

GUERRILLA MARKETING TOOLS IN FINANCIAL SERVICE ORGANIZATIONS

Gediminas Dubauskas
General Jonas Žemaitis Military Academy of Lithuania, Lithuania
E-mail: gediminasdubauskas@gmail.coml

Margarita Išoraitė
Vilniaus kolegija/The University of Applied sciences, Lithuania
E-mail: misoraite@gmail.com

Submission: 1/29/2021
Revision: 3/31/2021
Accept: 9/17/2021

ABSTRACT

The article analyzes the concepts of guerrilla marketing, guerrilla marketing advantages and disadvantages, the guerrilla marketing tools, and marketing in financial institutions. The purpose of the article is to evaluate the tools of guerrilla marketing in financial institutions. Guerrilla marketing is a powerful tool to influence consumer behavior, stimulate sales, do non-traditional advertising, promote competition, meet consumer needs, raise awareness of a product or service, and creative advertising for which a certain budget is required. Guerrilla marketing is based on creativity. Guerrilla marketing is a quick way to promote a brand. Guerrilla marketing doesn't require a lot of investment in an effective marketing campaign when imagination, energy, creativity, time and information suffice. Guerrilla marketing benefits small businesses. Guerrilla marketing requires a small investment to reach the target audience. During guerrilla marketing, people are involved in, or become participants in, guerrilla marketing. Information will be available in a short time. Guerrilla marketing builds strong customer relationships. It is shown that the benefit comes to the consumer, not the business. Guerrilla marketing usually promotes an unusual way of remembering a company's brand, product, or service deep in customers' minds. Guerrilla marketing is one of the most innovative practices that can be used to effectively educate consumers about a brand and its benefits. It uses the least amount of money to reach customers, emphasizes creativity and a long-term vision to make a lasting impact on consumers. The article examines guerrilla marketing, which has several key tools for market exposure: a one-on-one offer, which is one of the oldest ways to increase sales - just a casual person trying to sell a product, this method is effective and beneficial in that you can interact with potential customers about their needs and approach to the product; another tool used is a business card, which we can use as a

promotional tool, because on the second side of the business card you can briefly describe the services provided, product benefits and other useful information, the next step is to write personal letters to offer and provide your services, and letters or calls should be as individual as possible; the last step could be simply advertising, as there are many online advertising portals where you can place ads for free, so you should take advantage of that. It is emphasized that such tools can be effective because people who read such ads are usually already looking for a similar product. The aim of the research is to investigate the methods and practice of using guerrilla marketing tools in financial services organizations. The paper is based on analysis of scientific literature and case studies. The study includes an analysis of the theoretical literature as well as a case study and comparative analysis. Therefore the key to guerrilla marketing is to become an effective tool in a highly competitive environment where consumer behavior is rapidly changing as a by-product of technological advances and the contemporary internet media. Moreover guerrilla marketing in the financial sector is a marketing technique that creates enthusiasm and engagement with the target audience. Financial guerrilla marketing really sets it apart from traditional forms of marketing - it focuses on a smaller market segment and the smaller budgets needed to run a successful campaign. In addition, advertisements for guerrilla financial services are acceptable. Random outdoor marketing is non-standard outdoor advertising. Ambient advertising is placed on street manhole covers, cranes, pizza boxes, free postcards in bars and elsewhere. All of this is somewhat unusual.

Keywords: guerrilla marketing, guerrilla marketing advantages and disadvantages, guerrilla marketing tools

1. INTRODUCTION

Levinson 1984 published the book *Guerrilla Marketing*. The main idea of the book is related to the question of how to properly reach the target user with a small budget. In this book, he talks about how to have a small budget and use creativity. The book "*Guerrilla Marketing*" presents inexpensive and highly effective methods of "guerrilla" operation, an arsenal of easy-to-master marketing weapons that allow small and medium-sized enterprises to compete effectively even with business whales that spend large budgets on marketing.

Guerrilla marketing is a provision and, at the same time, a business practice that enables companies to make high profits at low cost. The emergence of guerrilla marketing is important not only for small businesses but also for influential businesses. These marketing tools are

superior to traditional marketing. Guerrilla marketing does not require a large investment in an effective marketing campaign, as imagination, energy, creativity, time and information are enough. Guerrilla marketing benefits small businesses.

Guerrilla marketing requires a small investment to reach the target audience. During guerrilla marketing, people get involved themselves or become part of guerrilla marketing, information is available in a short time. Guerrilla marketing builds a strong relationship with the consumer. It is shown that the benefits accrue to the consumer, not the business. Creativity is a tool in any good guerrilla marketing strategy. This requires creating a good script and thinking about it and using a narrative.

Depending on the target audience, the storyline can be funny, shocking, or emotional. Brands must take advantage of the public and private side of the Internet, even if the concept of guerrilla marketing is primarily associated with physical presence. Guerrilla marketing needs to become popular and prevalent on social networks, and consumers and influencers can become the engines of its distribution.

