

ASSIGNMENT - 2

1) What six to eight marketing tactics would you recommend to make "The Cutting Edge of Tea" more successful?

To make the cutting edge of tea more successful in marketing here are six to eight tactics tailored for Kirin:

1. Digital marketing campaigns:

Launch targeted digital ads across social media platforms & Google Ads to reach tea enthusiasts & health conscious consumers.

2. Influencer Partnerships:-

Collaborate with influencers in the health & wellness space or lifestyle bloggers who resonate with your target audience to promote Kirin's cutting edge tea.

3) Content marketing:-

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

4. Sampling Programs:

Distribute samples of Kirin's Cutting edge tea at health food wellness events to allow consumers to experience the product firsthand.

5) Retail promotions:- Implement promotions in retail stores, such as bundle deals, discounts, or limited-time offers to encourage trial & increase purchase frequency.

6. Packaging innovation:- Enhance the packaging design to reflect the premium & cutting edge nature of Kirin's tea. Clear, informative labeling about the health benefits & unique qualities can attract consumers.

7. Community Engagement:- Sponsor or participate in community events focused on health & wellness. This could include sponsoring local yoga classes, running events or wellness workshops.

8. Email marketing:- Build & nurture an email list of consumers interested in health & wellness products.

Send regular newsletters with product updates, health tips, & 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"

~~S.D.A~~