

GUERRILLA MARKETING IN THE DIGITAL WEB 3.0 ENVIRONMENT

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Abstract

The Semantic Internet or Web 3.0 offers an increased access to popularly-used open source programs. The digital environment has become an unavoidable area marketing activity in many ways more important than the traditional analog environment. At the time of Web 1.0 web programmers struggled with extremely complicated computer languages (Basic, Cobalt...), Web 2.0 made the work of computer scientists easier because advanced computer languages (CSS, HTML...) were used for programming and coding instead. The current Web 3.0 with semantic technologies through “open source” tools, make it possible for more to widely use its resources. This change allows the digital marketer to produce web media and designs their content independently. Our research results point towards a positive answer to the question of whether the currently available open source tools can be used without a special IT knowledge in creating content for digital guerrilla marketing in a way to successfully produce written and designed content as part of a digital marketing campaign. This research formulated a new terms: Text&visual Designer and Web media Producer. People can create media on the Internet “guerrilla free” (cheaply) and design content independently - without special IT knowledge. The terms was imposed as a response to today's ubiquitous “interactive image” - the combination of traditional and digital media in the global IT sphere. We also introduced the new term - web station. Instead of the web pages (web.1.0) and web site (web.2.0) - web station (web 3.0) is a hypertextual web site that offers access to internet media (social networks, etc.) and other digital devices (tablet, smartwatch, etc). The paper intended for communicators, economists and other digital marketers to offer a practical approach to taking independent action in a specific marketing campaign

Keywords: Digital Environment, Guerrilla Marketing, Open Source Program, Semantic Internet, Web Media Producer, Text & Visual Designer, Web Station

Introduction

For communicators, economists and other digital marketer, an important advantage in the field of marketing is practical knowledge of the digital environment and available tools for content creation. This research tries to solve the problem: whether narrowly specialized skills on the Internet can help with the technical tasks of guerrilla marketing?

In the first part of this article, we will we will define terms. In the second part of the article, we experiment with Internet semantic tools and try to create content for communicating products or services in a digital environment. Finally, we will present the concrete contents of the assumed guerrilla marketing campaign.

We have conducted this search at the beginning of 2023 (March/April). However, the internet is changing rapidly due to the appearance of artificial intelligence and the arrival of Web 4.0. It is likely that some of the network search results that are listed, will already be “old” at the same time next year. Some will not even exist. However, methods, practical approach and result will remain the same in every version of the digital future that awaits us.

1. Theoretical Part, Terms Definition

1.1. Digital environment

The term digital environment sprouted as a term in the last century. At that time, Internet (under the name Arpanet), from the US military network, was first found in academic institutions. After

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that, in the nineties, with the masterful move of Tim Barners-Lee, the World Wide Web came into our homes and in general to every corner of the planet. With the exception of a few astronauts (going into space), for the first time since its inception, humanity has had the opportunity to leave its natural/analog environment and spend some time in a different, digital environment. At that time, “internet trips” took place via the famous “dial-up modem”. They gave us the possibility to communicate in a digital environment and became one global community. “Virtual (cyber) community or cyber-society, therefore, consists of those who meet and act among themselves in the medium of the network (internet), in the field of cyberspace, virtual space. They are the subjects of virtuality” (Spahić&Nožica, 2014: 98, 99).

Being digitally present today is just as difficult, complicated and attractive as it was fifty years ago, at the very beginning. For this reason, an expert who wants to use the marketing potential of the digital environment must be aware that he has a difficult and complex process ahead of him. The only goal: make it as easy as possible for an unknown user to find his work on the Internet, to make a decision and to interact.

1.2. Guerrilla Marketing

The word guerilla² is Spanish in origin. Originally (guerilla) means “little war”. This, as a new military skill, was invented by the Spaniards resisting the French Napoleon I.³ It was based on a new military concept of combat: high mobility, sudden and frequent action, avoidance of the superior and low in costs. The word soldier/fighter, but also the word marketing, can stand behind each of these listed characteristics of a guerrilla (or some other word related to marketing). We will try to combine guerrilla military characteristics with marketing: high advertising mobility, sudden and frequent marketing action, avoiding a dominant corporation, low campaign costs. The term was first published by Jay Conrad Levinson in his book *Guerrilla Marketing*⁴. After that, this term became a favorite by many authors. However, they all have three main elements in common: the effect of surprise, prevalence, and low costs. In various citations of the use of these instruments, emphasis is sometimes placed on one or the other term. However, when all three are ideally interwoven, the full capacity of guerrilla marketing is obtained.

1.2. Semantic Internet

The first Web 1.0 was important because of the creation of a very new digital experience. Its capabilities were limited exclusively to reading content via a web page - a single script from the top to the bottom of the screen. Web 2.0 was defined by Dale Dougherty in 2004 as a web for reading as well as writing, with the first two-way communication options. Globalization of the Internet moved up with the introduction of Web 2.0 using flexible web design, creative use and collaboration. This web is the field where today's giants began to grow: eBay, Amazon and others. We consumed Web 2.0 through web sites, multiple loaded scripts, hypertextual⁵. “As never before in its history, man depends on the machine to satisfy his daily needs and desires. Not only are most of today's business tasks not possible without an Internet connection, but it becomes almost

² Croatian encyclopedia, online edition. Miroslav Krleža Lexicographic Institute, 2021. Accessed on February 6, 2023. <<http://www.enciklopedija.hr/Natuknica.aspx?ID=21788>>.

³ The Spanish War of Independence or the Peninsular War (1808-1813) which France waged against Great Britain, Portugal and the Spanish rebels, and which ended with a French defeat.

