Let's Drink

Marketing Plan

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Info 320
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The Team

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*Back-End
Developer*

*UX
Designer*

*Front-End
Developer*

Facilitator

Let's Drink

Let's Drink

A specialized alcohol search service to provide cocktail recipes and alcohol suggestions. Drinks are evaluated by their ingredients to create a flavor profile.
This allows Let's Drink to
find the perfect drink for you.

Let's Drink

Marketing Goals

SMART Goals

Simple and user-friendly experience

Awareness

Let's Drink

Users

Beer and Wine Enthusiasts

Bars and Clubs

College Students

Competitors

Collaborators

Team 3, 4

Search Phrases

Let's Drink

Cocktail Recipes

Cocktail Builder

Alcoholic Drinks

Mixed Drinks

What drink is like

Let's Drink

Thank You