The brand must be able to offer a great experience through social networking. User-generated content can often be very surprising, unconventional, and relevant. It could be a photo contest on Facebook or a short video magazine created by customers who share experiences and stories, which ultimately also increases the credibility and commonality of the brand and its leaders. Financial service organizations often use guerrilla marketing in their operations. In this case, quality service and proper guerrilla marketing are important. Guerrilla marketing is what entrepreneurs do to make the target consumer learn about a good product.

The basis of guerrilla marketing is that it is not about money, but about creativity, imagination, idea, energy and knowledge. Guerrilla marketing encourages financial services companies to collaborate with their competitors. Booshan and Sriganeshvarun (2014) point out that this type of marketing gets people's attention by shocking them with things they don't expect to see. Guerrilla marketing is inventive, creative, personal marketing. Nufer (2013a) consider that "guerrilla marketing is an alternative holistic marketing approach".

The concept refers to atypical and nondogmatic marketing activities aimed at maximum possible impact with minimum investment. Lun and Yazdanifard (2014) mentioned that guerrilla marketing is inexpensive or almost non-existent cost marketing strategic to lift understanding of company brand, products or services. Guerrilla marketing will usually do

advertising with the unusual a way to remember the company's brand, products or services deep in the minds of customers.

Gupta and Singh (2016) mention that guerrilla marketing is one of the most innovative practices it is useful in effectively communicating the brand and its benefits to consumers. It uses the least amount of money to achieve customers, emphasizes an approach to creativity and long-term vision to stay long-lasting impact on consumers.

2. Material and methods

Scientific issue. Guerrilla marketing, which became popular in the 1990s, is also relevant in the 21st century. Guerrilla marketing is becoming popular not only in small organizations with a small budget, but also in organizations of the financial sector. The problematic question is what are guerrilla marketing options the most important for companies in the financial sector? Thus, the current situation causes a problem because the concept of guerrilla marketing in the financial sector is not established in scientific literature.

The aim of the research is to investigate the methods and measures of guerrilla marketing tools in financial services organizations.

2.1. Objectives of the study:

- a) To analyze the theoretical aspects of the concept of guerrilla marketing.
- b) To examine the advantages and disadvantages of guerrilla marketing.
- c) To analyze the guerrilla marketing tools applied in financial services companies.
- d) To analyze guerrilla marketing cases in financial organization.

Methodology. The paper relies on scientific literature analysis and case study research. The study encompasses theoretical literature analysis as well as case study and comparative analysis.

3. Theoretical aspects

3.1. Guerrilla marketing

Guerrilla marketing is marketing whose main goal is not to use financial but creative and intellectual resources. This marketing tool pays particular attention to bold and modern ideas that encourage you to invest time, energy and creativity instead of money. In XXI century

consumers are exposed to extremely large amounts of information, so it is important to find marketing methods that make advertising as memorable as possible.

Guerrilla marketing is an advertising strategy focused on cheap unconventional marketing actions that yield maximum results. Guerrilla marketing make a much more valuable impression on consumers compared to more traditional forms of advertising and marketing. This is due to the fact that most guerrilla marketing campaigns try to surprise the consumer on a more personal and memorable level.

Guerrilla marketing is often conducive to small businesses that need to reach a large audience. Guerrilla marketing style has a lot to do with reconstructing actual content when a small portion of the report is updated on interactive blogs. Guerrilla marketing is marketing which require small budget. The concepts of guerrilla marketing are presented in Table 1. Katke (2016) guerrilla marketing define as cost-effective marketing communication, while Shakeel and Khan (2011) state that guerrilla marketing is well known a marketing approach that is applied in a more alternative way methods.

Bigat (2012) point out that guerrilla marketing is non-traditional marketing methods, while Nufer (2013b) stated guerrilla marketing is the choice of atypical and non-dogmatic marketing activities. Baltes and Leibing (2008) define that guerrilla marketing is non-traditional marketing strategies that can have a significant impact. Nunthiphatprueksa (2017) point out that guerrilla marketing is an effective tool in a highly competitive environment where consumer behavior is changing rapidly, while Ay, Aytekin and Nardali (2010) considered guerrilla marketing as an unconventional way to conduct advertising activities very low budget. Ahmed, Qureshi, Štreimikienė, Veinhardt & Soomro (2020) stated that guerrilla marketing have a positive and significant impact on the buying decision.

Table 1: Guerrilla marketing definition

Author	Definition	Highlight
Katke (2016)	Guerrilla marketing has gained more recognition in recent years for its cost-effective marketing communication. Modern technologies further facilitate the greater impact and effectiveness of marketing communications.	cost-effective marketing communication
Shakeel and Khan (2011)	Guerrilla marketing is well known a marketing approach that is applied in a more alternative way methods that change the ways in which they are routine marketing tools.	is well known a marketing approach that is applied in a more alternative way methods
Bigat (2012)	Guerrilla marketing became an umbrella name non-traditional marketing methods and, as suggested in the book, has been used for advertising strategies.	non-traditional marketing methods

