

A free guide from BigCommerce



**Guerilla
Marketing With
Social Media**

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What's This "Guerilla Marketing" You Speak Of?

Before we start: If you haven't heard of guerilla marketing then jump on Amazon and buy [Guerilla Marketing by Jay Conrad Levinson](#). It's an amazing book and sets the foundation for everything I talk about in this ebook.

Here's my definition of guerilla marketing:

Guerilla marketing is a set of carefully planned marketing tactics that reach a lot of people but that do not cost a lot of money. Guerilla marketing is not TV advertising or radio advertising. It's marketing that's low cost but very, very efficient at reaching potential customers en masse.

To me, the two lowest cost and most efficient guerilla marketing channels that you and I have access to are Facebook and Twitter. Facebook just hit 500 million users and Twitter has over 100 million active users. That's a *lot* of people you can reach with your marketing message.

If you know how.

And best of all, most of the guerilla marketing strategies I'll teach you in this ebook are free to implement meaning all you need is time - and perhaps a little creativity.

So sit back, grab a coke and get ready to learn how combining guerilla marketing with social media can take your business to the next level.

Whether you're starting out selling online or you're trying to go from \$1,000,000 in revenue to \$5,000,000, guerilla marketing can get you there. It's worked for us, and I've personally implemented every single strategy in this ebook - all with great success.

Good luck!



Mitchell Harper
BigCommerce Co-Founder

P.S. Please share this ebook with your friends who have their own businesses.

Guerilla marketing, especially on the Internet, works for businesses of any type and size, and the strategies I've shared in this ebook are time tested - both by us and by thousands of other

businesses. You can either print this ebook out and hand it to them or just email it to them as an attachment - whatever works best for you.

Using Guerilla Tactics to Spy on Your Competitor's Keywords, Traffic and Visitors

Let's get started at the beginning - competitive research.

In this chapter I'll show you how you can spy on your competitor's keywords, traffic, and visitor demographics for free. If you've been doing search engine marketing for a while then you probably know about the two sites I'm going to discuss, but if you're brand new then you may not.

The first website is Compete.com. The second is an oldie but a goodie. It's Alexa.com and it's still relevant.

Let's start with Compete.com. Basically it's a way for you to look at the traffic, keywords and demographics of people going to your website or *any website on the Internet* (including your competitors!).

You can compare websites to see graphs of traffic or visitor demographics and keywords. You can look at reach. You can see how popular a particular website is in any country, etc. Compete.com get all of their data from Internet service providers such as Comcast so it's fairly accurate. They parse their log files and can see where people go on the Internet.

They obviously don't have data for everyone in the world but they have a large enough sample that it's thought to be accurate.

Alexa.com is up next, which is now owned by Amazon. With Alexa you have to install a toolbar or an ad-on in Firefox or Internet Explorer and it tracks the web sites you go to and sends that information back to their servers anonymously. Alex compiles the data and creates similar reports to those found on Compete.com.

You can see traffic, demographics, reach, etc but with Alexa they give each website a number. So number one website is Google.com, which means it gets the most traffic in the world. Number 2 is Facebook and then it goes all the way down from there. Your website won't show up on Alexa unless it's one of the 100,000 most popular websites in the world. For reference, BigCommerce.com is currently the 6,513th most popular website in the world.

So what can do you with this data? Well a simple example is using demographic filtering (such as sex, age, location, education) when you create a Google AdWords campaign. If you see that most visitors to your online store are women aged between 18 and 25 then you can setup those filters when creating your ads on Google so only people who match the demographics you've

specified will see your ad. This leads to more relevance which in theory means you pay less per click because each visitor is worth more to your business.

Ideally you would survey your existing customers to get their demographic data because what you want to attract are people who “fit the mold” of your typical customer, not simple more website visitors. Customers buy, but not all website visitors do.

Emailing a simple survey to existing customers using a tool like [Mailchimp](#) is a great way to find out the demographics of people buying from you.

You should ask for their gender, age range, location and education level. To encourage survey responses you can even give away a prize to one randomly selected customer who completes your demographic survey.

More on this later.

Guerilla Marketing to Get Your First 100 Customers Using Twitter

In this chapter I want to share with you a guerilla marketing strategy you can use on Twitter. Before we proceed, you need to keep in mind the difference between a strategy and a tactic. Strategy should dictate tactics, so to me, tactics are the nitty gritty that make up an overall strategy, and the strategy is the outcome that you're looking to accomplish.

So our strategy here really is to get more people back to your online store and the tactics we'll use relate to Twitter.

There are six tactics in this guerilla marketing strategy; it's a very simple idea. The one thing I want to caution you on is this: once I teach you this strategy it's very easy to overuse and to send people a lot of useless stuff they don't want on Twitter.

