

DIGITAL MARKETING  
INSIGHT FOR CMOs



Top Marketing Insights  
For Today's CMO

CMO.COM  
Sign Up Now

The banner features a blue background on the left with the text 'Top Marketing Insights For Today's CMO'. To the right, there is a graphic of a smartphone and a laptop displaying content. Further right, the 'CMO.COM' logo is displayed above a yellow 'Sign Up Now' button.

## INSIGHT

## › Strategic Planning › Channels

Sign In | [Subscribe](#) - A A A +

## INSIDE CMO.COM

## TARGETING



**Behavioral Targeting Vs. A/B Testing: Which One To Use?**

## STRATEGY

**How Digitally Focused CMOs Are Leading Our Revolution**

**dCMOs Build Pervasive Customer Experience**

## BRAND MARKETING

**The Crazy Evolution Of 10 Major Brands' Logos**

**Some Originals Aren't Even Recognizable**

## To Push Or To Pull? That Is The Marketer's Question

DATE: April 04, 2011

AUTHOR: Karen D. Schwartz, Contributing Writer, CMO.com

With one of the highest ranked business schools in the world, the Wharton School of University of Pennsylvania doesn't need to do much marketing. But even this venerable institution isn't immune from the changing world, so it has begun incorporating a mix of marketing techniques to expose its brand.

"Digital marketing is important for us now, especially social media," said Ira Rubien, executive director of marketing and communication at The Wharton School, in an interview with CMO.com. "Our goal is to engage our entire audience, which includes not only 86,000 alumni, but current and perspective students and our internal community."

One of its most ambitious efforts is an online business journal called Knowledge@Wharton, a biweekly publication that highlights faculty research and current information on everything from business ethics to finance, leadership, and public policy. The journal has 1.7 million subscribers, publishes in five languages, and recently launched a high school edition.

"In the past, business schools have relied on the media to write about our faculty, our research, and our rankings, but we have seen that there is room to package content to have more control and greater reach," Rubien said.

Wharton's Knowledge@Wharton is a prime example of the way organizations are incorporating push marketing. Push marketing refers to ways that companies send out, or "push," their messages to potential consumers, as opposed to creating materials purely designed to attract prospects to buy a product or service. While email marketing is still king in the push world (Knowledge@Work is distributed via email), many other effective methods of push marketing exist, including social media, text messaging, and banner ads. Done right, push marketing has the benefit of fast delivery and good targeting.

### Push Leads To Pull

But push marketing alone won't get the job done. Pull marketing—creating content that incents people to seek you out—is the best way to find qualified leads, since the user initiated the action. Examples include search engine optimization (SEO), pay-per-click, social media, blogging, and streaming media. (More later on how some tactics, like social media, can be both push and pull.)

"If someone takes action as a result of something they saw on Facebook or Twitter, they are exhibiting signs of readiness in the purchasing cycle," Lima said.

For the American Medical Association (AMA), pull marketing efforts start with its Web site, which is visited by several million people each year. Though the AMA does sell products to physicians, the organization focuses its pull marketing and communications efforts on sharing news and resources related to advocacy, professional standards, and more, explains Nicholas Abruzzo, the organization's vice president of interactive marketing, in an interview with CMO.com.

Abruzzo focuses on discoverability in his efforts to incorporate pull marketing, which for the AMA means SEO, improving the site's search capabilities, and making content available through multiple channels. It also means focusing more on social media. The AMA, for example, now has 89,000 followers on Twitter, which it uses as a broadcast channel to spread its message. It also publishes on LinkedIn and Facebook.

The AMA also relies on push marketing to round out its marketing efforts, focusing on direct mail and a weekly email newsletter that goes to 200,000 physicians. But even the newsletter has elements of pull marketing: the organization monitors (anonymously) what readers are doing on the site, including what they click on and which emails they respond to. That information, combined with direct input from physicians about what content they want, allows the AMA to customize its newsletter to each physician.

Wharton's Rubien understands the value of pull marketing, as well. While Twitter and Facebook have become a big part of marketing for Wharton, Rubien realizes that a mix of push and pull will work best for the organization.

"We are committed to social media, seeing what people comment on and where we have engagement, and trying to change our mix along the way," he said.

**Next: Push + Pull = Success**

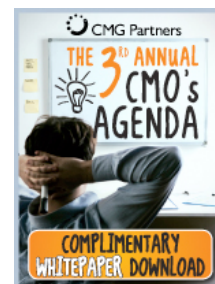
1 2 next › last »

[EMAIL](#) [SHARE THIS](#) [POST COMMENT](#) [SAVE](#)

### Related Content

**Live Together, Suffer Alone: Understanding the Cross-Channel Mix (and Why Yours May Not Be Working)**

**Understanding Consumer Preferences**



### Most Popular

**The 2011 CMO's Guide To The Social Landscape**

**Tablets: Publish Or Perish?**

**The CMO's Guide To The Social Media Landscape**

**10 Tips For Building Your Next-Gen Marketing Team**

**Emotional Marketing: Creating Ties That Bind**

**Seven Brands That Post Awesome Facebook Updates**

**Pervasive Customer Experience And How Digitally Focused CMOs Are Leading Our Revolution**

[VIEW ALL](#) ▶

**Half of '09 Holiday Shoppers to Buy Gifts on Web**

---

**An ad model poised for a comeback**

---

**Five fantastic campaigns where digital came first**

**CMO.com:**  
Now available for mobile

[Learn More](#)



[Sitemap](#) | [Feedback](#) | [Contact Us](#) | [Privacy Policy](#) | [Terms of Use](#) | [RSS Feeds](#) | [Mobile Site](#) | [Login](#) | Copyright 2009-2011. Adobe Systems Incorporated. All rights reserved.