Nufer (2013b)	Guerrilla marketing refers to the choice of atypical and non-dogmatic marketing activities to achieve the maximum possible impact - ideally with a comparable minimum investment.	to the choice of atypical and non-dogmatic marketing activities
Baltes and Leibing (2008)	Guerrilla marketing describes non-traditional marketing strategies that can have a significant impact - with a portion of the budget for "traditional" marketing campaigns.	non-traditional marketing strategies that can have a significant impact
Nunthiphatprueksa (2017)	Guerrilla marketing the key is to become an effective tool in a highly competitive environment where consumer behavior is changing rapidly as a by-product of technological progress and the Internet.	an effective tool in a highly competitive environment where consumer behavior is changing rapidly
Ay, Aytakin and Nardali (2010)	The guerrilla marketing concept that was created by Levinson (1984), means unconventional way to conduct advertising activities very low budget.	unconventional way to conduct advertising activities very low budget
Ahmed, Qureshi, Štreimikienė, Vveinhardt and Soomro (2020)	Guerrilla marketing techniques consisting of viral marketing, strange ok-currency, street graphics and memorable events have a positive and significant impact on the buying decision.	have a positive and significant impact on the buying decision

Managers of small and medium-sized businesses with small budgets choose guerrilla marketing. The main goal of guerrilla marketing is to attract the target consumer with a small budget by taking advantage of creativity. In this case, special attention is paid to unique, phenomenal modern ideas and investment of time, energy, imagination and information is encouraged. The goal of guerrilla marketing is to direct the company's marketing to the target customer. The collection, processing and use of information is one of the main tools of guerrilla marketing.

Yuksekbilgili (2014) consider that guerrilla marketing draws its strength from the power of creativity and imagination. For this reason, it is often a mixture of marketing strategies using a variety of practices which differ from traditional advertising and are based on innovative materials and methods. Guerrilla marketing allows to achieve the maximum level of turnover at the lowest price.

Navrátilováa and Milichovský (2014) point out that the main goal of guerrilla campaigns is to increase customer awareness and interest in the product and brand. Campaigns that implement guerrilla marketing illustrate an interesting challenge in the field of communication.

Tam and Khuong (2015) in their study examine the impact of guerrilla marketing and its guerrilla advertising is included in model. The model includes elements such as novelty, surprise, arousal of emotions, relevance, humor, aesthetics and clarity. Researchers should find many opportunities to clarify other implications various media such as viral marketing, word

of mouth marketing, Milak and Dobrinič (2017) in article Customer perception of guerrilla marketing states that guerrilla marketing tries to attract customer attention and survey confirms this.

According to the above authors survey, respondents describe that guerilla marketing is creative and unusual, and in theory it is so described. Most respondents believe that creativity is paramount for that type of marketing, which is also indicated in the literature. Chionne and Scozzese (2014) consider that guerrilla marketing is based on original and creative ideas, an innovative approach, completely different from the past, in order to perceive and understand this phenomenon emerging in society. Sinha and Choudhury (2019) point out that guerrilla marketing is a way to attack competitors in a way that maintains their impact long, it is the use of common tactics to grab the brand, draw the attention of customers, increase brand awareness.

Klepek (2014) state that guerilla marketing is as a kind a marketing strategy developed for a combination of marketing and used primarily in advertising element, it is more of a new form of communication technique than a complex business strategy. Biswas and Chakraborty (2018) mentioned that guerrilla marketing has shown that guerrilla marketing technique has been used successfully in teaching, enlightening and engaging the psyche customer for a more obvious reason, making the global population more capable and thus encouraging societal progress.

Paksoy and Chang (2010) quoting Levinson (1984) argues that guerrilla marketing values not first sales but profit, and relies on the science of psychology — the principles of human behavior rather than experience, judgment, and conjecture.

Based on a review of the literature, it could be argued that guerrilla marketing has certain attributes. The features of guerrilla marketing are shown in Figure 1.

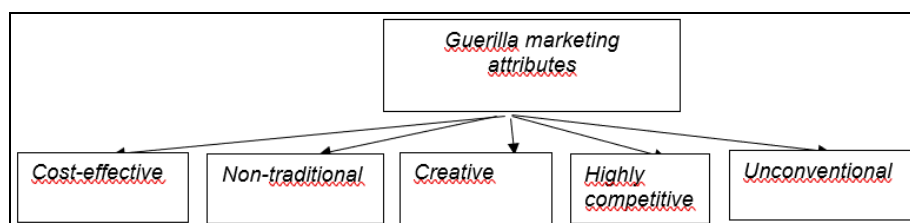


Figure 1: Guerrilla marketing attributes

Guerrilla marketing is distinctive. Unconventional, unusual and inexpensive methods of guerrilla marketing strategy provide an opportunity not only for small businesses with

limited resources to reach the target customer, but also for financial sector institutions with large budgets. When organized guerilla marketing is used there are unusual creative ideas.

3.2. Guerrilla marketing advantages and disadvantages

Guerilla marketing is cheap. Guerilla marketing includes networking with both customers and other companies. Due to the nature of guerilla marketing, the message and purpose must be clearly defined to avoid misunderstandings. Misinterpretation of the message to be advertised by the target audience is a risk. Word-of-mouth advertising is not always focused enough to deliver the intended message. Guerrilla marketing advantages and disadvantages is presented in Table 2.

