



# OSI Affiliate

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## 47 Ecommerce Guerrilla Marketing Tactics



# 10 Shopify Guerrilla Marketing Tactics To Grow Your Store in 2020



Whenever we talk about marketing, the usual marketing strategies that come to mind are SEO (Search engine optimization), [Social media marketing](#),

Advertisements, Email campaign, etc. however, we forget about one of the simplest and effective marketing tactics, **Guerrilla Marketing Tactics**.

## **What is Guerrilla Marketing?**

Guerrilla marketing are the creative tactics that are used to create awareness about your brand, products, and services, in a specific area offline. If used correctly, Guerrilla marketing can bring you more high-quality offline traffic. The best part of the Guerrilla tactic is that you can target a specific area.

Guerrilla tactics can really be tricky at times, so we need to consider the following points while going for Guerrilla marketing.

- **Location**

While you are going with the Guerrilla tactic, it is very important to choose the right location. You must consider every aspect of the location, such as what kind of people will you get? Or how many relevant traffics will you get? After going through all the necessary aspects, choose the right place for your foot marketing.

- **It is all about Hit or Miss**

Guerrilla marketing is always a 50-50 chance. To improve that ratio, you must work on your creativity level, so that people pause to see what you want to show them.

- **Creativity**

The real key to Guerrilla marketing is all about creativity. Without creativity, you will not be able to convey your messages to the foot audiences.

- **Don't break the law**

Guerrilla marketing is an aggressive approach. So be very careful not to annoy the audience with your approach. If your audiences start getting annoyed with your marketing, it tarnishes your brand reputation.

- **Use this marketing strategy to market your online presence as well**

Use these tactics to connect the people to the online platform as well. This will help you to build a link to your offline marketing and online presence.

## **10 Low-Cost Guerrilla marketing Tactics**

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marketing uses conventional means and tries to keep the marketing strategy under the budget. Here are the low-cost Guerrilla marketing tactics that you can use to attract foot audiences.

## **1. Asking customer for giving reviews**

We are living in a digital world. Everyone is busy with their own work. Nobody will spare time for you until and unless you ask them to. So instead of waiting for the customer to give a review on their experiences, you take the first step of asking them about their experiences with your brand. Your approach can make the customers feel that you are giving value to their thoughts.

## **2. Adding a call to action on your Email**

Are you making your email proactive? Or is it the same as old days Email? If you are targeting your audiences with the Email, it is very important to keep your approach as casual as possible. Keeping your email formal might not attract your audience's attraction.

Furthermore, you also need to have a call to action button on your email so that your interested audiences can redirect themselves to the related webpage.

## **3. Find Customer with similar content**

Finding audiences that may like your content. This strategy can also be called Guerrilla tactics. You just have to find what kind of audience content like yours. And have to share them directly. How can you do that? That's simple you just have to search for the content on the Search engine and have to go through the pages having relevant audiences. Then you have to identify the audiences and have to share your content directly to them.

## **4. Answer the queries of your Customer**

Giving answers to the customer's queries may seem like an easy job, but the impact is surely big. A simple answer to the customer query can boost your brand reputation. By answering your customers' queries, you will also have an idea of what kind of problems your audience and customer are facing.

## **5. Create LinkedIn connection**

If you are a new business owner, then creating a page on LinkedIn can really help you to [grow your business](#). You can follow the enterprise and can learn a few tricks from them to market your business. And if your approach is good you might find yourself on their good side.

## **6. Use street walk Chalk graffiti**

The best way to attract your foot audiences is to use graffiti. But here I am talking about the graffiti that is done off the wall, rather I am talking about the graffiti that is done with the help of the coloured chalk on the street. Yes, I am talking about street road Chalk graffiti. It is one of the best ways to convey your messages to the audiences that are walk past your shop.

## **7. Use social media to live to stream your event**

The use of social media apps has become common strategies for all the marketers. But only selected few can utilize social media apps to their full potential. The same way only a few people know how to use the life features of the social media application. This live session features can help to boost your audience engagement. Not only it helps the audiences to interact with you but it also helps the audience to feel a part of that event.

## **8. Use Photo sharing apps**

Have you seen, brands posting some of their new products on their social media platforms or online photo-sharing platforms? What do you think, why do they do that? Are they offering any offers? No! Are they advertising the product? Absolutely not! They are just showing you the photograph. Nothing more and nothing less. But to some point, you will get influenced by the images. And once you are influenced by the images, the goal of posting the images is complete. Yes, you guessed it right, sharing images is also a guerrilla marketing tactic.

## **9. Use of Forums**

Using forums to share your brand story is one of the best organic ways to market your business and brands. There are many readers who love to read forum stories. And if you consider that you are good at conveying your message with your word, Forum can be the best place for you.

## **10. Use google results to refine your marketing strategies**

Yes, marketing is very important. It helps to boost your brand reputation. But have you ever searched yourself on google? If not then start doing so. If you are marketing yourself online that means you want to rank higher on the SERPs. But even with good marketing strategies if you are not on the first page, then that means the strategies are not working well. You can use this opportunity to rectify your mistake and rework on your plans.

## **Do things Differently**

Guerrilla marketing may be limited with their approach, but it's every approach is in its loudest form. The best part of Guerrilla marketing is that it has the ability to implement the idea at any given time.

If you are tight on the budget then Guerrilla marketing strategies can be the best way to market your brand. However, the only drawback of this marketing strategy is that it is hard to measure the ROI (Return of Investment).