Guerrilla Marketing International To Participate In Small Business Saturday

November 23, 2016

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Guerrilla Marketing International, is a business originally set up by the late, great Jay Conrod Levinson, then joined by his wife Jeannie Levinson. Jeannie has announced that they will be taking part in this year's Small Business Saturday. Guerrilla Marketing International are themselves a small business who have been able to influence the world of marketing for many years. Additionally, they aim to enable other small businesses across the country to increase their visibility.

A representative of the company says: "Guerrilla Marketing embodies everything that we feel is important in a small business: we have made our presence known very clearly, and we support others to achieve similar greats on limited budgets. We know how to think outside of the box, and this has a tremendous positive effect on the community as a whole. This is the essence of Small Business Saturday, which is why we are proud to take part in it this year."

Recently, Guerrilla Marketing was due to host a global summit at a Daytona Beach hotel. Due to Hurricane Matthew, however, the hotel sustained significant property damage, which led to the event being cancelled. Instead, Guerilla Marketing will now be hosting a TeleSummit, with the full global summit currently being rescheduled to May 22nd to May 24th, 2017. Some of the proceeds of the TeleSummit will be donated to support the victims of Hurricane Matthew, enabling Guerrilla Marketing to help rebuild the local community.

The company builds on 35 years of experience in the field of marketing. They have published numerous books that are now recognized as go to guides within the world of marketing. A representative from Guerrilla Marketing says: "Guerrilla Marketing is about using unconventional means to achieve conventional goals. Helping businesses learn strategies & tactics to compete in the marketplace by using time, energy, imagination and information instead of a large budget."

The company understands how the world is changing due to big businesses downsizing, the role of the internet, globalization, and an overall effort to reduce costs. As such, the continuously update their advice, information, and guidance, to ensure more small businesses are able to become successful in today's

competitive market. Essentially, they aim to give small businesses an advantage over everybody else.

More information about the business can be gleaned at https://www.facebook.com/GuerrillaMarketingInternational/.

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