

Assignment 2

1, 6-8 Marketing tactics for the cutting edge of tea

social media

utilize platforms like Instagram, Facebook and tik tok youtube to showcase visually appealing images and videos of your cocktails. use

Happy Hour promotions

offer discounted prices or special deals during specific hours to attract customers looking for a good deal on cocktails

Email marketing

Build an email list of customers interested in cocktails and send out regular newsletters with updates on new recipes, promotion, and events.

online ordering and delivery

make it convenient for customer to order your cocktails online through your website or delivery apps. offer promotions or discounts for online order

Tasting samples:

set up sampling stations in grocery store, liquor store, or at event where customers can taste your cocktails for free or at a discounted rate, encouraging them to purchase a full-size product

Promotion merchandise:

create branded merchandise such as cocktail shakers, glassware or apparel that customers can purchase or receive as a gift with purchase, increasing brand visibility

2. what message do you want to communicate

'sip, savor, celebrate'

'Raise your glass to flavor'

'cocktails that spark conversation'

5.9 X 'mixology redefined'

'crafted elegance in every sip'