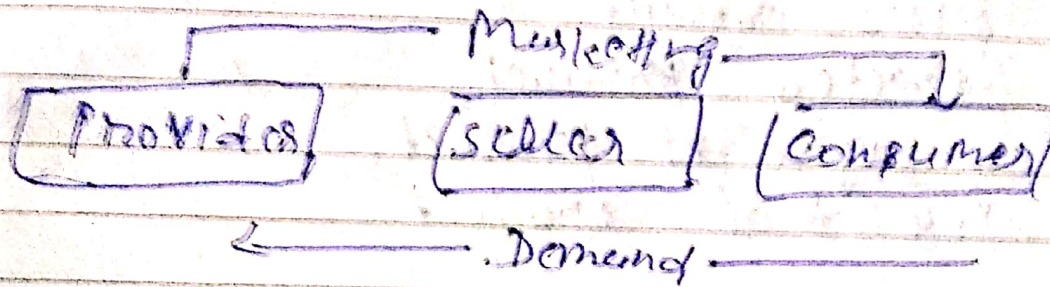


Section - 4

Q. 4.7 What is the pull strategy of promotion? Also explain the vertical distribution system

Ans - Pull strategy: - A pull strategy involves motivating customers to seek out your brand in an active process.

Getting the customer to come to you  
EXAMPLE OF PULL TACTICS, Advertising and mass media promotion.



Pull Strategy

Vertical distribution system: - A vertical marketing system is a form of cooperation between multiple levels of a distribution channel.

There are three types -

- ① Corporate vertical marketing system
- ② Contractual vertical marketing system
- ③ Administered vertical marketing system