

Assignment -2

1) 6-8 marketing tactics for the cutting edge of Tea

* Happy Hour Specials

Offer discounted prices on cocktails during specific hours to attract more customers.

* Signature cocktails

Create unique, themed cocktails that are exclusive to your bar or event. This can draw interest and make your establishment stand out.

* Social media contests

Run contests on social media where customers can submit their own cocktail recipes or photos for a chance to win a prize.

* Live music and Entertainment

Combine cocktails with live music or entertainment to create a lively atmosphere that attracts more patrons.

* Loyalty programs:

Implement a loyalty program where customers can earn points or rewards for purchasing cocktails.

Interactive menus:

Use QR codes or digital menus that provide detailed descriptions, stories or videos about each cocktail, adding an interactive element.

* pop-up - Bars.

Set up temporary bare in different locations . or at events to reach new customer and create buzz

* Seasonal Ingredients.

Highlight cocktails made with fresh seasonal ingredients to appeal to health conscious or trend - following customers

2) What message do you want to communicate?

where flavors come together and memories are made

The art of mixology, the joy of sharing!

A fusion of flavors a blast of fun!

Shake things up with a delicious twist!

S.D.K