⁴ 1984.

⁵ web site elements are graphically ordered in hierarchies, and at the same time ordered in the way of associative indexing. So, the ordering of elements is an example of hypertextuality in the sense of associative indexing. Source: Google hypertextuality meaning

impossible to respond to private needs without networking.” (Kljajić, 2014: 114) Today's Web 3.0 we use everywhere on the invisible network. It has two major areas/platforms that are key for digital guerrilla marketing. First are semantic technologies that represent an open standard. These are open source where web tools become simpler and more accessible to users. Another area is the environment of social internet media, the so-called organization and cooperation of a large number of social web-communities. These are the newly arrived giants: Facebook, Twitter⁶, Instagram and others, which are still constantly growing. We use Web 3.0 using web stations, multiple loaded hypertext scripts and applications (apps) for all available digital devices. Considering the Internet, the whole theory is in agreement that it is a medium, at the same time a technical base, and a form of mass media because it reaches a wide audience. Looking through the media aspect, the Internet has taken over the primacy of traditional media in the public sphere and subsequently exerted new, “digital” pressure on us. “Man-gatherer of food reappears in the inappropriate role of information gatherer. In this role, the electronic man is no less a nomad than his Paleolithic ancestors” (McLuhan, 2008: 250).

1.4. Content Creation: Text & Visual Designer and Web Media Producer 7

Designer of text and visuals is a term that arises as a response to today's “interactive image” of the combination of traditional and digital media, where “interactive image is always available in commerce, education, post-industrial enterprise and in any area of our narrow planet”. (Virilio, 2000: 116)

The content creator of a guerrilla marketing campaign as a Text&visual Designer needs to deliver a complete creative work. They need to create digital illustrations in which they pass the information it contains text and visual expression in the form of various “package”: newsletters, posters, logo, etc. While the huge “information cloud” in the public sphere has the task of distracting our attention from important topics and directing it towards consumption, “information in advertising when there is too much of it - creates problems”. (Diggle, 1998: 206) This problem will be solved by copywriters⁸ professionals - craft creators of texts. They have the ability to describe the entire encyclopedia in a few sentences.

A task for a Web media Producer is to present our digital work through a website. Websites need to be adapted to all types of users: desktop/portable computer, smartphone, tablet, and smartwatch. After establishing the base - web site, creating all other web media is the next step⁹.

2. Method

This research was created as part of the Erasmus + program (KA 107) at Vukovar Polytechnic Lavoslav Ružička (HR) at the end of March 2023. During the Erasmus exchange, we conducted a series of experiments on the topic of creating content for digital guerrilla marketing through open source programs of the semantic internet.

The Polytechnic has an advanced Trade Study. In agreement with the teaching staff and students, we decided to designate Cafe Madre as the object of our experiment. It is located right next to the Polytechnic on the banks of the Danube. Students, professors, and Vukovar residents gather there

⁶ Currently X

⁷ Recommended Reading: Innovative Design Careers: How to Become a UX Designer; Exciting Digital Media Degree Jobs

⁸ Marketing professional who provides the copy for websites, blog posts, emails, posters, ads, articles, etc. in order to persuade and engage a target audience.

⁹ The Internet station

to enjoy the view of the wide plain river. It was noticed that this cafe was not properly and completely “digitally processed”. We did a series of experiments in controlled conditions of the Semantic Internet in Android operating system, which refers to Popper's “trial and error” research method. (Popper, 1997: 157).

3. Research

Who is the copywriter and visual designer in the guerilla marketing team? This person is usually someone who has good marketing ideas . After that, they have the skills to create/shorten your own writing to digital measure. And finally, turn it into a visual presentation. “A combination of several types of language: to speak quickly, to speak well, to speak loudly, to speak “new” - all for the sake of making someone like it, to make someone move, in a word, to make someone seduce is advertising.” (Balle, 1997: 46) But they are few that can accomplish this. What about the rest of us? We can “go” to Web 3.0. There we found a large number of open source programs for copywriting assistance. Or even better, digital writing. So, we typed the keywords: “open source content writing” into our internet search engine.

