



Tomorrow People  
Digital Marketing Agency

[www.tomorrow-people.com](http://www.tomorrow-people.com)

# Pull Marketing Strategy



# Why pull instead of push?

**Pull marketing** is the science of attracting leads and sales rather than applying more **work-heavy traditional 'push' marketing approaches**. In an increasingly tough marketplace, pull marketing is overtaking push marketing as the most effective way to drive business.

This important change has taken place for several important reasons:

## 01. Buying behaviour has changed for good



The internet and social media revolution means that buyer behaviour has changed forever. **Globally, we conduct 88,000,000,000 searches a month on Google.**

That converts into **57% of internet users who search the web every day, 46% of which are searches for information on products or services, while 20% of monthly searches on Google are for local businesses.**

(Source: Hubspot Marketing).

**In fact, £1 in every £10 is now spent online**

(Source: Office of National Statistics).

## 02. The upgrade of search



Internet search has changed significantly in a very short space of time.

**Continuous upgrades to the search engines mean that search is now faster, more relevant and more targeted** than ever before.

## 03. The rise and rise of social media



The growth of social media follows closely behind **the exponential development of the web.**

But it doesn't stop there. By 2014, social networking services are anticipated to replace email as the primary vehicle for **interpersonal communications for 20% of business users.**

(Source: Gartner, Inc.)

**Social media was the leading emerging channel for lead generation in 2010.**

(Source: Hubspot Marketing)

# Developing your pull marketing funnel

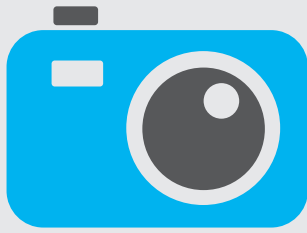
To reap all the potential rewards of pull marketing **you need to create an effective pull marketing funnel.**



This is the pipeline that will actively attract (pull) in leads and sales and help to **reduce the effort involved with traditional push marketing approaches.**

# The pull marketing funnel





## The Top: Capture

This stage is focused on capturing and attracting potential new leads.

It involves **applying advanced technology and social media to learn exactly where your potential customers are talking and what they are talking about - and to be aware of the conversations people are having about you, your competitors or your industry.** Then you can develop and nurture online communities of people who are actively interested in your kind of product or service.

**The best way to access all this invaluable market information is to listen.**

**The internet is the first place **78%** of web users go to when they're thinking of buying a product or service**

(Source: Hubspot Marketing).

**Listening means applying advanced technology and social media to find out exactly where your potential customers are talking, **whether that's on Facebook, LinkedIn, Youtube or on other platforms.****

This is the **stage of identifying the most effective sources of leads and creating mechanisms for attracting them, with effective, targeted content.** Having drawn prospects in with informative, expertise-led content, you ensure that you have effective mechanisms in place to gather their information.

This approach enables you to create and build online communities of people actively interested in your type of product or service. **It includes two essential stages: Online research and applied technology.**



## The Middle: Nurture

The middle of your pull marketing funnel is focused on nurturing your leads - those connections you have made at the Capture stage.

This phase is based on the **understanding that you're designing your marketing approach and content around your customers' buying cycle,** rather than enforcing your selling cycle on them.

This means staying in contact with your audience with content that meets their particular level of interest – but strengthening your profile gradually with them as an **expert and trusted source**. You then move on to converting these warmed up leads into sales prospects and then into customers.

Creating new leads at the middle of the funnel centres around the strategic use of targeted and compelling content to create and reinforce a relationship with potential leads and customers.

**This content should directly target the demand you have identified through the listening stage to reflect the buying cycle in your potential customers to ensure that the right information reaches the right leads at the right time.**

**It includes online content such as: Articles, Blogs and White papers**





To generate content, you also need to consider how to identify and utilise the intellectual property and specialist knowledge within your business. This is your unique content asset and applying it right will help **raise your profile as an industry leader**.

This is the stage where you engage in a conversation with your potential customers **by building an audience for your products or services.**

So you need to get your content:

- **Published,**
- **Promoted,**
- **Distributed through social media channels,**
- **Industry websites,**
- **Online communities,**
- **Forums,**
- **Internet PR channels.**

The vital thing is getting your content seen - and noticed - in all the right places. It's also about knowing which marketing platforms your potential customers use and connecting and conversing with them through these as effectively as possible.



