

# A3 Weapons Plan & Budget for Guerrilla Marketing & Sales

Business Unit:	Period:	\$ Budget:	\$	% Budget / Revenue:	%	Owner:
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## Minimedia

- 1. Marketing Plan \_\_\_\_\_ \$
- 2. Marketing Calendar \_\_\_\_\_ \$
- 3. Identity \_\_\_\_\_ \$
- 4. Business Cards \_\_\_\_\_ \$
- 5. Stationary \_\_\_\_\_ \$
- 6. Personal Letters \_\_\_\_\_ \$
- 7. Telephone Marketing (cold calls) \_\_\_\_\_ \$
- 8. Toll- Free Number \_\_\_\_\_ \$
- 9. Vanity Phone Number \_\_\_\_\_ \$
- 10. Yellow Pages \_\_\_\_\_ \$
- 11. Postcards \_\_\_\_\_ \$
- 12. Post Card Deck \_\_\_\_\_ \$
- 13. Classified Ads \_\_\_\_\_ \$
- 14. Per Order/ Inquiry Advertising \_\_\_\_\_ \$
- 15. Free Ads in Shoppers \_\_\_\_\_ \$
- 16. Circulars \_\_\_\_\_ \$
- 17. Community Bulletin Boards \_\_\_\_\_ \$
- 18. Movie Ads \_\_\_\_\_ \$
- 19. Outside Signs \_\_\_\_\_ \$
- 20. Street Banners \_\_\_\_\_ \$
- 21. Window Display \_\_\_\_\_ \$
- 22. Inside Signs \_\_\_\_\_ \$
- 23. Posters \_\_\_\_\_ \$
- 24. Canvassing \_\_\_\_\_ \$
- 25. Door Hangers \_\_\_\_\_ \$
- 26. Elevator Pitch \_\_\_\_\_ \$
- 27. Value Story \_\_\_\_\_ \$
- 28. Backends \_\_\_\_\_ \$
- 29. Letters of Recommendation \_\_\_\_\_ \$
- 30. Attendance at Trade Shows \_\_\_\_\_ \$

## Maximedia

- 31. Advertising \_\_\_\_\_ \$
- 32. Direct Mail \_\_\_\_\_ \$
- 33. Newspaper Ads \_\_\_\_\_ \$
- 34. Radio Spots \_\_\_\_\_ \$
- 35. Magazine Ads \_\_\_\_\_ \$
- 36. Billboards \_\_\_\_\_ \$
- 37. Television Commercials \_\_\_\_\_ \$

## E-Media

- 38. Computer \_\_\_\_\_ \$
- 39. Printer/ Fax Machine \_\_\_\_\_ \$
- 40. Chat Rooms \_\_\_\_\_ \$
- 41. Forums Boards \_\_\_\_\_ \$
- 42. Internet Bulletin Boards \_\_\_\_\_ \$
- 43. List-building \_\_\_\_\_ \$
- 44. Personalized Email \_\_\_\_\_ \$
- 45. Email Signature Mktg. \_\_\_\_\_ \$
- 46. Canned Email \_\_\_\_\_ \$
- 47. Bulk Email \_\_\_\_\_ \$
- 48. Audio/Video postcards \_\_\_\_\_ \$
- 49. Domain Name \_\_\_\_\_ \$
- 50. Website \_\_\_\_\_ \$
- 51. Landing Page \_\_\_\_\_ \$
- 52. Merchant Account \_\_\_\_\_ \$
- 53. Shopping cart \_\_\_\_\_ \$
- 54. Auto-Responders \_\_\_\_\_ \$
- 55. Search Engine Ranking (Alexa) \_\_\_\_\_ \$
- 56. Electronic Brochures \_\_\_\_\_ \$
- 57. RSS Feeds \_\_\_\_\_ \$
- 58. Blogs \_\_\_\_\_ \$
- 59. Podcasting \_\_\_\_\_ \$
- 60. Publish own E-zine \_\_\_\_\_ \$
- 61. Ads in other E-zines \_\_\_\_\_ \$
- 62. Write Ebooks \_\_\_\_\_ \$
- 63. Provide Content- Other Sites \_\_\_\_\_ \$
- 64. Produce Webinars \_\_\_\_\_ \$
- 65. Joint ventures \_\_\_\_\_ \$
- 66. Word-of-mouth \_\_\_\_\_ \$
- 67. Viral Marketing \_\_\_\_\_ \$

