

MARKETING MANAGEMENT

Assignment - 2-9

S. D. S.

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R. ARUNA
1P93MM001
M. Com [CA].

1) 3-4 MARKETING TACTICS TO GET SOMEONE WHO DRINKS WHISKY TO TRY CUERVO

(3)

EDUCATIONAL TASTING EVENTS:

Host tasting can compare the flavors and characteristics of whiskey and cuervo tequila. Highlight the similarities in quality, craftsmanship and the unique aspects of tequila that whiskey drinkers might appreciate.

COLLABORATIVE PROMOTIONS:

Partner with popular whiskey brands or bars known for their whiskey selection to create special promotions or limited-time offers. For example, offer a discount on a cuervo drink when purchased with a whiskey drink.

INFLUENCER MARKETING AND TESTIMONIALS:

Collaborate with influencers or well-known figures in the whiskey community who can vouch for the quality of cuervo tequila. Their testimonials can provide credibility and encourage their followers to give cuervo a try.

CONTENT MARKETING AND STORYTELLING:

Develop content that tells that story of cuervo, focusing on its rich history, production process and craftsmanship. Draw parallels to the whiskey-making process to create a connection with whiskey drinkers. Use blog posts, videos, and social media campaigns to share this content.

2) 3-4 MARKETING TACTICS TO GET SOME ONE WHO DRINK ANOTHER BRAND TO DRINK CUERVO

PROMOTIONAL OFFERS AND DISCOUNTS:

Offer special discount, limited-time offers, or bundle deals to make cuervo more attractive. This can include price reductions, buy-one-get-one-free deals or gift with purchase promotions.

INFLUENCER AND CELEBRITY ENDORSEMENTS:

Collaborate with influencers and celebrities who resonate with your target audience. Their endorsement can create a sense of trust and credibility for cuervo. Social media campaigns with these influencers showing cuervo in a positive light can be very effective.

EXPERIENTIAL MARKETING:

Host events, tastings or parties where potential customers can sample cuervo in a fun and engaging environment. Creating memorable experiences associated with the brand can foster positive associations with the brand, leading to brand switching.

TARGETED ADVERTISING AND BRANDING:

Develop targeted advertising campaigns that highlight cuervo's unique qualities and benefits over competitors. This can include digital ads, social media content and traditional media that emphasize the quality, heritage and unique taste of cuervo.