

## Assignment - a

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

Digital marketing campaigns:-

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

Influencer Partnerships:-

collaborate with influencers in the health and wellness space or lifestyle bloggers who resonate with your target audience to promote Kivir's cutting-edge tea.

Content Marketing:-

Develop a content strategy focused on educational content about the benefits of Kivir Tea ingredients such as antioxidants and unique flavor profiles. This could include blogs, videos, and infographics.

Sampling Programs

Distribute samples of Kivir's cutting edge of health food stores and wellness events to allow product 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 frequency.

## Packaging Innovation:-

Enhance the Packaging design, to reflect the Premium and cutting edge of Kivi's tea line benefits and unique qualities can attract consumers.

## Community Engagement:-

Sponsor or Participate in community events focused on health and wellness. This could include sponsoring local yoga classes, running events or wellness workshops.

2) Think about message would like to communicate is cutting edge of tea? Right way to go or do you have better suggestions?

1) "Tea Innovation hub"

2) "Pioneering Tea Trends"

3) "Exploring Tea's Future"

4) "Revolutionizing Tea culture"

5) "Tea Excellence Redefined"

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