Gorilla Guerrilla Marketing
Hi, I’m Katie Martell

• Co-Founder/CMO @ B2B SaaS startup Cintell

• ~ 10 yrs marketing to marketers
  @ NetProspex (now D&B)
  @ Aberdeen Group
  @ Version 2.0 Communications

• Marketing speaker, writer, truth-teller, consultant

@KatieMartell
www.Katie-Martell.com
For startups & small businesses, **budget** is not our greatest resource.
DRIVE and AGILITY and INNOVATION is high.

DOLLARS and TIME and AWARENESS are low.

We cannot OUTSPEND…

… so we must get CREATIVE, OUTWORK and OUTSMART.
Gorilla Guerrilla Marketing

Unexpected, resourceful, impactful marketing.
We see 500 - 3,000 marketing messages every day.
Impact = measurable ROI, demonstrable results. (Make the CFO smile.)
4 examples of guerrilla real, unexpected, resourceful, impactful marketing.
1) SHAKE UP A TRADE SHOW
Wear this Pin and You Could Win Cold Hard Cash

Cintell will award cash to lucky marketers seen wearing this pin during #MPB2B. Increase your chances of winning by attending our session “Revitalize Your Buyer Personas for Real-World Results” Thursday 10/22 at 11:45am. We’ll bring the dough. You bring the customer-centricity.

Cintell
100k Twitter impressions
120+ leads
$200k in pipeline
2) “BORING” CAN BE BUZZWORTHY
Show us how YOU build America.

Construction ain’t easy.
And America can’t be built without you.

SUBMIT A PROJECT
Construction Impact Award leader board stats of the day: With 366 votes, the current 3rd place holder is

Construction Impact Award leader board stats of the day: With 426 votes, the current 2nd place holder is

t.co/W9InJ3Td5g
20k votes in 5 days
42 countries
3) BE BOLD.
Go after competition...

Free utility for competitor’s software.

“Important upgrade”
Drove sales, momentum, market leader & IPO through market collapse
4) BE HONEST.
Tackle top frustrations, literally.

Choose a frustration:

- Difficult to learn
- Lack of interoperability
- Hard to create new 3D design concepts
- Hard to build large, complex assemblies
- Modifying designs from others is a real pain
- Not easy to sketch simple ideas quickly

How would you like to see it eliminated?

- Have someone famous write it on an etch-a-sketch and then erase it
- Write it on a baseball and knock it out of the ballpark
- Write it in the sand on a beach, and have the waves wash it away
- Write it on a watermelon that's dropped from a tall building
- Feed it to a great white shark
Videos:

- Using data from multiple CAD systems
- Smash it
- Managing configuration
- Too hard to use
Low-budget videos

160,000 views

Positioned new software launch which became “most successful launch in company’s history.”
Understand your buyer.

Don’t aim for tier 1 press coverage.

Be bold, creative.

Ask forgiveness, not permission.

Drive measurable results.

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