Table 2: Guerrilla marketing advantages and disadvantages

Guerrilla marketing advantages	Guerrilla marketing disadvantages
High reliability Excellent accessibility High efficiency The cheap and low costs It is tailored to meet the needs of promising small businesses. It uses the web network effect to reach marketing messages quickly and effectively to a mass audience. Low cost: This type of marketing will usually be cheap. It will be cheaper than the traditional form of advertising. Creativity is greater: there is no way to implement this form of marketing without including it in your fantasy game. This method depends more on creativity than the amount of money you spend. Word of mouth plays a key role. Word of mouth is one of the vital tools in this form of marketing and it won't cost you anything.	It often works slowly. It takes time to achieve business sales goals. This is a high-risk marketing communication technique because it requires a large initial investment in a viral agent and sales. A guerilla marketing campaign can spread quickly, negative moods about the company can also occur. Viral marketing indicates that you are working with an unknown group, so the chances of receiving unsolicited email. Chances are your target audience will misunderstand the message. You may find yourself on the wrong side of the law, especially when it comes to graffiti and stickers on city streets. There are so many obstacles you have to face, such as harsh weather conditions, unreasonable ad placement, and more.

Source: Mandour (2014); PPC Management (2015)

3.3. Guerrilla marketing tools

Guerrilla marketing is a marketing tool that can influence consumer behaviour, drive sales, increase brand awareness. Guerrilla marketing is marketing that does not require a large budget, but uses the creativity of marketing professionals. Guerrilla marketing is a quick way to make a brand known through simple means. Guerrilla marketing tools must be effective and appeal to target consumers.

Guerrilla marketing has marketing tools:

- a) Individual offer to buy. This is one of the oldest ways to increase sales - just a random person trying to sell a product. This method is effective and beneficial in that you can

communicate with potential customers about their needs and attitudes toward the product. This is sometimes more effective than market research.

- b) Use a business card as a promotional tool. Business cards can also have an advertising function. The second side of the business card can briefly describe the services provided, the benefits of the product and other useful information that the "partisans" know how to provide.
- c) Personal writing of emails. In order to offer and offer your service, a potential customer must understand that a sincere contact is made with him, so letters or calls must be as individual as possible.
- d) Classified Ads. There are many advertising portals on the internet where you can place your ads for free, so you need to take advantage of that. This is effective because people reading ads are already looking for a product, so there is no need to persuade them to buy.

4. Results and discussion

4.1. Guerrilla marketing in financial organizations tools

Balwani, Aulia And Sen (2017) point out that several studies were conducted for the study guerrilla marketing and its impact consumer purchasing behaviour. Current research highlights how guerrilla marketing is implemented in financial organizations as guerrilla marketing to satisfy user needs.

Yildiz (2016) mentioned guerrilla marketing, which can be an inexpensive and high-impact way to connect with consumers apply different marketing methods, changing traditional marketing methods. Guerrilla marketing focuses on it psychology and human behaviour; provides an opportunity to invest time, effort, knowledge and imagination; the focus is on profit rather than traffic, responses, or total sales; based on psychology and human behaviour.

Guerrilla marketing helps to sell products and meet the wants and needs of customers. The internet is highly valued by small and medium-sized businesses as the most common communication channel. The internet is used by financial services organizations as a goal to achieve a variety of marketing activities. Many sources refer to the Internet as a whole or as a means of delivering guerrilla marketing advertising.

Financial services companies use the following areas for online advertising: corporate websites, service websites, email, receiving or displaying videos, collaborating with other devices, comments. Depending on what kind of advertising is desired to be presented in this way and should be chosen in order to conquer the consumer.

Kazlauskaitė (2017) point out content that is presented on social media networks are very similar or valid the same rules as for content that provided using other information transmission channels. However, it is very important to make it relevant, interesting, attractive and informative to our target audience. Social networks are becoming an increasingly important communication channel for banks in Lithuania, allowing them to create and strengthen a relationship with the consumer.

Traditionally, social space is used for marketing and advertising purposes. Banks have created Instagram and Facebook accounts, constantly adding new content to social networks. Kazlauskaitė (2017) mentioned that financial institutions using content marketing in social networks should create content which has the above and not to deviate from the financial issue, to present its available experts, inform consumers about their products or the benefits of these services problems encountered, to create a reliable and stable brand image of consumers subconsciously.

When developing a guerrilla marketing strategy in financial organizations, it is important to have not only a creatively good idea but also guerrilla marketing tools. In practice, the following guerrilla marketing tools are used in financial organizations of Lithuania:

- business magazines - both paper and online version, which is a good tool to reach the target customer;
- sending newsletters - used to inform the bank's customers about innovations in banking services;
- television - a means of mass communication that forms an opinion about the services provided by the bank;
- telemarketing - the bank's employees call customers by establishing a connection. Customers are provided with the information they need about banking services. New collaborative relationships are being established on investment opportunities;

- public relations. Brand promotes good interpersonal relationships with the target customer. Guerrilla marketing tools are used in financial organizations in Lithuania. For guerrilla marketing to work successfully online are required planning, content, design, customer engagement; enforcement processes; shares; customer list.

* social network. One of the best advertising channels. Information is seen by millions of people. Information can be constantly shared and learned about financial services. There is an opportunity to unite like-minded people, share information, plan events.

