

# Arkansas Tobacco Free Kids Day 2010

## The Tobacco Control Youth Board

is looking for youth groups, tobacco control advocates, parents, and friends to join us for a Silent March & Rally at the State Capitol.

Join us:  
March 24, 2010

10:30 am. To register, visit  
[www.YesTeam.org](http://www.YesTeam.org).

### This is how we do it!

**We need YOU! Join us the month of MARCH as we activate our campaign using Guerrilla & Viral Marketing**

**What's Guerrilla Marketing?** The concept of **guerrilla marketing** was invented as an unconventional system of promotions that relies on time, energy and imagination rather than a big marketing budget. Typically, guerrilla marketing campaigns are unexpected and unconventional; potentially interactive;<sup>[1]</sup> and consumers are targeted in unexpected places.<sup>[2]</sup> The objective of guerrilla marketing is to create a unique, engaging and thought-provoking concept to generate buzz, and consequently turn viral. The term was coined and defined by Jay Conrad Levinson, in his book, *Guerrilla Marketing*. \*\*Guerrilla marketing involves unusual approaches such as intercept encounters in public places, street giveaways of products, PR stunts, any unconventional marketing intended to get maximum results from minimal resources.

**What is Viral marketing?** The buzzwords **viral marketing** and **viral advertising** refer to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of pathological and computer viruses. It can be word-of-mouth delivered or enhanced by the network effects of the Internet.<sup>[1]</sup> Viral promotions may take the form of video clips, interactive Flash games, adver-games, eBooks, brandable software, images, or even text messages. The goal of marketers interested in creating successful viral marketing programs is to identify individuals with high Social Networking Potential (SNP) and create Viral Messages that appeal to this segment of the population and have a high probability of being taken by another competitor.

**What's the difference?** There's a subtle difference between viral marketing and guerrilla marketing. Guerrilla marketing ambushes the viewer and grabs their attention when they least expect it. Viral marketing is advertising that you voluntarily pass around because it's cool, not necessarily, because you want to help build publicity. There is some noticeable overlap where a guerrilla ad that doesn't quite look like an ad is so great that you to tell other people about it. But viral campaigns can't be engineered in the way that other types of advertising can – they depend solely on the user to deem them **worthy** of passing them along.

Other terms to discuss:

- ❖ **Grassroots Marketing:** Winning people one by one
- ❖ **Undercover Marketing:** Convincing people of something, without ever telling them what you were doing and or that you were trying to convince them
- ❖ **Experiential marketing:** Gives you an experience. Interact with the service, product, or campaign

**Sources:** [Wikipedia.com](http://Wikipedia.com) & [Weburbanist.com](http://Weburbanist.com)

Viral marketing encourages advocates to spread a marketing message on their own, often online. When a promotion “goes viral,” the potential for growth is exponential. Guerilla marketing uses unconventional and unexpected approaches to ambush consumers and grab their attention. These two marketing styles often overlap, as some guerilla promotions are so cool they go **viral**.

Whether your organization or group is just starting out, or if you are trying to promote a new cause, product, or service, odds are that you don't have a lot of advertising money in your budget. (Radio, print and television ads can cost a small fortune.) By embracing the principles of viral and guerilla marketing, anyone can get good, free publicity for your campaign.

Here are five ways you can create a buzz about your campaign:

### **1. Make Yourself Newsworthy**

Make your CAMPAIGN the first, the newest, the biggest, the only one to do something and then send out press releases to journalists everywhere.

### **2. Get Social Online**

These days, the easiest way for something to go viral is on the Internet. Social media sites like YouTube, MySpace and Facebook are constant sources for viral marketing promotions. Make a kitschy home video for YouTube, or write something interesting on Twitter. It takes creativity to get the buzz going on social websites, but the best part is anyone can try.

### **3. Keep in Touch**

Writing quality, unique content for your website is one way to go viral. Encourage visitors to post or email you content. Make sure your contact information or references to your services are included on all of your content, so you get attention for your work.

### **4. Do Something Unexpected**

Catching consumers off guard is one of the best ways to grab their attention. You may not have the money to pull off a massive marketing stunt like a large business, but even a small stunt, such as hosting a school fashion show, can get you noticed.

### **5. Use Freebies**

Everyone loves something for nothing. Giving away free services for a day or free products is a tried and true way to trigger word-of-mouth. Make sure you announce your freebies and allow enough time for the word to spread

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So, we've learned all THAT, but how can we get involved for the  
**Arkansas Tobacco Free Kids Day Campaign:**  
**And That's Why...No tobacco is safe tobacco?**

1. Post tobacco facts to your Facebook Status or in your Newsfeeds
2. Post tobacco facts to your MySpace Account
3. Use Twitter to spread the message
4. Distribute flyers downloaded from [kickbutts.org](http://kickbutts.org) or from [yesteam.org](http://yesteam.org)
5. Send tobacco facts and our message via text message
6. Send postcards to your friends and family