Don't do that. You ruin your reputation. You won't get any benefit out of it. They'll end up blocking you, your Twitter account might get blocked and any credibility you built up will be shot as well, so definitely don't spam.

Got it?

Good, so let's get into it.

First you need a Twitter account, so just go to [Twitter.com](https://twitter.com) if you don't have one already. And if you sell online I'd definitely have the name of your Twitter account be the same as your business. A good example: [ours is BigCommerce](#).

So let's say your store is called MikesCoolTShirts.com. Get "mikescooltshirts" as your Twitter account name if it's available. If not you can use dashes or a variation on that.

Now go to <http://search.twitter.com>. This is where you can search all of the recent tweets (messages posted on Twitter) on Twitter. Recent tweets only go back a few days, which is fine because there are millions of new tweets every hour.

You want to search for keywords that exactly match the products you sell. So let's say you sold a certain brand of shoe - Nike cross training running shoes for example. The exact product name is what you want to start searching for.

If you sell hard-to-find products or something that's not too mainstream you can search for keywords related to what you sell. So if you sell cupcakes that you make in your own bakery,

obviously if you're just starting out people won't be searching for your brand or name so you can just search for cupcakes in a particular area, such as “cupcakes New York”, or “cupcakes online”, or “buy cupcakes”. Basically just keywords you think your customers or your potential customers might use in their tweets when they're looking for recommendations about your product, when they're researching your product or when they're sharing advice around a product you sell.

Just start with one or two keywords because this process can be repeated. You want to find questions that people are asking about what you sell. So, let's say that someone tweets “I've got an anniversary coming up and I want to buy my wife 25 pink cupcakes. Can anyone recommend a good place?”

If you sell cupcakes that's a perfect question to reply to.

You might think you can just reply with “Hi, yes I can. Check out my cupcakes at PinkCupcakes.com.”, but don't do that. Your first reply should always be a question back. So let's stick with the cupcakes example. You want your reply to start with their first name. To find out the person's first name just right click on their Twitter username in the Tweet and look at their profile.

Now that you've got their first name you could reply with this: “Hi John, what kind of frosting are you thinking about?”

You want to build a dialog with that person on Twitter. This is very labor intensive. There's a lot of one-to-one correspondence. Don't outsource it, don't automate it, don't do anything like that. Take the time, take an hour or two a day to do this, and the results will be huge within a few weeks.

Reply back to John with a question and then get him to reply with an answer. So in this example John might reply with “Buttercream,” for example. You reply back “Hi John. Not wanting to promote my products, but we do have pink cupcakes with buttercream frosting. Here's a link if you want to check them out, <http://www.pinkcupcakes.com>” or something similar.

It's a very casual approach. Don't hit hard. Don't send him 100 links to 50 different products that you sell. Reply back with a question to his first Tweet. If he replies to you – only if he replies – then send him a friendly link to something you sell. Now, even if you don't have a product that he's looking for, send him a link to a competitor or somewhere he can find a solution to the problem or the product that he's looking to buy, because he'll remember that you took the time to help him.

Once you've given him a useful reply the goal is for him to follow you on Twitter. If he doesn't buy from you he'll still appreciate the help anyway. If he follows you – he or she, not being sexist – then you want to make sure you have a lot of useful content in your actual Twitter account. You should be tweeting at least two or three times a day with useful content. Don't just link to

your products.

Sticking to our cupcake example, post links to photos on Flickr of the world's biggest cupcake or interesting cupcake facts. Find them online and post them to your Twitter account. Just post a lot of useful stuff that's not sales oriented and then every tenth tweet you can throw in a link to one of your products or a link back to your website.

Finally, once you build up these people following you and you're posting useful stuff, they're going to be looking out for your content, so it's okay once a week to throw in a deal on Twitter. Maybe free shipping for today only if you order ten cupcakes or more in one transaction; or 50% off your pink cupcakes today only. Whatever it is, just throw in a little deal every week.

Once you've got the hang of things just rinse and repeat. Search for another keyword, go through a few tweets, reply to people's questions about what you sell with helpful answers. Post more useful info, post a discount, and repeat. When you're doing this you really want to spend the time and be dedicated to it, so it's a good idea to do it maybe on a Saturday morning or a Monday morning when you can just dedicate one or two hours to it.

The idea here is that you learn the steps inside out, you get it working, and then you might train someone on your team (if you have people on your team) to do this. Don't ever outsource it. Don't go on oDesk and find someone in India, or Russia, or even around the corner in your country to do it. Get someone in your office so you can literally sit next to them and train them and get them doing it to the standard that you would do it to. It's your business and you wouldn't drop your standards just to make a quick dollar, right?

