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Push vs. Pull Advertising

By Henry Coleman

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Push vs. Pull Advertising – Understand the Consequences for your Product or Service

You will save yourself a considerable amount of time and money if you first determine your product's (or service's) suitability for "pull" and "push" advertising.

Pull advertising is geared to draw visitors to your website when they are actively seeking your product or service. Prime examples of pull advertising are search engine optimization, cost per click search engines, directory listings, yellow page ads, and shopping portals such as mySimon and DealTime.

Push advertising refers to all efforts to get the word out to an entire group of potential customers in order to hit the few that many be currently interested in your product or service. Most traditional offline advertising efforts (magazine, billboard, newspaper, tv, classifieds, etc) as well as online banners ads and email broadcasts are considered push marketing.

Understanding which approach is best suited for your product should become the cornerstone of your advertising strategy.

Take as an example the results of our wine accessories company (not wine, but accessories like corkscrews and wine glasses). Each of our push advertising efforts failed. We have tried ads in targeted magazine, opt-in email campaigns, banner campaigns at wine industry websites, ads in gourmet website newsletters, you name it. We have yet to receive a response (measured in customer orders) to justify the cost.

It all comes down to the fact that as much as we would like to think so, people don't really need \$50 Austrian crystal wine glasses. There are simply too many product and vendor substitutes to command the purchase of even avid wine drinkers.

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Pull advertising, on the other hand, has been extremely effective at acquiring profitable traffic. When someone does a search online for terms such as "wine decanters" we have found that these people are ready and willing to spend money the very first time they visit our site.

If you are fortunate enough to sell a product or service that falls into the `need' or `unique' category you may be able to take advantage of all of the push and pull media outlets available to your industry. Your job will be to simply find which advertising channels offer you the best return on investment.

Be realistic and objective about your product. In order for small company push marketing to be effective you must be selling either a universally desired or a truly unique product.

Is your product or service so desired or unique that by simply introducing it to your audience you will be able to acquire a sale? If not, you should work to maximize your exposure in every single pull advertising vehicle. You may grow a little slower than you would prefer, but slow profitable growth is always better than going out of business while waiting for an ad campaign to pay off.

Henry Coleman is an experienced entrepreneur and the primary author of Lessons From The Front – A Practical Guide to Starting & Growing Your Internet Business. Visit <http://lessonsfromthefront.com> to get an inside look at how you can build a real business from the ground up.

Get More Clients using Pull then Push Marketing

By Charlie Cook

Get More Clients using Pull then Push Marketing

by: **Charlie Cook** Marketing is like rowing. You pull hard on the oars to go forward, then lift them out of the water and push them back to finish the stroke and get ready for the next pull. Once you've got the sequence of the stroke right, you and your boat slip forward through the water and build speed and momentum. If you push when you should be pulling, the boat goes backwards, or, even worse, you lose your balance and fall into the bottom of the boat.

One of the biggest mistakes people make in marketing their services is to simply PUSH information about their services and themselves out to prospects and hope that this will result in attracting prospects. Unless you are already a household name and in such demand that your phone is ringing off the hook, this approach rarely attracts the numbers of new clients you want. The result is that most marketing falls into the bottom of the boat instead of propelling your business forward.

An alternative to the typical push and hope approach to marketing is to PULL prospects in and then in the context of a growing relationship, PUSH useful information out to them. If you want prospects to remember your firm when they have a need for your services, start by attracting their interest.

Generate interest by focusing on what your potential clients want and the problems they need solved. Use this client centered marketing strategy to pull prospects in so you can push your expertise out to them. Give them ideas they can apply instead of information about credentials, or past clients. Like

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rowing your boat, you won't move very far unless you repeat the sequence again and again.

Are you pulling prospects in or just pushing your information out? Review your marketing materials to see if you have the sequence right. Take a look at your web site, brochures, newsletters, correspondence and proposals.

PULL TACTICS - 'Client' Centered

Do your marketing materials

Begin with a clear identification of the niche market(s) you work with?

Lead with client problems and concerns?

Use the two elements above to create a picture that your target market can identify with?

Provide useful ideas that your target market can use and that demonstrates your expertise?

Offer something for free that is also useful to your target market and demonstrates your thinking?

PUSH TACTICS - 'You' centered

Do your marketing materials

Focus on you, your services and staff?

Focus on glowing testimonials and your client list?

Use business speak, instead of language that anyone would understand?

Which works best? Both. The challenge is getting the emphasis and order right. The push then pull marketing sequence that works to move your business forward involves the following:

Create resources that pull prospects to you and your firm

Get prospects to give you their contact information (Most firms let over 99% of the people who see their information go away and never follow up)

Push useful information out to self-selected prospects on a regular basis. (Remember the majority of buyers won't make a purchase until they've had a minimum of 5–6 contacts with your firm.)

When your prospects have a compelling need, they will turn to the firm that they've had regular communication with, know and trust. At some point prospects will want more details about your services, credentials and testimonials. But this is often the last information you need to provide.

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Use the pull then push strategy to get your marketing moving. You'll be amazed as you watch both your prospect and client lists grow and your business gains momentum.

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The author, Marketing Coach, Charlie Cook, helps independent professionals and small business owners who are struggling to pull in more clients.

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