

Assignment-2

What six to eight marketing tactics would you recommend to market the cutting edge of tea more successfully?

Digital marketing campaign

Launch targeted digital ads across social media platforms and reach target consumers through influencers and health-conscious.

Influencer partnerships

Health and wellness bloggers who resonate with your target audience to promote living cutting-edge tea.

Content marketing

Develop a content strategy focused on educational content about the benefits of KIRIN tea ingredients. Such as antioxidants and immune boosters. Videos and infographics.

Sampling programs

Distribute samples of KIRIN cutting edge teas at health food stores, wellness events to allow consumers to experience the product firsthand.

Retail promotions

Implement promotions in retail stores such as bundle deals, discounts or limited-time offers to encourage trial and increase purchase.

Packaging innovation

Enhance the packaging design to reflect the premium and cutting-edge nature of KIRIN tea. Clear informative labeling about the health benefits. Use unique aesthetics can attract consumers.

Community Engagement

sponsor or participate in community events focused on health behavior wellness lines running events or wellness workshops.

Email Marketing

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

2) Think About messages would like to communicate is cutting ~~edge~~ edge of Tea Right now to go or do you have better suggestions

1) "Tea Innovation Hub"

2) "Pioneering Tea Trends"

3) "Exploring Tea Future"

4) "Revolutionizing Tea Culture"

5) "Tea Experience Redefined"

S.D.