Guerilla marketing on Twitter is a really effective strategy, especially when you're just starting out and you don't have money to spend on Google AdWords or a PR company. Like I said earlier, don't spam people on Twitter. Don't bombard them with products. Be useful. Be someone they look to for advice around the kind of products you sell or the industry you're in.

If you spend one or two hours a week on this then within two or three months you could easily have over 1,000 or 2,000 people following you on Twitter - many of who will eventually buy from you or recommend your products to friends.

Using Guerilla Reach to Influence and Engage on Twitter

It seems lately you can't go anywhere or watch a TV show without hearing about twitter. It's everywhere: CNN, magazines, everywhere. So, while twitter might still be considered more of an interpersonal communication tool, it's still great for businesses looking to communicate with their customers and increase sales.

In this chapter I'll share five tips you can use to improve your reach and influence on twitter. I'm going to assume you already understand what twitter is and how it works, but if you don't make sure you visit the link below for an excellent overview of twitter:

<http://business.twitter.com/twitter101/>

Tip number one: share useful information with your followers every day. The best way to do that is to post any useful tidbits of information or links you come across during your working day in the office. So, for [BigCommerce](#), we share regular tips which we hash tag with the phrase “#bigcommercetips”. Our most recent tip was, “Include three business cards along with each order you ship. Great for family and friend referrals and word of mouth #bigcommercetips”. So just really short tips that can be used by our followers.

Tip number two: Participate in the conversation about your brand. Whether you know it or not, people are talking about your brand on twitter. To join the conversation, just go to <http://search.twitter.com> in your web browser and search for your company name. Every day you should reply to 20 new tweets which mention your company, and it's a great way to reach out to people and hear what they think of your brand as well.

Tip number three: Link to your twitter profile from your web site's contact page. Just like email, more and more people are starting to use twitter to communicate with the companys they buy from. Make sure you reply to any questions on your twitter account within a few hours, or a day max. If you're too busy then just have someone else on your team take charge of your twitter account and they can man it for you.

Tip number four: Re-use testimonials and quotes from happy customers you find on twitter, with their permission of course. You can add them to your testimonials page or even take a whole bunch of them and do a post on your blog. You can also re-tweet them and share them with your other followers.

Final tip, number five: Every week or so post a coupon code on twitter for your followers to use in your online store. You might give free shipping, a 10% discount, or even a buy one/get

one free coupon. [BigCommerce](#) lets you track how many times a particular coupon was used so you can test different offers and see which works best.

If you're not sure how to best approach the use of twitter you can take a look at [our account](#) for some ideas. Tony from Zappos also does a great job. His team regularly update their different twitter accounts so you can check out the [Zappos twitter accounts](#) as well.

How to Run a Killer Contest Using Guerilla Marketing

In this chapter I'm going to share six tips for running a successful contest and promoting it using social media.

A few months back we launched our [\\$35,000 e-commerce makeover contest](#) (now expired) – so we've learned a lot about launching and running contests. After the contest wrapped I came up with six tips that I wanted to share with you in the hopes that they will inspire you to run your own contest.

Contests do take a lot of planning. Ours took about three months. We worked with our PR agency and our search engine marketing team to get things just right. While our contest is maybe on a larger scale than what you might do, it's still very easy and very affordable to set up a contest.

Let's look at my tips for running a killer contest.

Tip one: a huge prize. For our contest we came up with about \$35,000 in value for our prizes. Notice I said value not cash. With our products the great thing is that they're software; they're intangible, they don't cost us anything to make, so we can offer a fairly huge prize pool.

One thing we've also done is reach out to some partners and third party vendors, like [MailChimp](#) to put some prizes into the pool that take the value up as well. So if you sell something like women's fashion online then find a complementary website or e-commerce company that sells shoes and handbags and bracelets and jewelry and get them in on the contest as well, and I'll tell you why that's important shortly.

Tip two: Have virality – which means, the ability to go viral – built into actually entering the contest. To enter our contest you had to record a 60 second video and post that on YouTube and tag it with certain keywords. So just by entering our contest you had to create a video, tag it with BigCommerce, and then we encouraged you to share it with friends because the number of views on your video factored into whether you'd make it through to the next round. It's only one component, but it still factors in. [Here are some of the videos that were submitted.](#)

During the contest we'd see contestants who have five, six, seven, eight hundred view on their videos. Multiply that by hundreds of entries and you can see how the contest went viral so quickly. That in turn promotes our brand and promotes a positive feeling towards our brand.

Use Facebook, Twitter, YouTube, whatever you can think of to build virality into entering your contest. [Wildfire](#) is another great service that lets you create contests and promotions inside Facebook. There are also dozens of free Facebook applications to help you as well.

Tip three: Use humor, sex, and/or curiosity in your contest. We launched our contest originally with a promo that was just a rocketship going to the moon and the idea was “Skyrocket your e-commerce growth”. It worked OK.