In addition to these, acceptable are following guerrilla marketing techniques for financial services. Ambient marketing means unconventional outdoor advertising. On manhole covers, cranes, pizza boxes, free postcards at bars, and more. Outdoor ads are placed. All of this is a little unusual. An important aspect is the entertainment choice of the target group at the desired location. Ambient marketing tries to approach the customer individually at the point of contact.

Ambush marketing means an attack from nowhere reminiscent of partisan attacks from World War II guerrilla attacks. It's a secret non-home marketing method of promoting a brand at major events without paying a sponsorship fee. In many important events, one brand in a certain category pays a high price for an exclusive sponsor, leaving their competitors in the dark. Ambush marketers are still finding a way to draw attention to their brand in relation to the event, as it attracts the attention of thousands of visitors and even TV viewers.

The third issue could be viral marketing. The idea is to forward your ad message as quickly as possible. It makes human animators inspire a free broadcast message. The job of a viral marketer is to motivate a message to encourage people to spread it. If this succeeds, the snowball effect begins and the potential is created to spread and affect the viral message. The message spreads quickly in a similar way to jokes and software viruses sent to the online community.

It takes advantage of the internet network effect and can be very useful for quickly reaching many people online. It takes advantage of the internet network effect and can be very useful to reach many people quickly. Guerrilla marketing has gained more importance in brand clutter. Effective communication has an impact on the customer experience. Guerrilla marketing has gained more recognition in recent years for cost-effective marketing communications.

Modern technologies also contribute to the greater impact and effectiveness of marketing. This article aims to understand the marketing of guerrilla weapons; an attempt was made to develop a model of consumer perception based on guerrilla marketing. However, the study also examines the marketing effectiveness of one form of partisan marketing, social media. Also, focus on what you want the slogan to say about you. Is it a service, is it a type of management or planning, or is it a sense or definition of your services? Whatever the goal, have fun looking at the slogans of other companies and think about how to create them yourself.

To help you, here are some key twentieth-century slogans. For example, "Diamonds Forever" - DeBeers; "Just do it!" —Nike; A fresh break - Coca-Cola; Taste great, less saturated - Miller Lite; "We're trying harder" - Avis, ek. Here are some examples of the financial industry: Profit from our point of view - Franklin Templeton Investments; "Invest with Confidence" - T. Rowe Price; Grow your business with a practice management consultant (Levinson & Hicks, 2016). In partisan financial marketing, a plan, also known as the slogan "give people the opportunity to connect with your business," can be an acceptable idea.

4.2. Guerrilla marketing in financial organizations cases study

4.2.1. Guerrilla bank advertising campaign "Life Under the Oak"

Swedbank's branch located in Lithuania also uses guerrilla marketing tools. Swedbank has created a playful guerrilla bank advertising campaign called "Life Under the Oak" to help people, businesses and society grow (see Figure 1). By telling funny stories of personified animals, everyday human situations were shown and the most important thoughts understood by everyone were conveyed. The main characters of "Life Under the Oak" are the rational Squirrel and the brave Duck (Swedbank, 2011).



Figure 2: Guerrilla bank advertising campaign "Life Under the Oak"
Source: Swedbank (2011)

The lives of the characters are similar to ours - like us, they find themselves in various situations, looking for solutions, strong and sustainable things. These two characters are not the only inhabitants under the oak. In different promotional videos you will meet new characters and their adventures. You will recognize Swedbank symbols in the advertisement. Bank logo the oak depicted is a sign of strength, of longevity - so it is understood in Lithuania, Latvia, Estonia and Sweden, therefore the lives of the advertising characters revolve under this tree.

Oak Life characters and stories were born in the UK, in one of the most famous animation studios in the world, Aardman. Here with great creativity and diligent hands is created by everyone character and the environment of "Living Under the Oak". Aardman Studio has earned the title of global model animation leader and for its own received four Oscar statuettes (Swedbank, 2011).

4.2.2. WePay's Giant Block of Frozen Money

As Turner (2013) mentioned in 2010 WePay took advantage of an element of surprise and shattered its competitor's PayPal party. WePay has begun to highlight one of the biggest complaints from competitors among its customers at the most inconvenient time - PayPal is famous for freezing its consumer accounts for a variety of reasons, and WePay has taken this pain point and ran away with it. During a PayPal conference at the Moscone Center in San Francisco, the WePay team unveiled a huge lump of ice with U.S. currency. The frozen ice bar also contained the message "PayPal is freezing your accounts; unfreezeyourmoney.com. "



Figure 3: WePay Giant Block of Frozen Money
Source: Turner (2013)

4.2.3. Prospera's Mailer Is Cool

This amazing and creative idea came from Prospera Credit Union in BC, Canada. The credit union sent branded gel packs with the caption "Paying taxes is a big headache. That's why we've been freezing them for 10 years." It presents the Prospera share offer. Freeze and apply for immediate tax relief. Printing material explaining the investment opportunity, along with a customized letter, was sent in Mylar envelopes with each pack of gel. The transparent Mylar envelopes allowed the recipients to see the gel pack inside.



