



# How to Build a Push and Pull Marketing Strategy Checklist

## 1. Understand the Basics

- **Define Push Marketing:** Focus on actively promoting your product to consumers.
  - Tactics: Paid advertising, direct selling, trade shows, discounts, and promotions.
- **Define Pull Marketing:** Create demand by attracting customers naturally.
  - Tactics: Content marketing, SEO, social media, customer referrals, brand loyalty programs.

## 2. Identify Your Target Audience

- **Demographic Profiling:** Age, gender, income, location, etc.
- **Behavioral Segmentation:** Analyze how your audience behaves and what influences their decisions.
- **Customer Pain Points:** Understand your audience's problems that your product can solve.
- **Psychographics:** Lifestyle, interests, values, and motivations.

### 3. Set Clear Marketing Goals

- **Push Goals:** Increase sales volume, penetrate new markets, and introduce a new product.
- **Pull Goals:** Build brand awareness, foster customer loyalty, and grow organic leads.

### 4. Choose the Right Channels

- **Push Channels:** TV, radio, display ads, Google Ads, email marketing, partnerships with retailers.
- **Pull Channels:** Blogs, SEO, influencer marketing, social media, organic search.

### 5. Develop a Push Strategy

- **Create Compelling Sales Messages:** Focus on direct benefits and call-to-action (CTAs).
- **Offer Promotions:** Discounts, bundles, and special deals to entice immediate sales.
- **Retail Distribution:** Partner with retailers to push your product on their shelves or websites.
- **Paid Advertising:** Use pay-per-click (PPC) ads, display ads, and retargeting.

### 6. Develop a Pull Strategy

- **Content Marketing:** Produce valuable educational content (blogs, eBooks, whitepapers) to attract potential customers.
- **SEO Optimization:** Focus on long-tail keywords, meta descriptions, and backlinks to rank higher in search results.
- **Engage on Social Media:** Share stories, interact with followers, and create viral content.

- **Branding:** Build a strong brand identity and reputation that naturally attracts your target audience.

## 7. Align Messaging for Consistency

- **Brand Voice:** Ensure both push and pull efforts speak consistently.
- **Visual Identity:** Use the same logos, color palettes, and design across push ads and pull content.
- **Unified Messaging:** Make sure push ads and pull marketing content complement each other.

## 8. Implement Automation Tools

- **Marketing Automation Platforms:** Use tools like HubSpot, Marketo, or Mailchimp to streamline push and pull campaigns.
- **CRM Integration:** Track customer engagement and touchpoints to improve both push and pull strategies.
- **Analytics Tools:** Use Google Analytics, SEMrush, or Moz to measure the effectiveness of pull marketing and PPC tools like Google Ads for push efforts.

## 9. Leverage Data and Analytics

- **Push Marketing Metrics:** Track sales conversions, click-through rates (CTR), and return on ad spend (ROAS).
- **Pull Marketing Metrics:** Monitor organic traffic, social engagement, and conversion rates from SEO and content marketing.
- **A/B Testing:** Test different strategies for push and pull campaigns to see what works best for your audience.

## 10. Optimize for Mobile

- **Push Ads on Mobile:** Ensure ads are optimized for mobile devices with responsive design.

- **Pull Strategy for Mobile:** Ensure your blog, website, and social media content are mobile-friendly for a smooth user experience.

## 11. Budget Allocation

- **Allocate Funds for Push:** Set aside a portion of your budget for paid campaigns, direct marketing, and trade shows.
- **Allocate Funds for Pull:** Invest in content creation, SEO optimization, social media, and influencer collaborations.
- **Balance:** Determine the ratio of your budget between push and pull efforts based on goals.

## 12. Collaborate with Influencers and Partners

- **For Push:** Partner with influencers for direct product promotion or sponsor events.
- **For Pull:** Collaborate with influencers to create organic content that pulls in followers and potential customers.

## 13. Regularly Review and Adjust

- **Track KPIs:** Review key performance indicators (KPIs) like traffic, engagement, and sales regularly.
- **Refine Campaigns:** Adjust your strategy based on what's working and where there are opportunities for improvement.
- **Stay Agile:** Pivot strategies when market trends or customer preferences shift.

## 14. Focus on Customer Retention (Pull Strategy)

- **Loyalty Programs:** Create a system where existing customers receive rewards for continuous purchases.
- **Referral Programs:** Encourage your customers to bring in others by offering incentives.
- **Post-Purchase Engagement:** Use email marketing and social media to engage with customers after a sale.

## 15. Track Competitor Strategies

- **Analyze Competitor Push Tactics:** Observe where your competitors invest their push marketing efforts and identify gaps.
- **Monitor Competitor Pull Efforts:** Study their content marketing, SEO, and social media engagement for inspiration or competitive advantage.

## 16. Execute Campaigns and Monitor Performance

- **Launch Push Campaigns:** Roll out paid ads, direct promotions, and discounts to drive immediate sales.
- **Start Pull Campaigns:** Publish SEO-optimized content, engage with social media followers, and establish organic brand visibility.
- **Monitor:** Use dashboards to continuously check the progress and effectiveness of both strategies.

## 17. Measure Success

- **Push Campaign ROI:** Calculate return on investment (ROI) based on the immediate sales or leads generated.
- **Pull Campaign ROI:** Evaluate long-term ROI based on brand awareness, organic traffic growth, and customer loyalty.

## 18. Continuously Innovate

- **New Tactics:** Experiment with new push tactics (e.g., geofencing, programmatic ads).
- **Content Refresh:** Regularly update pull content to remain relevant and engaging.