As soon as we changed it to a geeky guy and a muscly guy and changed the tag line to “turn your store from zero to hero” – the geek being the zero, the muscly guy being the hero – entries went through the roof. So have something relating to humor, sex, or curiosity – even if it's subconsciously – to get people to pay attention to your contest.

As tacky as it is, sex sells.

For us I guess it was a bit of humor. We had the geek doing the kind of a Star Trek three finger salute and the big, buff, Fabio-esque character representing what your store could become.

The way we positioned the contest was that it's kind of subconscious or subliminal that your current store is a geek. Your store on BigCommerce once you win the contest could be the buff guy. Again, subconsciously relating back to sex; nerds (typically) don't get women (present company excluded) and the muscly guys get all of the women. So that was kind of a subconscious thing I threw in there, mainly because I know most of our customers are male, middle-aged, and running their businesses by themselves.

Tip four: advertising budget. You can't really expect Facebook and all the other social tools to promote your contest for you. You've got to spend a little money on display advertising such as Google AdWords or even find a good email newsletter related to what you sell and buy an ad in there for a few hundred bucks to promote your contest.

Renting email lists is a great way to get the word out there as well; it's worked for us in the past. Figure out what you can spend and at least dedicate a few hundred dollars – if not a few thousand dollars – to promote your contest.

Tip five: make it easy to enter and share. Coming back to our contest, you had to post a video on YouTube to enter. YouTube's got built in sharing to Facebook and Twitter and believe me, we took advantage of that. With the contest itself, you want to make sure that on your website you have an easy way for people to share information it and spread the word for you as well.

We changed [our YouTube channel](#) background to promote the contest as well (at the time of writing we've had over 500,000 views on YouTube. Yikes!). [Our Twitter](#) background and photo were changed to promote the contest as well, plus it was all over Facebook. We changed our profile image on Facebook, which can actually be up to 500 pixels long, so you can fit quite a detailed banner in there to promote your contest. We also used [Bit.ly](#) to create short links that were shareable on Twitter.

We even had the contest promoted on our homepage which gets over 10,000 unique visitors a

day. We also timed the contest so we could promote it at the IRCE trade show in Chicago back in May. We had a few thousand postcards printed up and organized for them to be placed in every room at the hotel where most attendees were staying.

The postcards only cost us \$500 for a few thousand.

Talk about guerilla marketing.

The underlying idea is to think “reach” and “relevance”. It’s not about money, it’s about being smart and getting as many people to know about your contest as you can.

Tip six: use cross-promotional opportunities with the partners who provide prizes. A good example if you sell women's t-shirts is to find three or four partners who sell complementary products. Get them to promote the contest to their email list, on their website, in their auto-responders, on their Facebook page, on their Twitter page, etc. The synergy you'll get from three or four partners promoting the contest – because they get exposure as well – is phenomenal.

Don't think promoting the contest is something that your or your company has to do on your own. Reach out to everyone and you'll be really surprised at the number of companies who want to participate, because they know they'll reach your customers and those of the other companies participating in your contest as well.

And there you have it - my six tips for running a successful contest.

Guerilla Strategies to Turn One-Time Buyers Into Lifetime Customers

One of the most important things you can do as a small business is to make sure that one time customers turn into lifetime customers. And the good news here is that more than likely most of your competitors – if not all of them – aren't doing anything after the sale to “wow” their customers and make them come back, so their one time customers can become your lifetime customers - if you can get them to buy from you and then if you follow up using the tips in this chapter.

You don't have to use every single tip, but I'd use as many as you can because I guarantee almost none of your competitors are using these (unless they're reading this guide too).

Before I start, I know that most of the tips here seem simple, but I bet you're not doing any of them, or at least not all of them. So just have a think about that as I'm going through them and I'll show you how important they are to growing your business.

Tip one: call your customers on the phone when they've ordered from you (after their order has been received) and say “thank you”. Dead simple. Now, if you're just starting out and you're only getting a few orders a day then you should be doing this yourself. If you're getting more than 10, 20, 30, 40 orders a day and it's not feasible then hire someone to do it. Get someone in your customer service team to do it or find a freelancer on [oDesk](#) to do it for one hour a day. A one minute call is all it takes.

Call up the customer, thank them for the order and make sure they were happy with everything. That's it. Really, really simple. You don't have to do anything fancy. Call them up, thank them for their order, and tell them to have a great day.

Tip two: Upgrade their shipping to express or overnight for free. If you do a standard two or three shipping, that's okay. They'll get the product they bought from you in two or three, maybe four days – depending on whether they ordered over the weekend or not. This particular tip is what lead Zappos to a billion dollars in revenue.