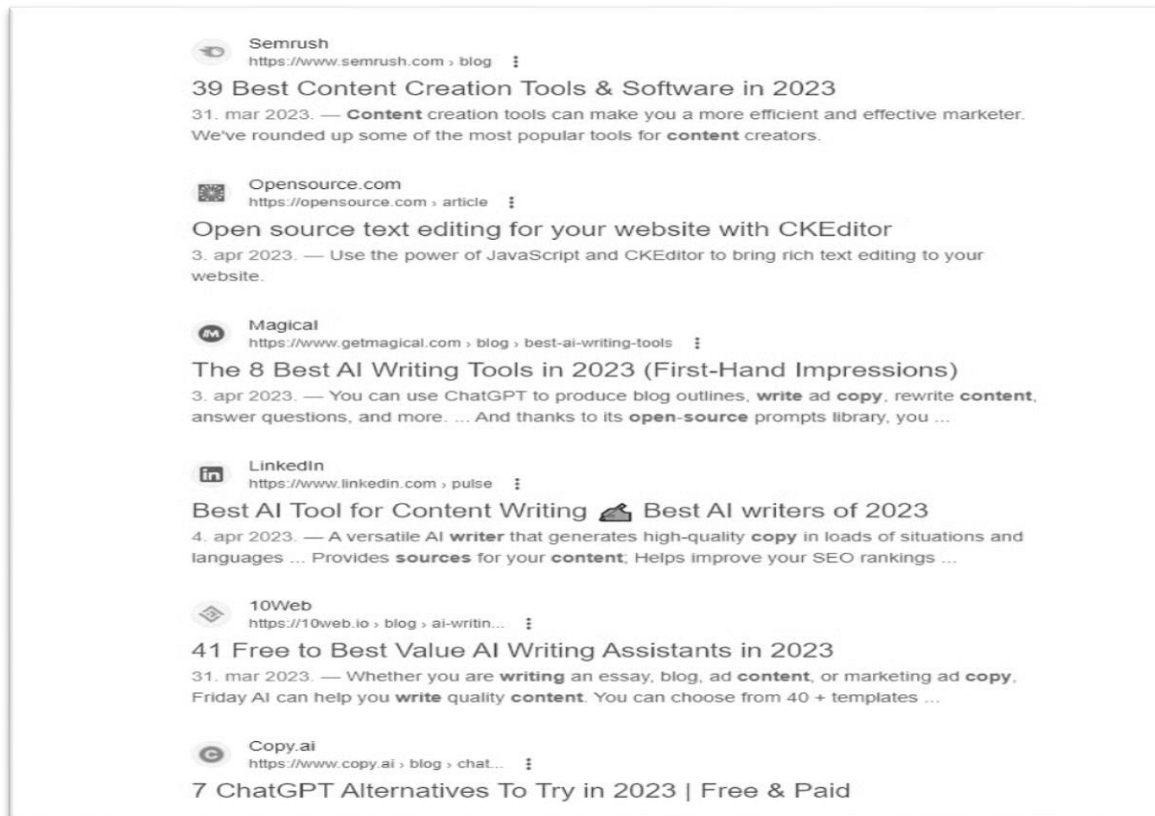


Figure 1. Display of The Search Results

After 4 trials and errors, we chose Copy Ai .

Next tasks - writing an ad for this cafe. We will start in the initial part of the copywriting work with some general prior knowledge about writing - the style. There are no special skills needed to generate a sentence about Cafe bar Madre. “A beautifully decorated cafe right next to the

Polytechnic in Vukovar is a gathering place for all generations with a beautiful view of the Danube River and a large selection of drinks at reasonable prices”.

Then we “inserted” this text into Copi Ai. We got three versions and were asked if we wanted more?