- 68. E-Bay / Auction Sites \_\_\_\_\_ \$
- 69. Click Analyzers \_\_\_\_\_ \$
- 70. Pay Per Click Ads \_\_\_\_\_ \$
- 71. Search Engine Keywords \_\_\_\_\_ \$
- 72. Google Adwords \_\_\_\_\_ \$
- 73. Sponsored Links \_\_\_\_\_ \$
- 74. Reciprocal Link Exchange \_\_\_\_\_ \$
- 75. Banner Exchanges \_\_\_\_\_ \$
- 76. Web Conversion Rate \_\_\_\_\_ \$

## Info-Media

- 77. Knowledge of your Market \_\_\_\_\_ \$
- 78. Research Studies \_\_\_\_\_ \$
- 79. Specific Customer Data \_\_\_\_\_ \$
- 80. Case Studies \_\_\_\_\_ \$
- 81. Sharing \_\_\_\_\_ \$
- 82. Brochures \_\_\_\_\_ \$
- 83. Catalog \_\_\_\_\_ \$
- 84. Business Directory \_\_\_\_\_ \$
- 85. Public Service Announcements \_\_\_\_\_ \$
- 86. Newsletter \_\_\_\_\_ \$
- 87. A Speech \_\_\_\_\_ \$
- 88. Free Consultations \_\_\_\_\_ \$
- 89. Free Demonstrations \_\_\_\_\_ \$
- 90. Free Seminars \_\_\_\_\_ \$
- 91. Publish Article \_\_\_\_\_ \$
- 92. Publish Column \_\_\_\_\_ \$
- 93. Author a Book \_\_\_\_\_ \$
- 94. Publishing-on-Demand \_\_\_\_\_ \$
- 95. Speaker at Clubs \_\_\_\_\_ \$
- 96. Teleseminars \_\_\_\_\_ \$
- 97. Infomercials \_\_\_\_\_ \$
- 98. Constant Learning \_\_\_\_\_ \$

## Human-Media

- 99. Marketing Insight \_\_\_\_\_ \$
- 100. Yourself \_\_\_\_\_ \$
- 101. Your Employees and Reps \_\_\_\_\_ \$
- 102. Designated Guerrilla \_\_\_\_\_ \$
- 103. Employee Attire \_\_\_\_\_ \$
- 104. Social Demeanor \_\_\_\_\_ \$
- 105. Target Audiences \_\_\_\_\_ \$
- 106. Your Own Circle of Influence \_\_\_\_\_ \$
- 107. Contact Time with Customers \_\_\_\_\_ \$
- 108. How you say Hello and Goodbye \_\_\_\_\_ \$
- 109. Teaching Ability \_\_\_\_\_ \$
- 110. Stories \_\_\_\_\_ \$
- 111. Sales Training \_\_\_\_\_ \$
- 112. Use of Downtime \_\_\_\_\_ \$
- 113. Networking \_\_\_\_\_ \$
- 114. Professional Title \_\_\_\_\_ \$
- 115. Affiliate Marketing \_\_\_\_\_ \$
- 116. Media Contacts \_\_\_\_\_ \$
- 117. e-Mail List Customers \_\_\_\_\_ \$
- 118. Core Story- Solution to Problem \_\_\_\_\_ \$
- 119. Create a Sense of Urgency \_\_\_\_\_ \$
- 120. Offer Limited Items/ Time \_\_\_\_\_ \$
- 121. Call to Action \_\_\_\_\_ \$
- 122. Satisfied Customers \_\_\_\_\_ \$

## Non-Media

- 123. Benefits List \_\_\_\_\_ \$
- 124. Competitive Advantages \_\_\_\_\_ \$
- 125. Gifts \_\_\_\_\_ \$
- 126. Service \_\_\_\_\_ \$
- 127. Public Relations \_\_\_\_\_ \$
- 128. Fusion Marketing \_\_\_\_\_ \$
- 129. Barter \_\_\_\_\_ \$
- 130. Word-of-Mouth \_\_\_\_\_ \$
- 131. Buzz \_\_\_\_\_ \$
- 132. Community Involvement \_\_\_\_\_ \$
- 133. Club and Assn Memberships \_\_\_\_\_ \$