Figure 4: Prospera's Mailer Is Cool
Source: Turner (2013)

TD Bank has also used guerrilla marketing tools in the North American banking industry. In their latest campaign, they dedicated \$ 30,000 to 24 customers and 24 hours of miracles in their communities. The bank came up with the idea, If you had 24 hours to make a difference in your community, what would you do. The bank selected a wide range of diverse and thoughtful ideas, from the celebration, which benefited the pupils, to the construction of a neighbor's house. The company went short. To reach a big goal in just 24 hours, you need to think quite visually. Finally, the bank paid close attention to the vision of Make Today Matter recipients. Instead of using a narrator or representative to explain what was going on, the public heard from the visionaries themselves through sincere interview clips.



Figure 5: #MakeTodayMatter
Source: <https://www.youtube.com/watch?v=dP7OgLCc4vo>

Guerrilla marketing in the financial sector is a marketing technique that generates interest and engages the target audience. What really separates partisan marketing in the financial industry from traditional forms of marketing is targeting a smaller market segment and the smaller budgets needed to run a successful campaign. In financial services, the five-touch marketing process can be especially compelling for ideal customers to find you.

How to attract the ideal clients to your practice, to the benefit of anyone who knows what you are doing, and to contact you before you meet them. The problem is how to find more ideal customers, such as our best customers. Effective marketing can be an opportunity. When exercising, if you've ever tried to learn something new, you know how frustrating it can be. Take sport, for example.

Easier said than done, it's easy to knock the ball off the target. Just days before a tournament, you feel increasing pressure as you try to change posture and style. You do the exercise after the exercise, you make a few mistakes and you gradually start to feel the difference. Then, to your surprise, you suddenly drive as easily as ever before. Now your excitement takes over your body. You have discovered a secret. You decided to come up with some simple tips and start rushing again. You learn by doing.

The same is true with marketing. You learned to try, to test and to implement. Then you suddenly found yourself aiming for marketing success. This could be called the five-touch philosophy. The only way to find out how it works is to do it, try it out, test it and implement it. Then, finally, it all comes together because you're not afraid to try and learn how to perform your five touches (Peck, 2010).

Perhaps, first it will be possible to explain the philosophy, and then step by step show how to implement and learn in practice. When you see how you actually implement and "execute" the five-touch philosophy, somebody will learn the secret of marketing and why the five-touch philosophy works so well. Someone can learn how to attract people to financial consulting business (all the strangers who called), to tell everything about himself, and then put his or her savings into that company.

However, there are some advantages to guerrilla marketing in the financial industry. To reiterate the above, the benefits of guerrilla marketing to the financial industry are: it is often cheaper to implement than traditional marketing strategies; Focuses on smaller market segments; Has influential influence and borrows from an existing audience; Creates

unconventional, fun and often unexpected activities; Uses the environment in which the campaign takes place; It takes the buyer's trip to the right place at the right time and no one gives a taste of the dry industry like a smart guerrilla marketing campaign.



Figure 5: How long would you touch a giant inflatable jersey to win season tickets?

Source: <https://thefinancialbrand.com/11485/15-of-the-best-guerilla-promotions-in-banking/>

BofA, an official NFL partner, kicked off the 2008 season with its “Now Prove It Challenge” contests at various stadiums around the league. Fans competed in endurance contests to see who could outlast the others by continuously touching a giant 20-foot inflatable BofA jersey. The last fan standing won a pair of tickets to every 2008 regular season home game of their favorite team. (Pilcher, 2020)

Quite acceptable for the financial guerilla marketing could be lessons learned from Steve Jobs (Qualman, 2017). The CEO wanted a simple iPod without any buttons or even a switch. To the engineers working on the project, this seemed unlikely, but Jobs didn't give up. Engineers were pushed to their limits when a legendary scroll wheel was born as a result of the effort. Jobs noted, “It was one of my mantras - focus and simplicity. Simple can be harder than complex: you have to work hard to keep your thinking clean and simple.

But in the end, it's worth it, because when you go there you can move the mountains. Jobs is also proud of the many products he has killed over the years and those that have been remarkably successful. At one time, he worked hard on a device like the Palm Pilot, but killed him accordingly to focus on the mobile phone market. The iPod and iPhone were the result of that decision. Today, my company prepares a list of Not Now projects every month. Money is overvalued. "Being the richest person in a cemetery doesn't matter to me ... I go to bed at night saying we've done something wonderful ... it's 'important to me.' Innovation has nothing to do with how much money you have for research and development.

When Apple invented the Mac, IBM spent at least 100 times as much on research and development. It's not about money. It's about the team you work with, how to lead and how much you can understand. This is not what you say; it is as you say. The work speaks to negotiations and launches products to a vicious audience. Not all work was the most advanced equipment on the market; however, consumers perceived them as such. This was due in part to Jobs's over-reliance on product confidentiality.

This secrecy helped satisfy consumers' desire to purchase the product when it was revealed. This is a critical moment - perception becomes reality. Part of Jobs' success has been based on the fact that "Your customers dream of a happier, better life. Do not move objects. It's better to enrich lives." Get good ideas and implement them. Jobs and Apple did not develop a computer mouse, web cable, or touch screen, but they recognized the value and integrated these innovations into their products. Sometimes it's not about the "thing" but about how to make the "thing" better.