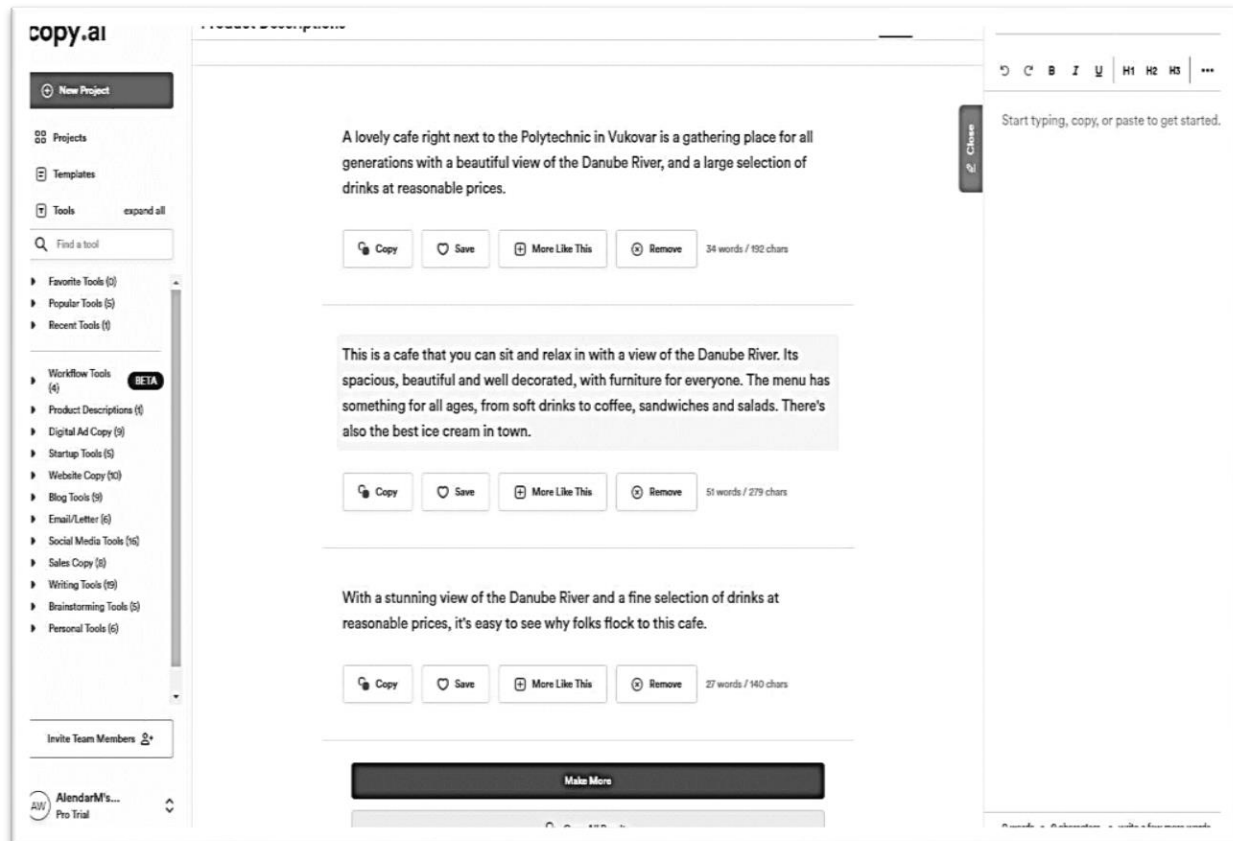


Figure 2. Display of Copi Ai

The first sentence was too long: “This is a cafe that you can sit and relax in with a view of the Danube River. Its spacious, beautiful and well decorated, with furniture for everyone. The menu has something for all ages, from soft drinks to coffee, sandwiches and salads. There's also the best ice cream in town.” The second sentence was shorter and had a positive message: “With a stunning view of the Danube River and a fine selection of drinks at reasonable prices, it's easy to see why folks flock to this cafe.” The last sentence offered us a acceptable copywriting text. In the toolbox on the left, Copi Ai includes a precise “conversion” of text function according to the requirements of various media on the Internet - mostly social media. We intervened with the idea generation just a little in the Copi AI proposal and got the final version of the text: “With a beautiful view of the Danube River and a good selection of drinks at reasonable prices, it's easy to see why people love Caffe Madre.” After we have finalized the text, we can continue the visual design. As the next step, we need to obtain a graphically arranged text in the form of a digital package (newsletters/posters, etc).

As a next step - we type “free online newsletter templates” into the search engine. We received a long list of sites for design our text in the newsletter. After 3 trials and errors, the Canva site offered a useful tool. Only an email account is required for the registration process. In addition to the free

use of tools, you can also upgrade to a “pro” version with a small payment. It will certainly pay off if the project is not done “ad hoc”, but continuously. “Design professional quality newsletters with Canva's free online editor” is the title below the Start Designing a Newsletter button. On the left side, you can choose the template that best suits the project in terms of colors, layout, and hypertext forms. The initial template can be further configured. We chose the green-olive color variant, with space for one heading, two small titles and three or four photos that should follow the text. There are also details of the cafe, of the Danube and the good atmosphere of people who “love this cafe”. After we finish compiling the newsletter, on the right there’s the option of downloading or instantly sharing on social media.

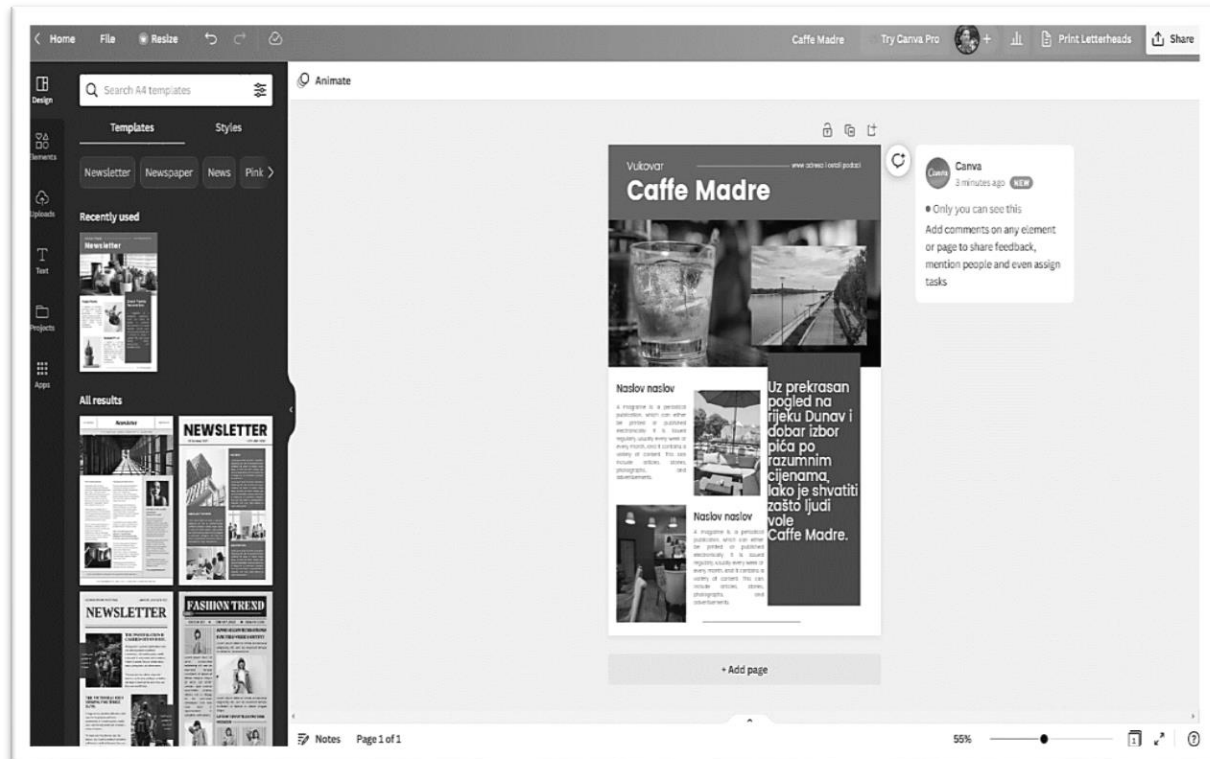


Figure 3. Display Canva Editor

There are other tools like Substack, which are connected to only one social media. In this case, the work can be published instantly on X channel.

Working on a tablet/smartphone in the Android operating system we can download some “animated text applications” to post on social media sites. There is also, for example, the Quik app for visual animation which is easy and intuitive to navigate like Canva.

