

Pull strategy of promotion.

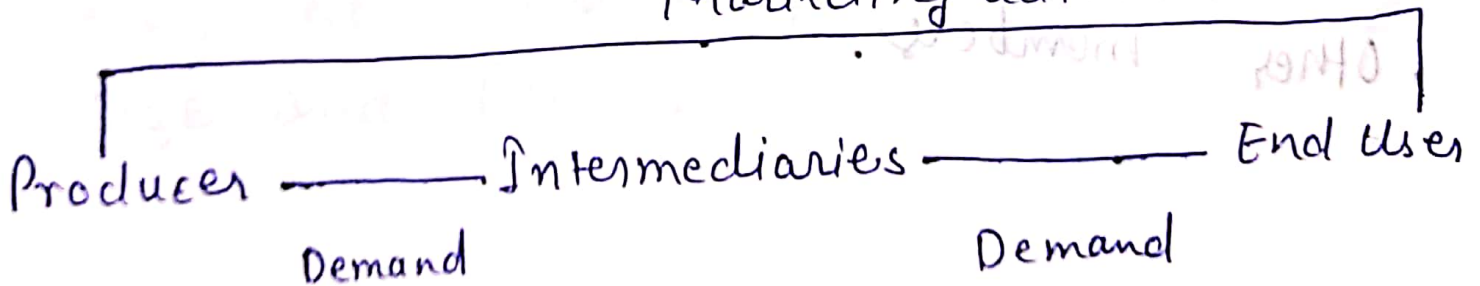
- A pull strategy involves motivating customers to seek out your brand in an active process.
- Pull strategy refers to the customer actively seeking out your product and retailers placing orders for stock due to direct consumer demand.

Ex^o:-

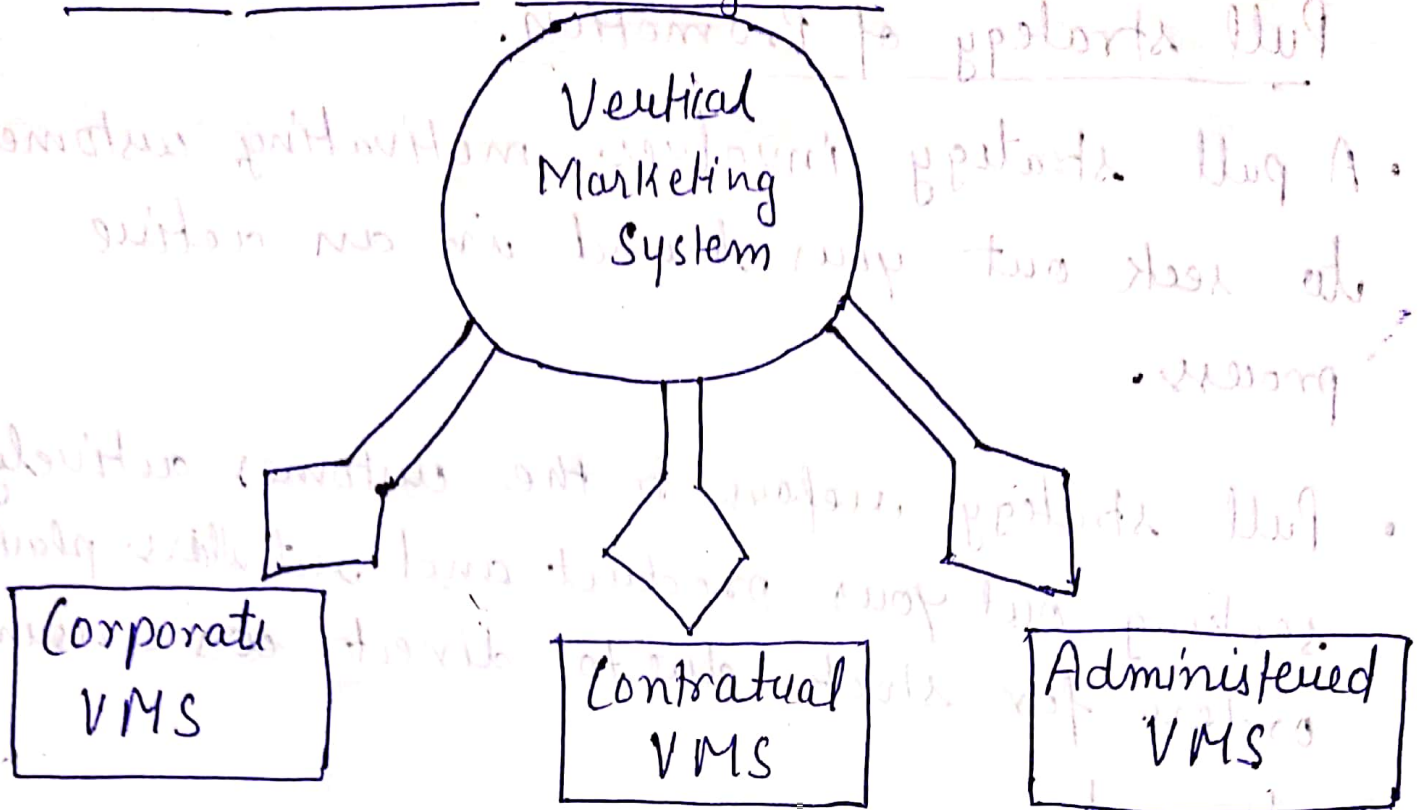
- Advertising and mass media promotion.
- Word of mouth referrals.
- Customer relationship management.
- Sales promotions and discounts.

PULL STRATEGY

Marketing activities



Vertical Distribution System



A vertical marketing system is one in which the main members of a distribution channel — producer, wholesalers, and retailers — work together as a unified group in order to meet consumer needs. — In a corporate VMS, one member of the distribution channel owns the other members.

① Corporate Vertical marketing system

In Corporate VMS, one member of the distribution channel be it a producer, a wholesaler or retailer owns all the other members of the channel.

② Contractual Vertical marketing system

In contractual VMS, every member in the distribution channel works independently and integrates their activities on a contractual basis.

③ Administered Vertical Marketing system

In this there is no contract b/w the members of production & distribution channel but their activities do get influenced by size and power.