

## Assignment-2.

1) What five to eight Marketing tactics would you recommend to Make the Cutting edge of tea More Successful.

i) Storytelling and Brand Narrative: Develop a compelling story around the tea's origins, ingredients, and unique qualities to captivate consumers emotionally.

ii) Digital Marketing Campaigns: Utilize targeted social media ads, influencer partnerships, and SEO-optimized content to reach tea enthusiasts online.

iii) Product Differentiation: Highlight unique aspects such as organic ingredients, sustainable practices, or innovative brewing methods to stand out in a crowded market.

iv) Tasting Events and Sampling: Organize tasting sessions at local cafes, farmers' markets, or through online platforms to allow potential customers to experience the tea firsthand.

v) Subscription Models: Offer subscription

2) Think about my goal like to communicate is  
"Cutting edge of Tech" right now to go or do you  
have better suggestion?

i) "Cutting edge of tech"

ii) "Leading edge of technology"

iii) "Frontion of innovation"

iv) ~~Bleeding edge~~ of innovation

v) "State of the art"

5.2.4