

Assignment - 3

- 1) 3-4 marketing tactics to get someone who drinks whiskey to try Cuevo

Educational Tasting Events:

Host tasting can compare the flavours and characteristics of whiskey and 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 offer. For ex: offer a discount on a Cuevo drink when purchased with a whiskey drink.

Influencer Marketing

Collaborative with influencers or well known figures in the whiskey community who can quality of Cuevo tequila. Their testimonials can provide encourage their followers to give Cuevo a try.

Content

Develop content that tells the story of Cuevo, 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 someone who drink another brand to drink Cuevo.

Promotional offers and discounts.

offer special discount, limited time offer or bundle deals to make Cuevo more attractive. This can include Price reduction buy-one-get-one Free deals or gift with Purchase Promotions

Influencer and celebrity endorsements:

Collaborative with Influencers and celebrities who with your target audience. Their endorsement can create a sense of trust and desirability for Cuevo.

Social media campaign with these Influencers

Showcasing Cuevo in a positive light can be effective.

Experiential Marketing:

Host events tastings or parties where

Potential customers can sample Cuevo in a fun

and engaging environment Creating Memorable.

expenses. Associated with the brand can ^{Positive}
Associated with the brand switching.

Targeted Advertising and Branding.

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

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