5. CONCLUSIONS

Guerrilla marketing in the financial sector is a marketing method that generates excitement and engagement with the target audience. Guerrilla marketing focuses on a smaller market segment and smaller required budgets. Nowadays, guerrilla marketing is becoming more and more popular in financial organizations as customers begin to ignore traditional marketing tools. Non-traditional advertising, based on creativity and a small budget, has recently played an important role in brand selection.

Therefore guerrilla marketing is becoming more and more interesting and relevant in many fields. Guerrilla marketing has several key tools for market exposure: an individual offer to buy, which is one of the oldest ways to increase sales - just a casual person trying to sell a product, such an method is effective and useful in that you can communicate with potential customers about their needs and attitudes towards the product; another tool used is a business card, which we can use as a promotional tool, because on the second side of the business card you can briefly describe the services provided, the benefits of the product and other useful information; another step is to write personal emails in order to offer and provide your service, and the letters or calls should be as individual as possible; the last step could be simply advertising, as there are many online advertising portals where you can place ads for free, so you should take advantage of them.

These tools can be effective because people who read your ads are already researching the product, so you don't have to persuade them to buy. Guerrilla marketing in a financial organization is usually presented as fun, engaging and successful (the case of Swedbank). In this case, guerrilla marketing is interesting in that it presents interesting content that is posted on social networks. Guerrilla marketing is becoming a common marketing tool for financial sector organizations.

Many major financial organizations are contributing to this trend and are using social media as a way to spread the word about their campaigns. Guerrilla marketing in financial sector organizations is a guerrilla marketing tool that stimulates excitement and engages the target customer. Mention should still be made of what are still acceptable advertisements for guerrilla financial services. Random outdoor marketing is non-standard outdoor advertising. Surrounding advertisements are placed on street constructions for details, building constructions, food boxes, free postcards in stores and elsewhere.

What really separates guerrilla marketing in the financial industry, apart from traditional forms of marketing, is directed at the smaller market segment and the small budgets needed to run a successful campaign. The examples in the article describe this quite extensively. In this way, an impressive marketing effect can be achieved. It can be concluded that guerrilla marketing is a marketing tool that can influence consumer behavior, increase sales, increase brand awareness. Guerrilla marketing is marketing that does not require a large budget, but is widely used by the ingenuity and creativity of marketers.

Guerrilla marketing is a quick way to increase brand awareness through fairly affordable simple means. It is understood that guerrilla marketing measures must be effective and attract targeted consumers. All this also applies to the guerrilla marketing of financial institutions. When developing a guerrilla marketing strategy in financial organizations, it is important to have not only a good creative idea, but also guerrilla marketing tools. In practice, the following partisan marketing tools are used in financial organizations in Lithuania: business magazines - a printed and online version, which is a good tool to reach the target customer; sending newsletters - used to inform the bank's customers about innovations in banking services; television - a means of mass communication that forms an opinion about the services provided by the bank; telemarketing - the bank's employees call the customers after establishing a connection.

Customers receive the necessary information about banking services. New cooperation relations have been established regarding investment opportunities; public relations. The brand promotes good interpersonal relationships with the target customer. For guerrilla marketing to work online, planning, content, design, and customer engagement are required; application process; actions; client list. All of this is a somewhat unusual image that helps achieve goals. Guerrilla marketing in the financial sector is a marketing technique that generates interest and engages the target audience.

REFERENCES

- Ahmed, R., R., Qureshi, J., A., Štreimikienė, D., Vveinhardt, J., & Soomro, R., H. (2020). Guerrilla marketing trends for sustainable Solutions: evidence from sem-based multivariate and conditional process approaches. **Journal of Business Economics and Management**. 21(3), 851–871. <https://doi.org/10.3846/jbem.2020.10730>.
- Ay, C., AYTEKIN, P., & NARDALI, S. (2010). Guerrilla Marketing Communication Tools and Ethical Problems in Guerilla Advertising. **American Journal of Economics and Business Administration**. 2 (3), 280-286.
- Baltes, G., & Leibing, I. (2008). Guerrilla marketing for information services? **New Library World**. 109 (1/2), 46-55. <https://doi.org/10.1108/03074800810845994>.
- Balwani, S., Aulia, S., & Sen, N. (2017). A Study on Awareness Levels of Guerrilla Marketing Techniques among Select Young Adults in Muscat- Sultanate of Oman. **International Journal of Research in Business Studies and Management**. 4 (7), 24-29.
- Bigat, E., C. (2012). Guerrilla advertisement and marketing. **Ekrem Cetin Bigat / Procedia - Social and Behavioral Sciences**. 51, 1022 – 1029.
- Biswas, W., & Chakraborty, D. (2018). **Influence of Guerilla Marketing on Consumers' Purchase Decision: A Study**. Inspiria Excellence Series Multidisciplinary Conference on Future Paradigms in Industry, Inspiria Knowledge Campus, Siliguri (ICFPI-2018). doi : 10.18231/2454-9150.2018.0919.
- Booshan, S., & Sriganeshvarun, N. (2014). Guerilla marketing & social cause: how guerilla marketing has been effectively used to create social awareness in the world. **International journal of research science & management**. 1(6), 5-9.
- Chionne, R., & Scozzese, G. (2014). Some Evidence on Unconventional Marketing: Focus on Guerrilla Marketing. **International Business Research**. 7(12), 153-166.
- Gupta, H. & Singh, S. (2016). Guerrilla Marketing: An innovative stride. **SMS Journal of Entrepreneurship and Innovation**. 3(1). doi: <https://doi.org/10.21844/smsjei.v3i01.6792>.
- Katke, K. (2016). Guerrilla marketing for effective marketing communication: a special reference to social media marketing. **Asia Pacific Journal of Research**. I(XLI), 151-157.

