

# Guerrilla Marketing? Never!

By Robert Wardrick

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When is Enough marketing Enough?

Never! Never! Never!

When your competition decrease marketing, thats the signal to increase yours.

With the uncertainties of today's economy, guerrilla marketing is what motivates consumer "choice before purchase" i.e.the choice of your products and services over your competitors.

Remember, every business large or small is Chasing The Same Dollar.

A lesson from pass history; doing the great depression of the 1930s many small enterprises held on by their bootstraps. Remember that old cliché "when the going gets tough, the tough get going?"

Persistent marketing help build consumer awareness and confidence.

When the economy started to recover, who do you think consumers shopped with?

Research reports state; "many business failure are NOT due to insufficient financing, but rather the lack of marketing strageties and tactics."

There is a wide profit margin between "going out OF business"

and "going out FOR business."

To Your Success!

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Robert Wardrick is founder of <http://capcitymall.com>  
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