Assignment

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**Promotion Strategies**

Promoting a business is an essential part of the daily activities of an organization. Sales and promotion strategies consist of push, pull and mixed promotion strategies, which are used to start a business in an effective way. Push promotional strategies are more focused on retailer and distributors whereas pull strategies are related with customers and end-users. The push strategy originates from the manufacturer whereas pull strategy is concerned about end-user or customer to creates the demand of a product (Seebaluck, Munhurrun, Naidoo & Rughoonauth, 2015). Mixed promotion strategy is a combination of a motivated buyer and an enthusiastic sales team for sales growth. In push promotion strategy, incentives are offered to a middleman to convince the other person for the purchase of a product, whereas in pull strategy the end user and consumer demand the product from the retailer and retailer ask about the product from suppliers. The suppliers further ask about the product from the manufacturer. Sufficient resources of business can get the end-user excited about the product by launching a sales campaign through electronic advertising, print and television sources (Anderson, Ciliberto, Liaukonyte, & Renault, 2016).

In push promotion strategy discounts, buyback guarantees, wholesale and premiums are offered. For selling a product in push strategy the staff of the organization may also be offered for a bonus. They can also give free items or a discount for referring a product to other people or friend. Pull marketing strategy is helpful to build customer loyalty and establish direct contact with customers. It can also create strong bargaining power with distributors and retailers. The goal in pull marketing strategy is to create a demand for the product for the customer. In a pull strategy, the consumers are fully aware of the product through different ways of advertisement like eMarketing and telemarketing, etc. Pull strategy is a more appropriate strategy because organizations advertise their products on the internet, television and social media to create demand of products in customer.

**References**

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