

## Assignment - 2

- 1) What six to eight marketing tactics would you recommend to make "The cutting edge of tea" more successful?

### Digital Marketing Campaigns:

Launch targeted digital ads across social Media Platforms and google ads to reach tea enthusiasts and health-conscious consumers.

### Influencer Partnership:

Collaborate with influencers in the health and wellness space or lifestyle bloggers who resonate with your target audience to promote Kixin's Cutting-edge tea.

### Content Marketing:

Develop a content strategy focused on educational content about the benefits of Kixin's tea ingredients, such as antioxidants and unique flavor profiles. This could include blogs, videos and infographics.

## Sampling Programs:

Distribute samples of Kirin's cutting-edge teas at health food stores, ~~gyms~~ and wellness events to allow consumers to experience the product first hand.

## Retail Promotions:

### Packaging Innovation:

Enhance the Packaging design to reflect the Premium and cutting-edge nature of Kirin's tea. Clear, informative labeling about the health benefits and unique qualities can attract consumers.

### Community engagement:

Sponsor or Participate in community events focused on health and wellness. This could include Sponsoring local yoga classes, running events, or wellness workshops.

## Email marketing:

Build and nurture an email list of consumers interested in health and wellness products. Send regular newsletters with product updates, health tips, and exclusive offers to keep them engaged.

2) Think about message would like to communicate is "cutting edge of Tea" Right was to go or do you have better suggestion?

\* "Tea Innovation hub"

\* "Revolutionizing Tea culture".

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