

Push and pull strategy

[Business](#), [Marketing](#)



In order to build an effective online marketing strategy for your business, it's important to understand the theory behind what we call "push" and "pull" strategies, and how they can be utilized together to drive optimal results. Let's use a hypothetical example to illustrate this concept: Suppose it's February and you've invented the world's greatest stadium noisemakers. Called "The Loudinator", these things put Thundersticks and Bam Bams to shame.

You've just invested a lot of money into producing your line of MLB specific Loudinators, and you've built an e-commerce website that is ready to handle sales. Now you just need to generate awareness of your product before MLB Opening Day. Push strategy involves any marketing strategy that "pushes" its way in front of users without the user initiating the request. Push marketing is great for generating brand awareness, promoting a new product or service, or delivering a time-sensitive message.

Examples of some push marketing tactics you could use to generate awareness of your new product: Display advertising - Run display ads and video ads on relevant websites such as sports blogs and sports news websites. Mobile ads - Targeted ads at users who are within a certain mile radius of baseball stadiums, or who are searching for baseball-related phrase from their mobile phone. E-mail campaigns - Build an email list and distribute product information and promotions such as spring-training discount offers. Sponsorships - Sponsor sporting events or sports news shows.

Partnerships - Partner with bloggers and affiliates who will help push the product for you. If all goes well, your push marketing will generate

awareness of this glowing (or roaring) new product and stimulate demand. Once people are aware of The Loudinator, they will most likely begin searching for it and discussing it online. This is when your pull strategy comes into play. Pull strategy involves reeling in users who are actively looking for your content - The user has initiated the request and you are simply reaching out to fulfill it for them.