## The Bottom: Improve

At the bottom of your pull marketing funnel, you focus on improving and growing your results continuously.

**This involves constantly tracking and monitoring your results and continually updating content, message and brand. It's also about constantly and consistently updating your reach, traffic, leads, sales, growth and customer retention.**

This way you'll ensure that your **customers come back for more and stay** as part of a well established client base that grows as your business does.

## Which content gains the best response from leads and existing customers?

You can use this valuable insight to adjust your content and other aspects of your marketing activities. By improving your approach on an ongoing basis, you will maintain a sustainable and responsive marketing pipeline.

This important stage of pull marketing involves using a loop of continuous improvement to constantly monitor and update your markets, your audience and your inbound marketing activity to keep on improving results and analysing which activity and channels convert into the most leads, sales and reach.



# The passive market V

With traditional push marketing, you miss out on the advantages of tapping both into your known and unknown markets. When done effectively, pull marketing lets you achieve this.

## The Passive Market



- Your passive market is made up of people who may not be actively looking for your products or services, but who are ideal customers.
- These are your potential customers who are unknown to you - and who do not yet know you as a business they would potentially buy into.
- An effective pull marketing strategy allows you to reach, connect with and nurture these people from passive into active customers, transforming the unknown into a known source of new leads.

# 5. The active market

active market and your massive unknown potential market.



## The Active Market



- Your active market is made up of the people who are actively looking for your product or service.
- These are the prospects who are known to you - and who may already know you as a business they can buy into. The explosion of the internet and of social media means that they are likely to start their search via the web or social networking.
- Pull marketing allows you to connect with the active demand while it is live and to strengthen your connection with your known market.

# Five essential ingredients for truly effective pull marketing

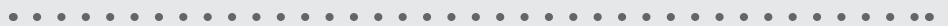
A powerful pull marketing strategy depends on five key elements:



## Content

High quality, targeted content to fit the interests and needs of your sales lead at each stage of the funnel. Your content should define you as an industry expert and directly target the demand you have identified to reflect the buying cycle in your potential customers.

Essentially, this means making sure that the right information reaches the right leads at the right time. It can include online content such as: articles, blogs, white papers, mobile apps, webcasts and videos.



## Transparency

The ability to closely monitor the impact of all marketing activities, as they are happening. Resources like a personalised dashboard and advanced analytics let you view, track and listen to what's happening across all your different marketing channels, at once.

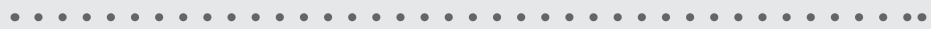
This gives you a complete view of what's being said about your particular product or service – and how you can respond.



## Technology

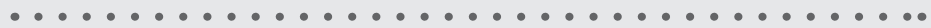
Technology designed around managing and capturing all the pull marketing data and impact in one place.

Using the right technology allows you to listen in a consistent way to learn where your potential customers are talking and what they're talking about. This technology should also allow you to track the response to your marketing, in real time.



## Resources

An appropriate mix of resources providing everything you need to effectively attract customers.



## Continuous improvement cycle

A clear continuous improvement cycle that allows you to improve on an ongoing basis.

Use a loop of continuous improvement to constantly monitor and update your markets, your audience and your **inbound marketing activity** to keep on improving results.

# What's the value of creating a pull marketing strategy?

Pull marketing can deliver significantly better results than traditional push marketing. With buyer behaviour changing in response to the growth of the web and social media, pull marketing makes it easier and more cost **effective to drive leads and sales**. But it needs to be done effectively.

This means using appropriate and effective resources designed around pull marketing. It also involves following a clear and well structured funnel that follows each stage from Capture to Nurture to Improve.

Done effectively and with the appropriate tools, pull marketing allows you to reach both your active and your passive market –increasing your overall range of leads and customers.

The secret to making pull marketing a success is to use appropriate and targeted **resources, technology and approaches**.



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you can do  
accelerate your  
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