What they did is automatically upgrade the shipping from two or three day ground to overnight or express for customers randomly. That got customers telling other people about them, mainly because no one wants to pay shipping online.

If you can afford to upgrade their shipping you'll definitely get them talking about you.

Tip three: include something for free in the order. What about a sample product? Let's say

you sell tea; you might include a little sample sachet of another blend of tea that you sell. What that will do is just generate some good will. They get the product they expected and also get something else, and they might come back to your store next time to order a larger version of that sample if they liked it.

Tip four: include a handwritten and signed thank you note. Really basic. Every morning just sit down and write ten or fifteen thank you notes. “Thanks for your order with us. We really appreciate it. Hope you have a great day. Sincerely, Mitchell Harper, founder of examplestore.com :)”. Add your email address and/or your phone number too: “If you have any feedback I'd love to hear it. Please give me a call on 555-0199 or email me at mitch@example.com”. Really simple.

Remember: people only buy from people they know, like, or respect. This will get them to know you a little bit; this will get them to like you; and this will get them to respect you. Obviously it's only one little thing in an ecosystem of a lot more things you have to do, but this one tip is very affordable so there's no excuse not to do it - and it only takes five or ten minutes at day.

Slip your thank you note into the box before you put the packing slip on. When they get it, it's just something different that none of your competitors will be doing. In fact, I can't even think of the last time I ordered something online and it had a handwritten thank you note – maybe five years ago. When I did receive one, however, I told everyone about it because it's just something so different that no one does and it's really easy to do.

Tip five (if you can afford it): include a printed coupon code for 5% to 20% off their next order. If you ship your order on time, they get the correct products and they're happy, then they'll see the coupon code and they might not only use it, but hopefully they'll start sharing it around with friends and family too!

Here's a sneaky little tactic: if you wanted to you could say, “Please don't share this coupon with anyone. It's for you only.” You can set a coupon up – especially in [BigCommerce](#) – that can be used by multiple people. With our nature as human beings, if we're told not to do something we want to do it, so if you tell them not to share their coupon code, they'll go, “Hmmm, okay, I'll share it with my mom and my sister and my husband or wife,” and three or four people will end up using it because it's a bit sneaky and people love to be sneaky.

You lose a few bucks of revenue on each order but you've gained 3 or 4 new customers. Definitely worth the trade off.

Tip six (again if you can afford it): refund their shipping cost as store credit. A very simple but very powerful technique. Think about Paypal. If you buy things online with Paypal, you don't think about your PayPal balance as “real money”. It's kind of like a virtual currency where you've already got \$50 in Paypal so you go online and buy a book because it's not coming off your credit card or your checking account.

This is the same idea.

If someone buys from you and then see they have \$7 or \$10 in store credit – which would be their shipping cost that you've refunded – that urge, that desire to spend their store credit will be really high. No one wants to have money – whether it's store credit or not – sitting in an account somewhere; they want to spend it, they want to get value from that.

If you're like most people, you don't have any products that are \$8, so your cheapest product might be \$10, \$15, \$20, \$30. They can apply the store credit – especially in [BigCommerce](#) – against their order total and they'll still have to pay for the difference. They win and you win. To them it's like getting \$7 or \$8, whatever your shipping cost is, of free goods from you because you've refunded that shipping cost.

You've built an extreme amount of goodwill. They trust you and like you for doing it and you get some extra value because they're back to buy more so they've turned into a repeat customer.

The take away from this chapter is if you can't implement any of these tips – if you're strapped for time, which you really shouldn't be, or you're on a budget – which is cool – just do number four: handwritten and signed notes with your name, email address, phone number, even a photo if you can. Keep it handwritten. Print your photo on a blank card and then write your message next to it.

If you do include your photo, make it a casual, happy photo. Don't be in a suit, don't be at a function, just use a photo of you in your office or warehouse. Even a photo of you and your wife/husband will really build trust and rapport with your customers, keep them coming back and more importantly, telling other people about you.

The main goal you want as a business owner is to be promoted by word of mouth so that you don't have to pay for extra customers. You want your existing customers to turn into a virtual sales team.

Guerilla Strategies for Creating Profitable Promotions

In this chapter I want to show you how to create a profit pulling promotion.

When I say promotion, I'm talking about a banner or special offer you can display in your online store. If you're using [BigCommerce](#) you can make use of the built-in promotions wizard to create your banner, but I'm more going to talk about the actual technique of coming up with a promotion and implementing it as opposed to getting it live on your website, so you can be using any e-commerce software.

The one thing we want to do with a promotion is obviously attract as many customers as possible. Our goals with this promotion are:

1. Win more customers
2. Increase average order value
3. Get repeat customers, and
4. Generate referrals (word of mouth)

If I was running an online store (which I have many times in the past) I'd start by finding my most popular product. To do this yourself, just look at your sales reports and pick one of the products in your top five. I'd look at your cost price on that product and wouldn't add anything on top of that - so I'd sell at cost. You might need to add one or two percent for handling or for admin, but try and find just one product you can sell at (or very close to) cost.