Kazlauskaitė, K. (2017). Applicability of content on the social network Facebook: the case of banks operating in Lithuania. **Information sciences**. 78, 105-121.

Klepek, M. (2014). Guerrilla marketing concept and further research possibilities. Internet access <https://www.slu.cz/opf/cz/informace/acta-academica-karviniensia/casopisy-aak/aak-rocnik-2014/docs-3-2014/Klepek.pdf/>

Levinson, J., C. (1984). **Guerrilla marketing: secrets for making big profits from your small business**. Boston: Houghton Mifflin.

Levinson, J., C., & Hicks, G., W. (2016). **Guerrilla Marketing for Financial Advisors. Transforming Financial Professionals through Practice Management**. Morgan James Publishing.

Lun, O., K. & Yazdanifard, R. (2014). Guerrilla Marketing; A Successful Business Model for Xiaomi. **Global Journal of human-social science: E Economics**. 14(7), 12-17.

Mandour, H.A. (2014). Pros and Cons of guerrilla marketing. Internet access <https://sites.google.com/site/marketingstorm/guerrilla-marketing/pros-and-cons-of-guerrilla-marketing>.

Milak, A., & Dobrinič, D. (2017). Customer perception of guerilla marketing. **International Journal of Multidisciplinary in Business and Science**. 3(4), 18-24.

Navrátilová, L., & Milichovský, F. (2014). Ways of using guerrilla marketing in Smes. **International Conference on Strategic Innovative Marketing**. IC-SIM 2014, September 1-4, 2014, Madrid, Spain.

Nunthiphatprueksa, A. (2017). Is guerilla marketing worth investing? The impacts of guerilla marketing on purchase intention. **UTCC International Journal of Business and Economics (UTCC IJBE)**. 9(2), 39-57.

Nufer, G. (2013a). Guerrilla Marketing—Innovative or Parasitic Marketing? **Modern Economy**. 4, 1-6. <http://dx.doi.org/10.4236/me.2013.49A001>

Nufer, G. (2013b). Guerrilla marketing – structuring the manifestations and critical evaluation. **Innovative Marketing**. 9(2), 60-68.

Paksoy, T., & Chang, Ch., T. (2010). Revised multi-choice goal programming for multi-period, multi-stage inventory controlled supply chain model with popup stores in Guerrilla marketing. **Applied Mathematical Modelling**. 34(11), 3586-3598.

Peck, J. (2010) **Does Touch Matter? Insights from Haptic Research in Marketing**. In: Krishna, A., Ed., *Sensory Marketing. Research on the Sensuality of Products*, Routledge, New York, 17-31.

Pilcher, J. (2020). 15 of the Best Guerilla Promotions in Banking. Internet access: <https://thefinancialbrand.com/11485/15-of-the-best-guerilla-promotions-in-banking/>

PPC Management (2015). Weighing the Pros and Cons of Guerilla Marketing. Internet access:

<https://blog.adinton.com/weighing-pros-cons-guerilla-marketing/>

Qualman, E., (2017). **Digital Marketing Growth Hacks**. Digital Media Avengers.

Sinha, S., & Choudhury, R., R. (2019). Guerrilla Marketing Leaving imprints that lasts forever on the minds. **International Journal of Research and Analytical Reviews (IJRAR)**. 6(3), 86-92.

Shakeel, M., & Khan, M. (2011). Impact of Guerrilla Marketing on Consumer Perception. **Global Journal of Management and Business Research**. 11(7), 47-50.

Swedbank (2011). A partnership that helps grow. Internet access:
https://www.swedbank.lt/files/PDF/swedbank_leidinys.pdf.

Tam, D., D., & Khuong, M., N. (2015). The Effects of Guerilla Marketing on Gen Y's Purchase Intention — A Study in Ho Chi Minh City, Vietnam. **International Journal of Trade, Economics and Finance**, 6(4), 191-198.

Turner, J. (2013). 5 Successful Guerrilla Marketing Examples from the Financial Sector. <https://60secondmarketer.com/2017/07/04/5-successful-guerrilla-marketing-examples-financial-sector/>

Yildiz, S. (2016). **Effects Of Guerrilla Marketing On Brand Awareness And Consumers' Purchase Intention**. Conference: Uluslararası Osmaneli Sosyal Bilimler Kongresi At: Bilecik Türkiye.

Yuksekbilgili, Z. (2014). The Use of Guerilla Marketing In smes. **International Journal of Advanced Multidisciplinary Research and Review**. 2(2), 2 – 7.