Marketing Lemonade

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[Name of the Institution]

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**Marketing Methods**

**Advertising**

Advertising/Advertisement is a marketing methods which would directly reach our message and concern (product marketing) to the target segment. This will do so through expressing the brand values of our company.

**Public Relation**

Public relation is one of the most costly and credible ways to align in the best manner with target group and product (Thackeray, et.al, 2008). Public relation will best align with our target segment because it would let us develop personal relationships with each of target customers in the entire segment.

**New Digital marketing techniques**

New Digital marketing techniques such as social media marketing and networking tools and techniques of content marketing would engage our company through developing 24 engagement with the target segment by our online presence (Saxena, A. (2019).

**Event marketing**

Event marketing would best align our company with target segment by creating brand focused impressions in mega events and would develop relationships with the audiences of events.

**Forms of Sales Promotion**

**Coupon**

Coupon will be used for sales promotion because 1) it assists to increase number of new customers, 2) increase sales of particular product(s), 3) reward customers, and 4) entice return to previous customers (Saxena, A. (2019).

**Premiums**

Premium will be used for sales promotion because additional things to products leads to more sales. In this premium would attract new customers because they would be able to get more additional items with our products than competitive products in the market (Thackeray, et.al, 2008).

**Social Consciousness**

Our company is a highly socially-conscience due to several reasons but the most credible aspects is we take part in the campaigns which are developed to combat climate change. As well as we are highly valued in the industry because of our efficient Corporate Social Responsibility practices and work to improve the community we operate in.

**Global Expansion**

Below are the steps the company can expand through to global market

* Market definition to expand to
* Market analysis
* Assessment of internal capabilities
* Prioritizing and selection of markets
* Development of market entry options (Fernández, Hermosillo, & Montes, 2018).

**Promotional Methods**

The promotional methods would be the use of social media and point of sale strategy. We should be active on social media to promote lemonade. We would also be able to create online conversations to enhance engagements (Thackeray, et.al, 2008). Point of sales will be sued to sales and promote lemonade in stores on local and global level.

**Ethical and Moral Issues**

The ethical issues we have will be evident as we are here to help children. The issue we would have is how we help the children where we would be needed to show that what help we can create and how much it will help in the disease called cancer.

**References**

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