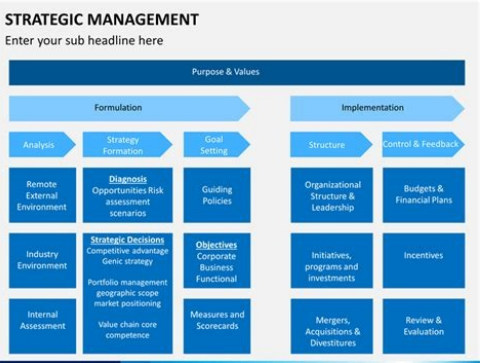


Push strategy example company

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In reality, there is no standard format for the presentation of a good business plan. Business plans vary in content and size according to the nature and size of the business concerned and on the emphasis that is placed on certain critical areas as opposed to others.

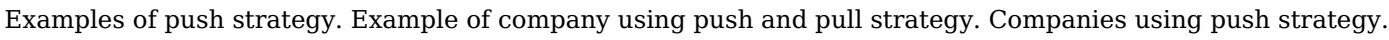
Every business plan should address a number of fundamental issues without which it would not be complete. These issues can be grouped under six major areas that are the pillars of every business activity whether large or small. These are:

- Sales and Marketing
- Operations
- Human Resources
- Finance
- Information & Communication Technologies (ICT)
- Information Management

The table below lists the important elements of a business plan and offers some simple points that need to be taken into consideration in regard to each section. It is worth noting that these points are by no means exhaustive and are meant to serve only as examples. The table is:

- 1. Executive Summary
- 2. Enterprise Description
- 3. Product or Service Description
- 4. Industry Analysis
- 5. Competition Analysis
- 6. SWOT Analysis
- 7. Marketing Sub-Plan
- 8. Operations Sub-Plan
- 9. Human Resources Sub-Plan
- 10. The Budget
- 11. Liquidity
- 12. Financial Sub-Plan
- 13. Selected Options and Critical Measures
- 14. Milestone Schedule

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Last Updated: November 25, 2020 All advertising can fall into two broad categories – push and pull. Push advertising tries to push products towards customers using big ads and attention-grabbing claims to put products into the minds of customers. On the other side of the coin, pull advertising targets the right customers at the right time and pulls them towards a product. (See also Pull Marketing) Marketing professionals have debated the advantages and disadvantages of the two strategies for decades. Pull marketing is often associated with new Internet marketing strategies, while push marketing uses more traditional approaches. Companies must choose which strategy will be most effective as they develop marketing plans. This is not a decision that can be made lightly. Companies spend billions of dollars on advertising each year, and if a company chooses the wrong strategy, they can squander huge amounts of money on advertisements that customers ignore. What is push marketing? Push marketing focuses on taking the product to the customer. Push marketing is a strategy that is used most frequently by start-ups and companies introducing new products into the market. Since the focus is on taking the product to the consumer, it is particularly suited to products that the consumer is not yet aware of. This style of marketing can be used in many ways. For example, a company could use direct mail, TV, radio, or newspaper ads to reach a target audience. A company could also use a sales force to visit customers and demonstrate the product. Push marketing is also used in the form of trade shows, where a company can meet with potential customers face-to-face and also maintain an official company website. The TV ads push customers towards the products, while the website pulls them deeper into the company's offerings. Nintendo – At E3, the video game industry's largest trade convention, Nintendo hired 250 brand ambassadors to work at their booth. The ambassadors were there to show attendees new games, answer their questions, and introduce them to a new gaming system. Nintendo hired this army of short term staff to aggressively push their games towards consumers with a helpful, human face. Dunkin' Donuts – The doughnut maker distributed coupons to mobile phone users in the Boston area. They sent the coupons to people who had opted into a program after responding to ads run on radio stations and online. The company saw a huge number of people redeem the coupon and try one of their new products because they provided an easy incentive. Clorox – The maker of over 60 consumer brands including Hidden Valley, noticed that sales of ranch dressing went up 10% after they started marketing it as a dip for frozen foods like pizza. The company began looking for other ways to market nontraditional uses for classic products. If they could push new uses on consumers, they could increase demand. Saks Fifth Avenue – Any time a user downloads the luxury retailers mobile app, they are enrolled into a program to begin receiving mobile notifications about sales, new products, and in-store events. The retailer used the power of mobile technology to keep interested customers informed on all the latest news about the store. How is a push marketing plan developed? The first step in developing a push marketing plan is to research the location, age, race, sex, socioeconomic status, and interests of the target audience. This information will help the marketer choose the most effective way to reach the target audience. For example, if the target audience is young adults, the marketer might choose to use social media or text messaging. If the target audience is older adults, the marketer might choose to use direct mail or television. Once the marketer has gathered this information, they can develop a push marketing strategy. This industry term refers to the mix of different advertising channels a company might use. It is rare that a company advertises in only one place, and they usually mix print, TV, online, and trade show ads to make a stronger impact on customers. Once the media platform of the campaign has been decided, it is necessary to design ads. Teams of graphic designers, copywriters, technology professionals, and managers will work collaboratively to define a message and find the most efficient way to present that message. Advertisements should ask customers to act quickly to purchase products. For example, imagine a new cell phone company that wants to introduce themselves to the market. Since they are new and unknown, they elect to use push marketing in order to familiarize customers with what makes them different and valuable. They decide on a marketing mix that includes TV, radio, and billboard advertisements because these forms of ads reach the largest number of customers and make clear, direct statements. They set a goal for themselves of increasing sales by 15% and track their growth in every month of the campaign. By the time the campaign is complete, customers recognize the brand and are familiar with their products. Careers in push marketing: Sales Manager: Sales Manager entry level – \$30,000-\$60,000 after 10 years – \$70,000-\$150,000 Mobile Marketing Manager entry level – \$50,000-\$70,000 after 10 years – \$80,000-\$120,000 Graphic Designer entry level – \$30,000-\$50,000 after 10 years – \$60,000-\$95,000 Source: www.glassdoor.com/Salaries Sales managers will be responsible for working with clients, managing accounts, and pushing the sales efforts behind the scenes. They will be responsible for developing and implementing sales strategies and managing the sales team. They will also be responsible for analyzing sales data and reporting on sales performance. Graphic designers will be responsible for creating visual content for marketing campaigns. They will be responsible for designing and layout of marketing materials, such as brochures, flyers, and social media posts. They will also be responsible for managing the design team and ensuring that all design work is completed on time and to budget. Mobile marketing managers will be responsible for developing and implementing mobile marketing strategies. They will be responsible for managing the mobile marketing team and ensuring that all mobile marketing efforts are completed on time and to budget. They will also be responsible for analyzing mobile marketing data and reporting on mobile marketing performance. Sales, graphic design, and mobile marketing are all careers that are in high demand and offer excellent growth opportunities. If you are interested in any of these careers, you should consider pursuing a degree in marketing. A degree in marketing will provide you with the knowledge and skills you need to succeed in any of these careers. You will learn about the marketing process, from identifying a target audience to developing a marketing strategy. You will also learn about the various marketing channels and how to use them effectively. A degree in marketing will also provide you with the opportunity to gain hands-on experience through internships. This experience will be invaluable when you enter the workforce. If you are considering a career in marketing, a degree in marketing is a great choice. It will provide you with the knowledge and skills you need to succeed in any of the many marketing careers available. You will also have the opportunity to gain hands-on experience through internships, which will be a great asset when you enter the workforce. 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