Push and Pull Decisions

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Push and pull strategies were originally initiated for the purpose of use in logistics and supply chain management but are now being widely used in the area of marketing. Both strategies are used in the area of advertising but both have different meanings.

**Push Strategy**

As the name suggests, push strategy refers to that type of promotional strategy to the type of strategy in which the manufacturer pushes its product through various tactics like product placement, shelf placement and allocated stores (Fratzscher, 2012).

**Pull Strategy**

The "pull" strategy of marketing refers to attracting customers through various tactics like commercials, brochures, flyers, etc.

**Example of the Applied Strategy**

The organization that I have chosen to analyze for the application of push or push advertising or marketing strategy is Apple Inc. Apple Inc. is a hugely popular organization that specializes in producing technological gadgets, primarily like smartphones, tablets, iPad, iPod, and laptops. The most popular product produced and sold by Apple Inc. is Apple iPhone. As per estimates, almost 216.76 million copies of iPhone in 2017.

Apple Inc. uses a mix of push and pull strategies. Most of the times, the marketing or advertising strategy that is used by Apple Inc. is the pull strategy. The reason behind this intelligent planning and strategy making is that Apple has been a constant quality provider in the market. Apple has proven itself to be one of the finest and elite brands of the global market and it has created stable global goodwill, which is why it has a large customer base and huge customer loyalty. The only marketing that is done by Apple is that it holds a big event once or twice a year to launch its products worldwide, which proves to be a great marketing pitch and a reason for hike in its sales.

**References**

Fratzscher, M. (2012). Capital flows, push versus pull factors and the global financial crisis. *Journal of International Economics*, *88*(2), 341-356.