- 134. Free Directory Listings \_\_\_\_\_ \$
- 135. Trade Show Booth \_\_\_\_\_ \$
- 136. Special Events \_\_\_\_\_ \$
- 137. Name Tags at Events \_\_\_\_\_ \$
- 138. Luxury Box at Events \_\_\_\_\_ \$
- 139. Gift Certificates \_\_\_\_\_ \$
- 140. Audio-Visual Aids \_\_\_\_\_ \$
- 141. Flipcharts \_\_\_\_\_ \$
- 142. Reprints and Blowups \_\_\_\_\_ \$
- 143. Coupons \_\_\_\_\_ \$
- 144. Free Trial Offer \_\_\_\_\_ \$
- 145. Guarantee \_\_\_\_\_ \$
- 146. Contests and Sweepstakes \_\_\_\_\_ \$
- 147. Baking/ Craft Ability \_\_\_\_\_ \$
- 148. Lead Buying \_\_\_\_\_ \$
- 149. Follow-Up \_\_\_\_\_ \$
- 150. Tracking Plan \_\_\_\_\_ \$
- 151. Marketing-on-Hold \_\_\_\_\_ \$
- 152. Branded Entertainment \_\_\_\_\_ \$
- 153. Product Placement \_\_\_\_\_ \$
- 154. Radio Talk Show Guest \_\_\_\_\_ \$
- 155. TV Talk Show Guest \_\_\_\_\_ \$
- 156. Subliminal Marketing \_\_\_\_\_ \$

## Company Attributes

- 157. Proper View of Marketing \_\_\_\_\_ \$
- 158. Brand Name Awareness \_\_\_\_\_ \$
- 159. Positioning \_\_\_\_\_ \$
- 160. Name \_\_\_\_\_ \$
- 161. Meme \_\_\_\_\_ \$
- 162. Theme Line \_\_\_\_\_ \$
- 163. Writing Ability \_\_\_\_\_ \$
- 164. Copywriting Ability \_\_\_\_\_ \$
- 165. Headline Copy \_\_\_\_\_ \$
- 166. Location \_\_\_\_\_ \$
- 167. Hours of Operation \_\_\_\_\_ \$
- 168. Days of Operation \_\_\_\_\_ \$
- 169. Credit Cards Accepted \_\_\_\_\_ \$
- 170. Financing Available \_\_\_\_\_ \$
- 171. Credibility \_\_\_\_\_ \$
- 172. Reputation \_\_\_\_\_ \$
- 173. Efficiency \_\_\_\_\_ \$
- 174. Quality \_\_\_\_\_ \$
- 175. Service \_\_\_\_\_ \$
- 176. Selection \_\_\_\_\_ \$
- 177. Price \_\_\_\_\_ \$
- 178. Opportunities to Upgrade \_\_\_\_\_ \$
- 179. Referral Program \_\_\_\_\_ \$
- 180. Spying \_\_\_\_\_ \$
- 181. Testimonials \_\_\_\_\_ \$
- 182. Extra Value \_\_\_\_\_ \$
- 183. Adopt Noble Cause \_\_\_\_\_ \$

## Company Attitudes

- 184. Easy To Do Business With \_\_\_\_\_ \$
- 185. Honest Interest in People \_\_\_\_\_ \$
- 186. Telephone Demeanor \_\_\_\_\_ \$
- 187. Passion & Enthusiasm \_\_\_\_\_ \$
- 188. Sensitivity \_\_\_\_\_ \$
- 189. Patience \_\_\_\_\_ \$
- 190. Flexibility \_\_\_\_\_ \$
- 191. Generosity \_\_\_\_\_ \$
- 192. Self Confidence \_\_\_\_\_ \$
- 193. Neatness \_\_\_\_\_ \$
- 194. Aggressiveness \_\_\_\_\_ \$
- 195. Competitiveness \_\_\_\_\_ \$
- 196. High Energy \_\_\_\_\_ \$
- 197. Speed \_\_\_\_\_ \$
- 198. Maintains Focus \_\_\_\_\_ \$
- 199. Attention to Details \_\_\_\_\_ \$
- 200. Action \_\_\_\_\_ \$