After designing the text and creating visuals, the Web media Producer has the task of creating a web station on the Internet. After the website is built, it is much easier to create other web-media for all other devices: desktop/portable computer, smartphone, tablet, and smartwatch. In March/April 2023, the list for “best free website builders” started with Jimdo, followed by Ionos, then web.com. After 6 trials and errors, the best interaction we found was with Site123. This site placed in seventh place out of a total of eight. After a quick registration through your own Google account, Site123 starts off with a question: “What type of website do you want?” and offers options such as: business, online store, blog, restaurant and food, events, tourism, etc.

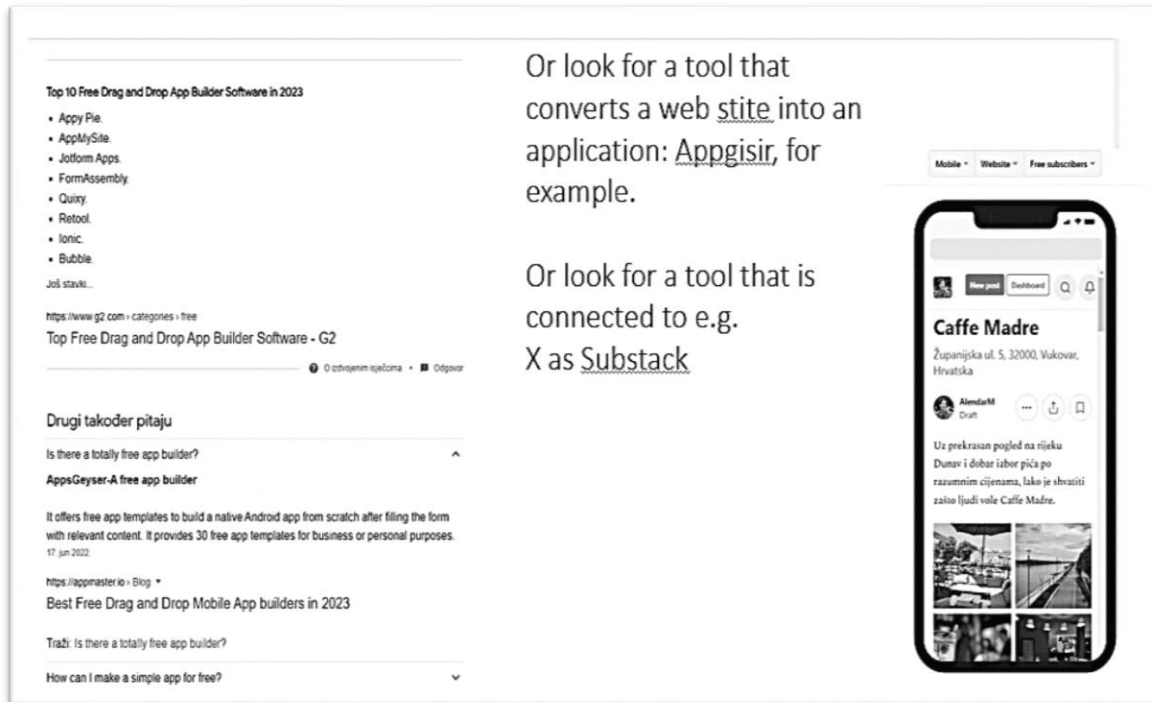


Figure 4. Display Substack Instant Post For X

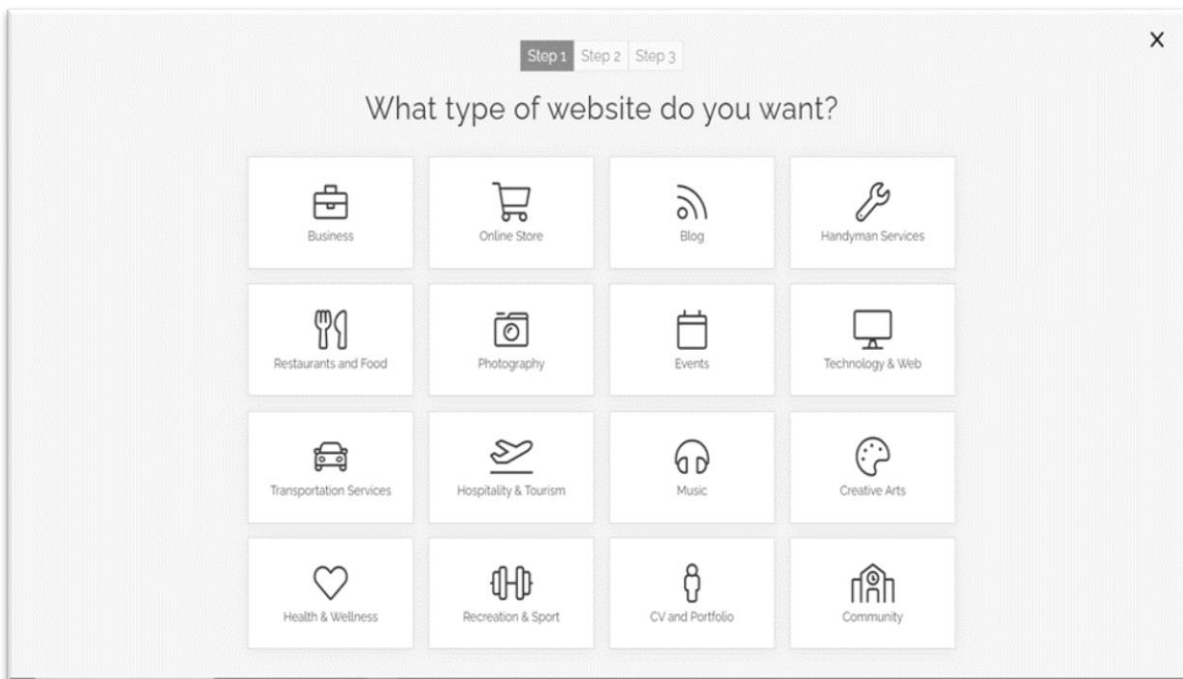


Figure 5. Display Site 123

Through a series of templates, Site123 will determine the best sitemap for what you want to achieve. Afterwards, we can upload the pre-prepared and designed textual and visual content to the site. This set-up takes a minimal amount of time and can be finished in a few hours.

