

Are You Utilizing Push/Pull Marketing?

By Kathleen Gage



An important aspect of marketing has to do with what is referred to as Push/Pull marketing. Push/Pull marketing is exactly as it sounds. At times you are “pushing” information out to your market and at other times you are implementing strategies to “pull” consumers to you.

Regardless of whether you are selling someone else’s products and services or your own, if you do not implement a complete marketing strategy that includes the Push/Pull philosophy, you are likely defeating your purpose.

To create a steady stream of revenue for products and services you offer you have to have a very targeted approach. Not only will a systemized marketing approach help you make money directly from your online offerings, you can definitely enhance your offline offerings as well as live presentations, consulting, and coaching.

Keep in mind, there is a process people go through in order to buy your products and services. It is built on need, want and desire. Additionally, the greater the investment on the part of the consumer the more you must build confidence, trust and credibility in the consumer’s mind.

If all you are doing is selling \$10 widgets that is one thing. If, on the other hand, you are seeking to build long-term relationships with your market and be viewed as a professional, you must approach things in a systematic way.

The fact is, my clients want to do far more than sell a widget. They want to make a difference in the lives of their clients. They want to provide long-term solutions and create ongoing relationships with their clients. They want to build their business based on trust, value and integrity. To achieve these results requires they implement effective systems.

Realize that no matter how great your product or service, most people will not buy a high-ticket eProduct or a \$1,000 plus mentoring course or consulting contract without first buying a \$20 - \$50 eProduct. There

is what is referred to as the funnel approach to marketing. Clients will enter your “funnel” by way of something that is very low risk such as a free item or very inexpensive item. Based on their experience they will decide what the next course of action is.

What you do every step of the way, including someone’s initial introduction to you and your way of doing business, will determine how likely it is that someone will become a loyal customer. Never discount the power of a free offering or a low-ticket item to be the catalyst to someone becoming a premier client.

To introduce consumers to your and your product offerings as well as get people to the point they will even consider the \$20 item you will find the Push/Pull marketing process is second to none.

The higher the price of your products and services the more you absolutely must use the Push/Pull strategies.

Kathleen Gage is an Internet Marketing Advisor for Speakers, Trainers, Authors, Consultants and Entrepreneurs. Access her eBook The Truth about Making Money on the Internet at <http://www.streetsmartsmarketing.com/free-ebook.htm>

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