest

A great way to get on your audience's radar and create a lot of buzz is to host a contest. Using your blog, social platforms, and other resources, come up with a good contest idea to promote. It should get the audience involved. Sharing the contest details and promo items can help build your list faster.

Ask for testimonials to your products and or services in a 30-second video. Then, the video that gets the most likes or votes via a hashtag is the video that wins the contest and the prize. In the meantime, ensure that there is a lead magnet for people to sign up that visit the site.

This contest generates buzz by getting customers to compete on how well they can state your greatness. They'll share it with their friends, ask for their votes, and their friends will be curious about what you offer. They're going to win something they already use. The people who vote for them will be prompted to sign up for the lead magnet and eventually become a customer too.

Include Easy Share Buttons

Regardless of what you do online whether it's social media, email, a blog post or something else installing share buttons and then pointing them out and asking people to share will accomplish more than you think.

Most platforms allow either third-party additions or they have their own way of linking to these platforms check out what's available natively, and if that doesn't work, find out what can be done by a third-party platform. Place share buttons before and after your

content where you're able to do that. Instruct the readers how to share too. Some people may not think of it without your explicitly pointing it out.

Add Appropriate Links in Email Signatures

You may not think that your email signature matters much these days, but it really does. Creating a professional signature that has the right links including your latest lead magnet can help put your offers right in front of people you're conversing with and helping. It's easy to add a signature to your email. Depending on what platform you use just look up directions on Google to find out.

Develop a Free Resources, Guides, and Tool to Give Away

Naturally, in all that content you want to create content that you'll use as a lead magnet. Free resources, guides, and tools that you give away will get people to sign up for your email list if it's something the audience really wants and needs. That's why you need to get to know them so well. That way you're creating products and solutions for them that truly match their wants and needs.

- **JumpDrive** – You can put your logo on a jump drive and add some of your products to it. Then give it out free to people you meet who you think will really read what's on the drive and answer your CTAs within.
- **Book** – If you wrote a book, make sure you always have copies that you can sign and give away when you meet people. Remember, even if that one meeting doesn't produce a like, a share, or even a follow today it may tomorrow because your book and signature still exists and may wind up in hands of people who want what you have.
- **App** – Depending on your niche, a great thing to give away may be an app that solves a problem for your audience. For example, you can create an app that delivers a blogging prompt every day or an app that gives you recipes, or an app that recommends something to you as most search engines do. An app can also make money via in-app sales or by selling the app directly.
- **Digital Product** – Any digital product you create can be used to get more leads using guerrilla marketing. You simply need to figure out where the audience is, how they like getting their information and being right there handing it to them on a silver platter.

You can give these products away to get people on your email list and to remember you when you go to live events. You can even offer them online as you meet new people that may be part of your audience. The more you seek out your audience the easier they'll be to find.

Host a Webinar

When you host a webinar, especially if you're new, one way to bring the guerilla marketing tactic into it is to host the webinar with someone else who is more popular than you but who serves your same audience. Or can even host a webinar with several guest presenters all who help your audience too.

By doing it this way you end up being able to use the resources of the other people such as their email list, their popularity, talent and so forth to get people to come to the webinar and ultimately end up getting your freebie and ending up on your email list. If you set up the webinar, you can control a lot of the rules. For example, you may want to require participants email mail their list a certain number of times. If that's the case, provide an email outline that they can make their own or use as is to send their audience notice.

Another thing that you can require is that they use their affiliate link to get people to sign up for the webinar, thus giving them an opportunity to make money on an upsell. This will encourage them to share even more. You write the rules, set the timetable, set the topic, and can use that to encourage enough sharing by creating the content for them and the schedule for them too.

Go to Events

You may not realize how many of your audience you can affect at live events. Even if you're not going to be speaking at the live event, you can talk to your audience in between official parts of the event. You can invite people to lunch or dinner with you too. You can buy someone a beer, or a glass of wine, or a cup of tea and do a lot of business and list building.

You may even be able to sponsor a party on one of the nights during off hours of the event. But you can also get people's attention by being open, introducing yourself, and sharing knowledge or experiences. When you are first to put your hand out to shake hands, that puts you in the power position. The more people that are around you and like to be near you, the more others will be drawn to you.

Be prepared with forms, QR code cards, and ways to move the people you talk to toward getting on your email list. Have multiple ways that anyone can join. They can join by going to the QR code landing page, using their smartphone. They can join by filling out a form or by reading your book and answering a CTA in the book.

Get Physical

It's so easy to get so involved in the digital world that you forget about the physical world. Let's talk a moment about creating easy ways for people you meet in person to join your list. You need physical marketing collateral to help you. You need a card with a QR code that goes to your freebie landing page.

You will need forms that people can fill out in person to make a purchase or grab one of your deals. If you're offering it online, make it easy for the people you meet in person to grab it by creating physical ways to access the offer. Plus, it needs to be worthwhile to go to the trouble. This means the freebie needs to be highly valuable.

Building your list with guerilla marketing is a great way to add a low-cost but effective method of list building. Locate your audience. Find a creative way to get their attention and solve a problem to get your items and info in front of them so they think about you, join your list, and buy your offerings.