

## Assignment-2

1) What are the right marketing tactics would you recommend to make "the cutting edge of tea" more successfully?

i) Partner with influencers.

ii) Host tea tasting and workshops.

iii) Start a loyalty program.

iv) Create engaging content (blog posts, video, social media).

v) Send regular newsletters.

vi) Partner with complementary businesses.

vii) Encourage customer photo and reviews.

viii) Release limited-edition teas.

2. Think about using global like to communicate is "cutting edge of tea" might want to go or do you have better suggestion?

i) "Cutting edge of tech"

ii) "Leading edge of technology"

iii) "Frontier of innovation"

iv) "Blending edge of innovation"

v) "State of the art"