

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+ Marketing tactics to get someone 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 desirability for queso. Social media campaigns with these influencers showcasing queso in a positive light can be very effective.

Experiential marketing:

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

Targeted Advertising and Branding:

Develop targeted advertising campaigns that highlight queso'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 cachaça.