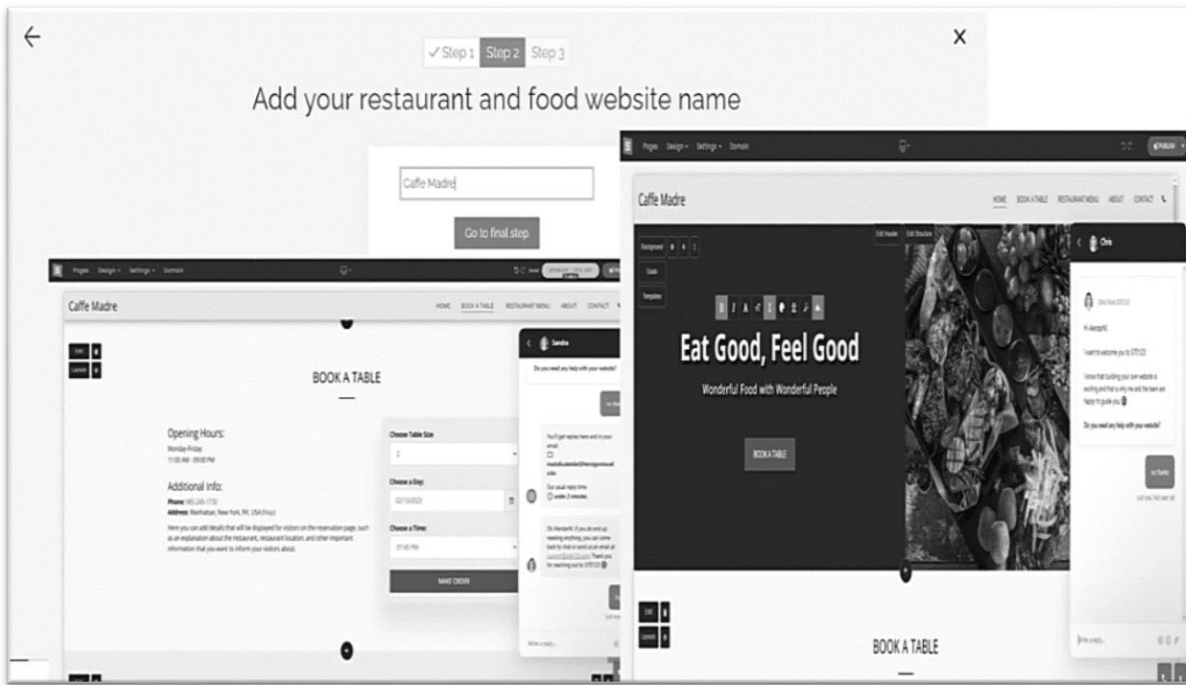


Figure 6. Display Site 123

At the end of the process, Site123 will ask you to specify a domain for your website. Domain refers to the last word that comes after the last dot in the webpage (fx. name.page.com or name.page.info or name.site.eu). The domain isn't free as there is cost associated with rent a place on the Internet. It amounts to approximately 20-30 USD. Site123 hereby facilitates the entire process on a fair basis. For the actual domain rental service (which everyone has to pay for in the digital world), they will charge a realistic amount.

To create an internet station, we can immediately visit services (like Appgisir) that offer to convert a website into an application for social media. In order to create an application without intermediaries we entered "best free appbuilders" into the search engine. The list starts with Appy pie, then Appmy in second place, and Jotform apps in the third. After 2 trials and errors we had a great experience using Jotform. It is simple, intuitive and fast, with one small drawback. At the end of the process, a small Jotform logo will remain at the bottom of the application. It will disappear if you upgrade to the premium version. It costs c.a 10USD, which is a reasonable price for the service it provides.