Next we're going to create a banner – and you can create it yourself or you can get a designer on [oDesk.com](#), [Guru.com](#) or [99designs.com](#) to do it for you. The banner should have a photo of the product, a headline (which can just be the product's name) and a call to action. Let's say we're selling iPhones, or specifically the Apple iPhone 32GB for our cost price of \$259. You'd include that price and mention that it's available “today only”, or “offer expires 24th December”.

You want the promotion to be time sensitive because it creates a sense of urgency when people come to your online store. They'll see the promotion ends soon and they won't have time to think about it. You want it to be an impulse buy. So they see the promotion, they think “Look, I probably don't need this product but it's at cost price, it's a good deal,”. Bang. Into their cart and onto the checkout process.

So that's the first thing you want to do; get that banner designed, get it up on your homepage or where everyone will see it. When they've added that product to their cart, then in [BigCommerce](#) and maybe in other shopping cart software as well, on the cart page there's a section that shows related or recommended products.

What you want to do is edit the product you're promoting (in this example an Apple iPhone) and manually select the related products that should display on the cart page. Choose complementary products, maybe five or six of them, that are related to that product. For example, if you're selling an iPod or an iPhone then you might have the running arm band, some Bose headphones (high margin) and maybe a few cases – whatever you can think of that will add value to the purchase.

Now here's where you're going to make some of your margin back on this order. The idea is that they'll add the cost price product to their cart then they'll see the related/recommended products. You might get only five or six percent of people doing it, but they'll buy one or more of those items to complement their order and that's what you want to happen.

You can also make some of your money back on the shipping. Now don't go crazy. Don't charge \$40 for shipping when it really only costs you \$5. You might charge eight or nine or ten dollars. That's a similar strategy that a lot of people use when they're selling on e-bay. They sell something at cost price but they get you on the shipping. Now, you don't want to “get your customer on the shipping”, but you might make a few extra dollars just to boost the order value there, assuming that only five percent will take you up on buying one of the recommended products that you show on the cart page.

So once they've ordered it's your job to get the order shipped in a timely manner. It's very important to make sure they get their order quickly. Even if they chose five day shipping, try to get it to them in one or two days. You want that “wow” factor to kick in. You want them to tell their friends, “Hey, guess what, I just shopped at examplestore.com. I got this iPhone and this armband for 80 bucks off”.

Remember, word of mouth is the name of the game.

If you choose a good product to sell at cost price and get their order shipped fast then they'll start telling their friends about your online store. Those friends will come by and they might buy the iPhone if you still have that promo. Your cost to acquire these new customers? Zero.

After they order you'll want to make sure you're emailing them regularly. A good start could just be a weekly specials list. Again, I don't recommend competing on price, but if you do have a loss leader, which is a product you sell cheaply (or at a slight loss) to get people in the door then that's fine. Just don't sell all of your products as loss leaders or at cost price because obviously you'll make no money. You can also send out a monthly newsletter to tell them what's happening in your company or to announce new products. [BigCommerce](#) integrates with [Mailchimp](#) to automate the list building and email sending processes.

If you need content for your newsletter then I'd recommend doing video reviews of your products. I'm a big advocate of video reviews. Say you sell iPhones; literally get a cheap HD video camera and record a video of you unboxing the iPhone. Talk about the phone, holding it up to the camera, share your review and post that up on your website. Then email that video to

your customers. Put it on YouTube as well - but make sure you give it a good descriptive title, such as "Unboxing the iPhone from YourStoreHere.com". That will get you the "stickiness" you want, which means people will come back to your website to see those videos, because believe it or not you'll be the only one doing them.

As simple as it sounds, very few online retailers take the time to create videos in which they review their products - and the ones that do *make a fortune*. Take a look at winelibrary.tv, which is Gary Vaynerchuk's website. He does this really well. All he does is open different bottles of wine, taste them, share his opinion, and tell you where you can buy them (in his online store, of course).

So that's it. Guerilla marketing using a simple idea and a promotional banner. Again, no rocket science here. Just good time-tested marketing strategies.

Guerilla Marketing Your Way to 1,000 Facebook Fans

So, I read an article – probably about three months ago – and it was called “1,000 True Fans”. [You can read it here](#). The basic concept is that you only need 1,000 hardcore fans to become a success. The idea was meant to be applied to musicians on independent labels who are looking to build up a fan base so they can negotiate a record deal with a label.

