

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 have six to eight tactics tailored for kinin;

i) Digital marketing campaigns:-

* launch targeted digital ads across social media platform & Google ads to reach tea enthusiasts & health conscious consumers

ii) Influencer Partnership:-

collaborate with influencers in the health & wellness space or lifestyle bloggers who resonate with your target audience to promote kinin cutting edge tea.

iii) Content marketing:-

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

Sampling Programs.

Distribute samples of Kirin's cutting edge teas at health and wellness events to allow consumers to experience the product firsthand.

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

d) 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
in "cutting edge of tea" Right way to go or
do you have better suggestion?

* "Tea Innovation hub"

* "Revolutionizing tea culture".

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