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Guerrilla Sales & Marketing

Go Big or Go Home

LORI TURNER

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Lori Turner

There's a phrase I've used through the years – "Go big or go home." It embodies my die-hard philosophy that marketing should stand out from the crowd. And, you have to be willing to take risks to get the most out of a limited marketing budget.

It's better to be remembered for an interesting, funny, edgy or even a bit risky marketing message or channel, than be forgotten for lackluster "me too" messaging such as the overused promise that your company offers exceptional customer service.

As I write this week's column from Las Vegas, it's clear that this city fully embraces the "Go big or go home" ethos.

I was reminded of this upon my arrival. Standing at the airport's baggage carousel alongside hoards of other travelers, I waited for my luggage.

The flight's luggage was late. Despite the fact that I had fully investigated the only piece of luggage moving past us – a nondescript black roller bag – at least 25 times, we still stood there staring at the carousel trying to will our luggage into existence. Talk about a captive audience.

Suddenly, I noticed a commotion moving like a wave around the carousel – one traveler after another reacted. And then the cause of the commotion made its way around the corner to me. It was a small, red trunk with a pair of women's legs protruding from the side, as though she had been cut in half. The trunk was simply labeled "[Lance Burton](#), Master Magician, Monte Carlo."

Like all big casinos, the Monte Carlo has a hefty marketing budget – at least compared to the typical small-business marketing budget. So while mass media like network TV is an option for them, they choose to dedicate resources to an edgy form of guerrilla marketing, called stunt marketing, in an effort to stand out from the crowd of other casinos vying for the attention of travelers.

My guess is that this stunt marketing effort cost them only a few hundred dollars to execute with an exponentially higher payoff. With a little ingenuity, "going big" doesn't have to equate to a big budget.

Sometimes the "go big or go home" philosophy means just sitting it out. A small-business CEO recently explained his intent to rent a trade show booth, but after the booth rental he wouldn't have money for a display and giveaways to compete with other exhibitors. My advice was to wait until next year, when he could "go big" and stand apart from competing exhibitors. He should instead attend this year's event as a guest to network and conduct a little competitive espionage.

What will it be? Going big? Or going home?

Next time someone in your business has an outside-the-trunk idea, go ahead and laugh. Then find the guts you need to try it, and see if there's any marketing magic.

Note: To see a photo of the Monte Carlo stunt, visit redrovercompany.wordpress.com.

LORI TURNER is managing partner for RedRover Sales & Marketing, www.redrovercompany.com.



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|---------------------|-----|------|--------|
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| MORTGAGES | 121 | 121 | 18,251 |
| FORECLOSURE NOTICES | 0 | 0 | 8,286 |
| BUILDING PERMITS | 0 | 0 | 32,101 |
| BANKRUPTCIES | 56 | 56 | 14,872 |
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