The idea really applies to selling online as well, especially with all of the social media tools around: Facebook, and Twitter for example. The concept of the true fan is simple: they will tell anyone and everyone they know about you. They'll buy pretty much anything you sell. They'll be the first ones to read your email newsletters. They'll click on your ads. They'll fan you on Facebook. They'll try and get all of their friends to do that as well.

After reading the article I asked myself “how can the 1,000 true fans concept be applied to a businesses that sells online?” and the best approach I came up with was really using Facebook and building 1,000 true fans around your Facebook presence.

The concept is simple and first involves creating your Facebook fan page ([read this article if you don't know how](#)) and really just posting a lot of unique and exclusive content on Facebook. That means blogs, videos, podcasts, etc. Not necessarily coupon codes or anything like that, just posting really good useful content around what you sell.

For example, if you sell women's makeup online, then record videos on how to apply that makeup. Just record you and a few girlfriends talking about how you're applying the makeup and what your viewers can do for best results. Sure it takes time to record videos but it's worth it ([our YouTube channel](#) has over 500,000 views and has resulted in hundreds of sales).

Here's another example. Let's say you sell shoes, then you could literally just unbox different sneakers or flip flops and record you doing that. You could talk about the quality, you could hold them in your hand, show the durability, you could put them on, walk around and film that. It sounds a bit weird but that's really excellent content that people looking to buy your products want to see.

You also want to consistently blog. You can use [Tumblr](#) or [WordPress](#). If you've got a [BigCommerce](#) store there's a built-in blogging system too. It doesn't really matter what you use. Post that content exclusively on your Facebook fan page. You can also tie your Facebook fan page into Twitter so that when you post on Facebook it automatically Tweets that same content, but your goal is to get everyone coming back to your Facebook page.

There are also Facebook applications that can show a “Welcome” tab to people when they visit your fan page for the first time. We use one called [Welcome Tab](#) which you can see on [our](#)

[Facebook page](#). You can use a welcome tab to encourage people to fan you instead of simply looking at your wall and then leaving.

You really want to give people a reason (beyond content) to fan you on Facebook and to get their friends to fan you as well. I'd recommend doing a blog post every two or three days and recording a video that's five minutes long at least once a week. Keep it informal and fun. You don't have to go out and get a fancy camera and lighting and makeup and all that stuff. Just do whatever works. Keep it casual - it will help convey the message better as well. [See some of my videos](#) if you need inspiration.

Beyond linking to your blog posts and videos you can also share coupon codes. You can use specials or competitions. You can give away a coupon code every day to a new follower or to a new fan on Facebook. You could take that a step further and get them to refer their friends and then give both them and one of their friends (randomly selected) a coupon code every day. That'll really increase the virality of referrals.

Remember, it's all about being creative.

So now that I've given you a few ways to provide value to your Facebook fans, let's tie it back into the 1,000 true fans concept. The idea is when you have 1,000 true fans and they're consuming and loving everything you're putting out to them, they're just going to tell everyone they know. You're going to have 1,000 fans, then 2,000, then 5,000 before you know it and then you've got not only a really sustainable, profitable business but also a community around what you're doing too.

So there you have it. The 1,000 true fans idea applied to Facebook.

Improving Sales With Social Proof, Credibility and Guerilla Marketing

If you're starting from scratch or you're not a well known brand then you want your website visitors to think you've been established for awhile. You need to show them that other people have purchased from you, that you have credibility, and that they can trust you. And with all of the scams around credit card fraud, the Nigerian email scams, etc, people are wary about buying online.

In this chapter I want to give you some tips to improve the credibility of your online store and I want to show you how you can use social proof to gain the trust of your visitors.

First up, let's talk about photos and videos. If you've seen [our website](#) then you'll know we use a lot of photos and videos to convey trust and to build relationships. When you think about it from the point of view of a customer coming to your online store, they've probably never heard of you. They've never seen you in the New York Times, or on TV, or on the radio. You probably don't have that budget, which is fine, but when they get to your website, try and connect with them on a personal level. Have your photo up on your "About Us" page. Take a photo of everyone in your team. It doesn't matter if you're just one or two people, husband and wife, brother and sister. Have a photo up there on your "about us" page and even a video as well.

A good example of using photos is [the StoneEdge website](#). Barney, the President of StoneEdge, has an introduction on the homepage with his photo. It's an excellent use of photos to build credibility and rapport as soon as someone comes to your website.

So how should you do it? Well, you can have a simple message or video that says: "Hey, thanks for coming to our online store. We sell [what you sell] and we offer fast shipping. Please take a look around. If you need any help give us a call at the number at the top of our website, or send an email to sales@acme.com. We'd love to hear from you and we hope you find what you're looking for at our website."

