

# Guerrilla Solutions, Inc. ... A Different Kind of Marketing Firm

*We're proud to be different. We've set ourselves apart from the pack.*

*We're not like any other marketing firm.*

*With our people and our services on your team, you'll be playing on a completely new level.*

**Here's why:**

## 1 We know both design and marketing

Very few firms wholly understand both design and marketing. These days, however, the two go hand in hand. Our *designers* have been trained by our own experts in direct response marketing and search engine optimization. Our *strategists* have been trained on cutting-edge design elements.

While we don't believe that a successful company can be filled with jacks of all trades (and masters of none), we make sure that every member of our team is well-versed in the work that every other member does. Your questions about design are going to be answered by a professional, expert designer - but your lead strategist is also going to be able to authoritatively weigh in on the conversation.

## 2 We have experts in every area of web marketing and design

Most marketing companies or design companies have teams who know a little bit about a lot of stuff. They know enough to "get by." While having varied skills is definitely good, having too many of these "just enough" people can leave too much to chance. How do they really guide you or prepare a strategy when they are unsure (or unaware) of the best tactics to present to you? Or what if they only present to you the tactics with which they are most familiar?

We take the time to make sure that our people absolutely **own** their particular space in the marketing or design world. Our deep bench of experts has been carefully cultivated. These are people who are restless and curious. You'll never find anyone here resting on their laurels. (In fact, we don't even allow them to bring their laurels to the office. It's weird and it upsets the dog.) Our people spend 20% of their time reading, attending conferences and otherwise learning in any way they can. On top of being well-educated and constantly learning, we've gone out of our way to hire innovative minds. We're incredibly proud of the many new techniques that we've developed completely independently - and we can't wait to have you benefit from them.

**We have experts in:**

- ❖ Search Engine Optimization (Google, Yahoo, Bing)
- ❖ Blog Marketing
- ❖ Mobile Marketing
- ❖ Social Media Marketing (Facebook, Twitter, YouTube, Google+, Pinterest, Four Square, Yelp)
- ❖ Marketing Strategy
- ❖ Metrics, Analytics, ROI, Conversion
- ❖ Direct Response Copywriting
- ❖ Article Writing
- ❖ Product Launches

Design and Development:

- ❖ Graphic Design
- ❖ Logo Design
- ❖ Web Development
- ❖ Web Hosting
- ❖ Membership sites / password protected sites

### **3 In-house video production**

We're not exactly giving away a trade secret by telling you that video marketing, especially in the online space, is huge. Almost every successful online marketing firm will sing the praises of using video in your marketing efforts. But how many companies do you know that also own a fully equipped video production studio? We can produce and edit anything you can dream up, and optimize it for HD television or web broadcast.

When we recommend adding video to your marketing efforts, we won't need to outsource the work. As a Guerrilla Solutions client, it's just another service that we can offer to you at a lower cost than anyone else.

### **4 We're picky with our team. We're pickier with our clients.**

The number of conversations we have with potential clients that begin with, "I've used two different companies already and they both ripped me off" is staggering. The unfortunate fact is that many less reputable "online marketing" companies will make promises they can't keep, just to get your business. If we don't think we can make you successful based on your timeframe and budget, we will respectfully decline your business. (That said, we've spent a lot of time building a team of experts who can get work done quickly and efficiently, so there's very little we can't do.)

In some instances, we realize it's going to be very challenging to make any headway in a short amount of time. Rather than disappoint you, we'll provide you with other options and ideas to further your business.

We also make sure that our clients are a fit with our culture and our core values. If our values are not in alignment with yours, the relationship won't work as well as it could.

### **5 We are innovators and constantly on the leading edge**

To stay on the leading edge, we invest 20% of our revenue into education for our team, ensuring that all of our marketers and designers are world-class. Web 3.0 is the next wave of online marketing. We understand the trends and have been practicing Web 3.0 marketing methods for years (while most other firms were still talking about the "new" form of Web 2.0)

It is our constant quest for improvement and education that allows our clients to stay so far ahead of the curve that their competition becomes almost irrelevant.

## 6 **Our founder has been ranked as one of the top Internet marketers in the world**

Michael Tasner Jr., the founder and Chief Strategy Officer of Guerrilla Solutions, has consulted for many Fortune 1,000 companies and is an expert on marketing (both online and offline). His bestselling book, "Marketing in the Moment" captures all that Web 3.0 marketing entails and is the first book to be published on the subject. Michael is very active in the day-to-day operations of the business and is constantly consulting with our clients. He also travels around the world to educate companies and individuals on online marketing and Guerrilla Marketing tactics. In fact, he runs the entire Guerrilla Marketing International brand as their Chief Marketing Officer.

## 7 **We are Guerrillas**

The principles of the Guerrilla Marketing brand - started by Jay Conrad Levinson (who has sold close to 30M books) - guide everything we do. The essential idea is to use time, energy and out-of-the-box imagination (instead of lots and lots of money) to produce better marketing results. We are the only company in the world that has a strategic alliance with Guerrilla Marketing. We are also the only company that prepares a Guerrilla-style seven sentence marketing plan for our clients, to make sure that you're getting the best results. Guerrilla Marketing also trusts us with running all of the marketing for their brand. There isn't a much better endorsement than having the largest marketing brand in the world trust us to run their marketing efforts.

## 8 **We are results-driven**

When we partner with a client, we are committed to the long haul. The only way we grow is by helping you grow. The only way that you can be sure that we're helping you grow is by providing you with *all* of our tracking, metrics and reports. We are fanatics when it comes to tracking our key performance indicators, and doing whatever is necessary to make sure we are hitting and exceeding our targets.

You will receive - on a weekly, bi-weekly or monthly basis - a variety of progress reports and tracking data. You will always know where you stand in reference to your overall goals, and you'll always be aware of what our team is currently working on. Don't worry - we hate spam email, so your reports will be sent to you via our project management system. You can be involved as much or as little as you like.

Our guiding philosophy has always been to help people get what they want first. We're interested in long-term partners, not a quick paycheck.

## 9 **We spend your money like it's our own, and we're cheapskates**

Our team of experts is very efficient. If we say, "we can do that," then what we typically mean is, "we can do that better, faster, and cheaper than the other guys." Our monthly fees are affordable: in most cases 25-50% less than what our "competitors" charge. We are also very careful of any "extras" that we may recommend. For example, an almost universal need is to have software that allows you to capture e-mail addresses and then blast emails to that list. We will present you with a number of options in cases like this: There is software that is \$20/month, and there's software that is \$200/month. While we can work with any of it, you'll only find us recommending what is absolutely essential to your goals. If 20 bucks a month will do the

trick, why spend more?

We also don't nickel and dime you with all the little "extras." Whenever possible, we will do extra things at-cost (or less, if we can.) You will be presented with (if you haven't been already) a "menu" of our various products, services, and pricing packages/levels. As we've mentioned before, we consider ourselves to be partners with our clients. If there's a service we can provide that will help you out, we will do whatever we can to make it work.

## 10 **You are treated like family**

If you've been reading along, then it's no shocker that one of our core principles is that of partnership. There is nothing that makes us happier than seeing our clients succeed and achieve their wildest of intentions and dreams. We want you to see our firm as an extension of your company and family! We want to get to know you and your company fully, so that we can provide strategic guidance based on your circumstances and style.



*We're looking forward to doing business with you.  
Just don't expect it to be business as usual.*

**GUERRILLA**  
SOLUTIONS