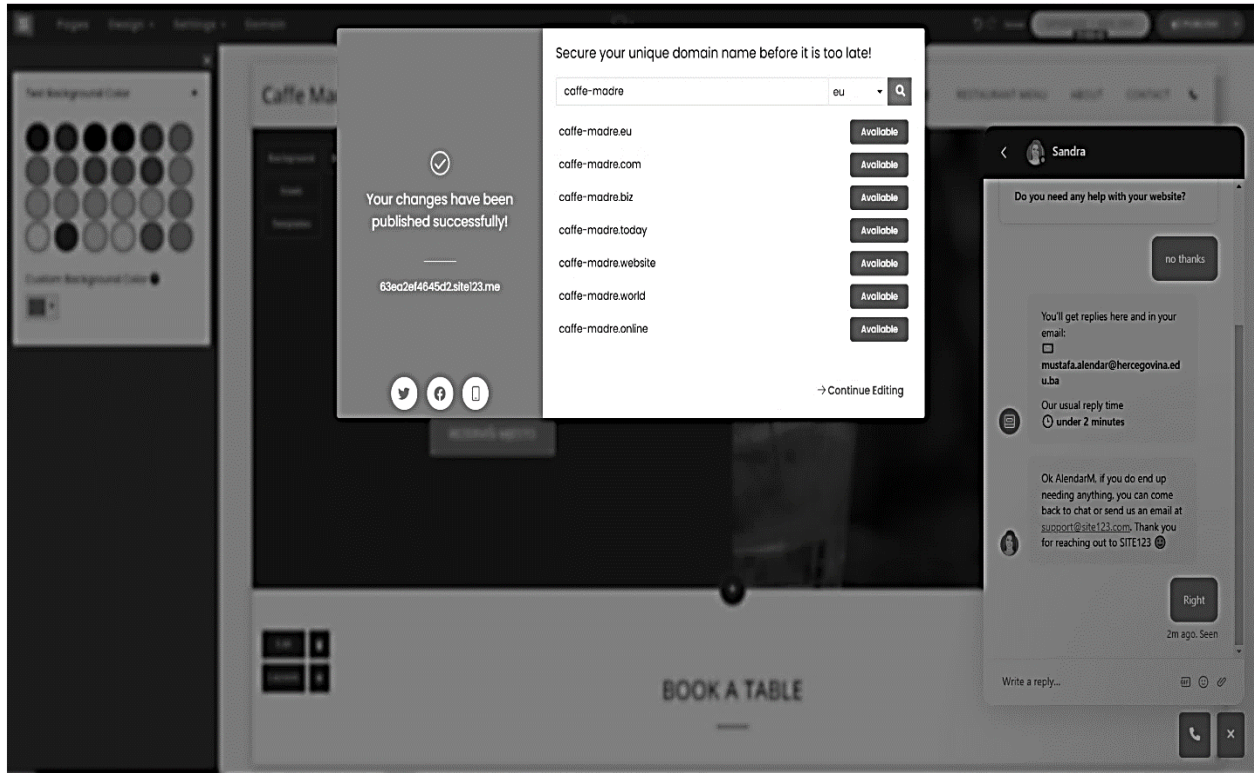


Figure 7. Display Site 123

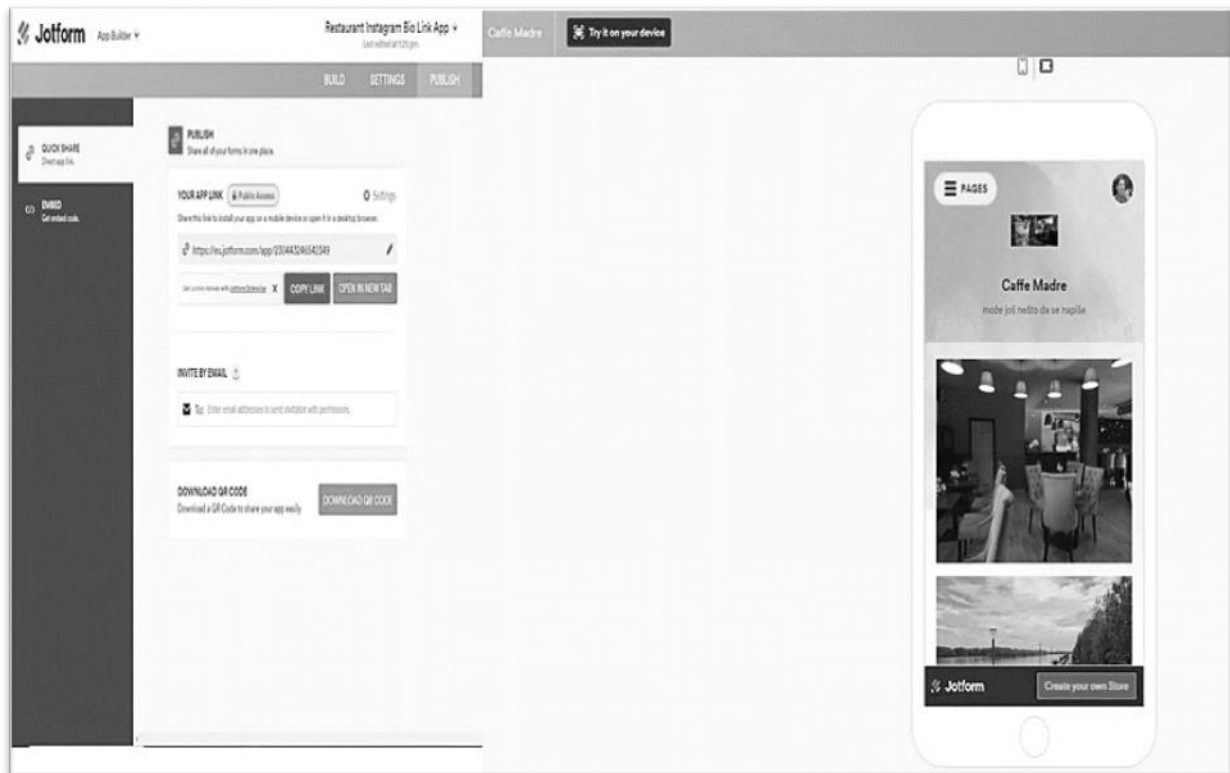


Figure 8. Display Jotform

Discussion

Copywriting looks like art because “use words to influence people's thinking, feeling, or behavior in a certain way”. Using semantic web 3.0 open tools, we don't have to be “artists”. We have shown that by using certain open source tools, the text designer can become a good “Copy”. These resources, after reading the first word or sentence, can continue to the next one. When someone says: “I read the whole book in one sitting.” They are probably talking about a book by a famous author. That's exactly what a good copywriter wants: for his work to be “read in one sitting”. A perfect copywriting product will eventually force the reader to think about the message being conveyed. “Language syntax allows us to freely combine certain concepts, albeit in an artificial way, in order to indicate their mutual relationship.” (Breton, 2000: 111), which is actually a technique of cognitive combination. Today, we mostly experience this process during advertisements and content consumptions.

