



It is a Jungle out there! Part 2

March 26th, 2012

In last week's installment we discussed how guerrillas plan. That is, starting with the end in mind!

We also discussed steps that can avoid that "end" being a dream – or perhaps a nightmare. We also pointed out that if you want a sensible plan you must **write** that desired end down. Writing it down begins changing the dream into reality!

There is more that you must do to change the dream into reality. You must know your subject matter. You must know the competition. You must know your offering.

How do you learn all this in a reasonable timeframe? The answer in short is **research**.

Research can begin at the library, continue online, occur when visiting competitors or suppliers – we like to do it when visiting other cities and strolling the streets and/or malls. It should be active – take some notes, snap a picture, discuss it with your companions – when possible **taste** it.

If you want a sensible plan, you must do the research. As [Jay Levinson](#) says:

Plans gain strength as guerrillas gain wisdom in these areas:

Product or service: *Guerrillas learn what makes it different, better, desirable. They find ways to improve it and add value to it.*

Benefits: *Research into the benefits offered by the product should be reflected in the marketing plan, especially benefits not offered by others.*

Market: *Plans exist not in a vacuum but in relationship to an entire marketplace. Guerrillas become experts in their market before planning.*

Industry: *Guerrillas want to see their industry as a whole to help them spot vulnerabilities and opportunities, to learn from successes and failures.*

Competition: *Sane marketing plans are created according to dreams adjusted to competitive activity. Guerrillas are rarely taken by surprise.*

Customers: *Rich sources of guerrilla data are customers of guerrillas and customers of competitors of guerrillas.*

Prospects: *Savvy marketing plans specify who these people are because research identified and located them prior to the plan being created.*

Media: *Guerrillas learn the best ways to reach their target prospects and incorporate what they've learned about the media in their marketing plan.*

Internet: *It's so simple to scour cyberspace for marketing intelligence that all guerrillas consider cyber searching mandatory before planning.*

Technology: *Because speed and efficiency can spur effective marketing, guerrillas look into how technology can propel them to their goals.*

By studying the market, guerrillas are able to identify the strengths and weaknesses of competitors. They can understand where the niches lay. They can see who is surviving over low hanging fruit. They can see where the fertile ground is and move to exploit it.

In planning and in business there are many approaches. It is best that a person finds one that suits them.

So while guerrilla marketers have a smart point when they say: "start with the end in mind!" we also encourage them to remember [Andre Michalopoulos](#), when he says: "starting with your objective in mind is a great point, but never forget to put the customer first! If you tell me that you cannot afford to do that, perhaps you are in the wrong business!"

Keep smiling!

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[From the desk of Andre M.](#)

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