Photos and videos build trust and set you apart from a lot of the fly-by-night online stores that seem to be around these days. You've got a real warehouse, so post a photo of it. You've got an office so share a photo of it. Even if it is a home garage, it doesn't matter, put the photo up there and show that's where their order will come from. Tell your website visitors that you're planning to be big and get your own warehouse in 3 months or a year or whatever it is. Convey growth and convey the credibility through photos and videos.

Next up is company information. The most important things are your address and history. Let's start with your address. Like I said before, even if you ship out of your home garage, have an

address out there. If you don't offer pick ups then that's fine. Just show your address like this:

Your Company LLC.
12345 Broadway, Suite 987
New York City, New York 10021

Please note: we don't offer pickups from our warehouse - you'll need to order online and we ship to you via UPS.

You don't have to worry about people turning up on your doorstep and saying "Hi, I saw your address on the website and I thought I'd come say hello." You might get one or two people but that's OK. Have a chat with them and use their visit as a chance to get feedback.

We've had a few customers come by our office and that's fine. We let them in, show them around and even buy them lunch. People might turn up out of curiosity but they're not going to turn up and try to stalk you or do anything silly like that. So getting your address up on your website is really important. Use an embedable Google map to show them where you are as well. Again, it's peace of mind for your website visitors.

Next up is company history. That's really important and we spent a lot of time working on [our about page](#) and [our news page](#). We have a lot of photos up there. We went to a photo shoot a took all sorts of silly and professional photos. Some for the press and some for our "about" page. Make sure you include the story of your company. If you've been around for two or three years then talk about what you've accomplished in that time. You could share awards you've won, magazine or newspaper stories you've been featured in, etc.

Whatever it is, have it up there and don't have a professionally written "About Us" page. Write it yourself. It doesn't matter if you aren't the best writer in the world, but have a whole-hearted story with some emotion and some excitement in there as well.

Next up are testimonials with photos. Online testimonials these days, I hate to say it, are a dime a dozen. Anyone can make up a testimonial and put in a fake name. But if you put your customers' real name, even their email address (with their permission of course), their photo, the city they're from and you put up those testimonials it adds a lot more credibility to your business.

How can you build up testimonials? Well, how about emailing all new customers and inviting them to fill in a survey in which they can leave a testimonial. We use [SurveyMonkey](#) and they have a free plan so there's no excuse. It's a great way to get customers giving you feedback. You can ask for their photo in the survey as well. To get their photo, just create a question in the survey worded like this:

Please provide a link to your photo online (if you haven't uploaded your photo, you can use [imageshack.com](#), which is a free photo service):

Once the testimonials start coming in you can take those testimonials and photos and put them up on a new page of your website called "Customer Feedback", "Testimonials" or "Happy Customers" and list as many as you can. Even if you think it sounds crazy to have 200 or 300 testimonials up there, just keep adding them. That's what we do. That's what a lot of successful companies do and it really works. Especially if you're starting from scratch, again, trying to earn that trust.

Finally, at the top of your website you want your phone number to be big, bold, and in your face. Preferably have an 800 number or a free call number. It makes you appear bigger than you are which is really important when selling online for trust. You can use something like [Grasshopper](#) to set up different 800 numbers. It gives you credibility and isn't more than \$30 a month.

Congratulations, You're Now a Guerilla Marketer!

So that's all I've got for you in this ebook. Thanks for reading.

Remember, guerilla marketing is more a mindset than anything else. Even when your company is profitable and you're making money, you still want to keep your customer acquisition cost (CAC) low because that'll mean more profit which is more money in your pocket.

If you don't have an online store yet then make sure you check out [BigCommerce](#), our shopping cart software. It's packed full of useful features and every guerilla marketing strategy I've shared with you in this ebook can be implemented using the marketing tools built into BigCommerce.

Best of all, there's a 15 day free trial (no credit card required) and it only costs \$24.95 per month to use if you decide it's right for you. BigCommerce also integrates with [Mailchimp](#) and lets you sell your products on Facebook (using our free [SocialShop](#) application) and eBay. We also release new features every few weeks so we're always keeping you ahead of the game.

BigCommerce is trusted by 10,000 entrepreneurs to sell online and we'd love to help you grow your business using e-commerce. [Check it out.](#)

We're always working on new ebooks, videos, blog posts and podcasts, so here are some useful links if you'd like to know about new content as it comes out:

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Remember: the only thing that distinguishes most successful businesses from their competitors is marketing. Market often, market aggressively and create as much value for your customers as you can. That's really all you have to do - the rest will take care of itself.

Good luck!



Mitchell Harper
BigCommerce Co-Founder

P.S. Please share this ebook with your friends who have their own businesses.

Guerilla marketing, especially on the Internet, works for businesses of any type and size, and the strategies I've shared in this ebook are time tested - both by us and by thousands of other businesses. You can either print this ebook out and hand it to them or just email it to them as an attachment - whatever works best for you.