Everything we previously mentioned about the text designer also applies to the visual designer. Instead of text and words, visual designers work with colors, graphic shapes, and digital effects. After a good copywriting job, the digital visual designer has the task of turning words into colors and shapes. Once determined, visual form is easily applied to different presentation platforms. Fred Inglis would call it a practice of power, - “when language and images routed consumers to think and feel mostly the same as those who represent the productive forces.” (Balle, 1997: 68)

In order to fit the “guerilla” standard of low costs, it is preferred that the Text&visuals Designer be one person. With their digital skills, they can connect your marketing campaign (via network) to the channel of a privately owned company. This is the inevitability of Web 3.0 if we want to join the huge global Internet market. Most of the top digital companies, that are the largest corporations on Earth, are based in the USA. The rest, which is quite significant, is based in countries allied to the USA. Apple – founded by Steve Jobs and Steve Wozniak in 1976 - has grown from a computer workshop in a garage, through a company with elegant marketing, to one of the most dominant technological forces on the planet. Today, over a billion people consume large amounts of digital media every day through their Apple products, such as iTunes and Apple TV. Amazon is a titan of digital commerce with revenues that tripled between 2017 and 2018, from \$117.9 billion to \$232.9 billion. Facebook and X are two of the largest social media sites. Instagram, YouTube, and Snapchat also have significant user bases in the hundreds of millions or more. According to Pew Research in 2018, 75% of all American adults use YouTube and 68% use Facebook. More than 94% of young adults aged 18 to 24 use YouTube, and 80% of them use Facebook .

“Global Communication Network, a kind of Cyberspace, threatens to reshape almost every segment of our lives, including modalities of work and rest, entertainment, consumption, education, political engagement, family experience and social structure”. (Tomić, 2004: 10).

The best experiences with the Internet can be achieved on a desktop computer or laptop with a large screen. But the “supermedia” has developed other devices. A smartphone, its larger version, a tablet, and recently the newly arrived smartwatch are examples of these relatively new devices that are a part of our day-to-day lives. The old cell phones, the forerunner of smartphones, had mobile calling via GPRS signals. When the Internet arrived as a technical base, cell phones became smartphones. As a supermedia, the Internet has even taken over the possibility of making calls, but the old option via the GPRS network still exists. The question is, when will that disappear?

The name “page” - from the time of Web 1.0 – has turned into “website”. Web 3.0., the term “Site” holds equal value as the term “station”. This can be thought of as a train station. It was uploaded and

edited by Web media Producers. Internet-rail “trains” full of passengers (users), who have decided to travel on the network, pass through it. They travel, as they are looking for something, or they want to go an already known - station. In both cases, Web media Producer will, by creating another Station, enable the Internet traveler to visit it, to get off the internet train, and stay for as long as needed within that station. In this way, the web medium realizes its function in a marketing campaign. The Internet is a supermedia, with the Internet (railway) station as only one of the many media existing within it. These can be organized depending on the intention of the owner. Like trade, company portfolio, info/news, education, entertainment, non-profit activity, social networking or a purely personal page/media like a blog. This rough list is updated every day as the Internet grows. So, in order for smartphone, tablet and smartwatch users to fully enjoy the use of supermedia possibilities on their devices, applications have been developed, that replace the web site on the computer.

Conclusion

Considering the presented aspects of Web 3.0. with aspects of digital guerilla marketing, we conclude that a guerilla marketing campaign requires the highly specialized skills of Web media Producer and Text&visual Designer. Only twenty years ago, graphic designers/copywriters used drawing pads to create their works. Ten years ago, they resorted to complicated software. Today, they widely use open source programs to tackle the same issues. They lead to results in an intuitive way, because the basic elements: fonts, colors, photos, shapes and aesthetic attachments are already pre-built into the application. However, one thing remained in common with traditional graphic design: you still need to develop several options through the creative process and adapt your ideas to the needs of the project. Graphic designers who continue to work in the digital environment with complicated and demanding processing software are called digital artists in modern day. Access to Semantic Web 3.0 actually refers to an access to the channel of a certain centralized company. Personal experience and success in businesses depend on the rules dictated by that company. At the time of Web 1.0, web developers were struggling with extremely complicated computer languages such as: Basic, Cobalt & Co. The introductions of Web 2.0 made the work for computer programmers easier. Languages for communicating with a digital machine (CSS, HTML or Java) became more straightforward, and were used for programming and coding purposes. Web 3.0 and semantic programming technology enabled the creation of so-called “codes” that are the core open source tools. These are advanced programs based on computer ontology such as UML with various graphic and XML formats. This might sound complicated, but they are easily used by a wide audience with average or even minimal prior knowledge.

Here we come back to the first new term we formulated: web station. It is on the current Web 3.0. a Station where the user in multitasking consumes a web site with several scripts and applications for all available digital devices. Our research answered the question affirmatively: that the currently available open source Internet tools can be used without special IT knowledge when creating content for digital guerrilla marketing. We also presented the procedures/methods for successfully producing web media and designing content, as part of a digital guerrilla marketing campaign. That whole job will be made by Text&visual Designers and Web media Producer - our second and third new terms. Text&visual Designers create written and visual digital marketing content. A Web media Producer creates a web station that can be visited by potential digital customers or users. Together, they can build web media and design content independently, without special proficiency in computer knowledge, very cheaply, or even “guerillas for free of charge.”

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