

TRACE BEVERAGES

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AGENDA



- About Trace Beverages company
- Products
- What Trace Products Contain?
- Marketing Strategy
- Value
- Target Markets
- Marketing Mix
- Conclusion
- Sources

TRACE^{NGB}

ABOUT TRACE BEVERAGES

- Founded in 2011
- Adjusted in giving unadulterated, clean water in a practical way.
- Focused on promoting a healthy lifestyle.



Since 2011, Trace Beverages was created to serve a vast amount of health benefits. Trace Beverages sets forth a passion for healthy lives. Trace Beverage cares about the customers they seek and want to deliver clean Alkaline water to its consumers. Plant-based mineral water distraught from fresh mountain spring water. Trace is the everyday drink to keep your body revived and ridding toxins from your body. (Trace Beverages, n.d.).

PRODUCTS



PRODUCTS

Revitalizing Hydration



- Health Enthusiast
- More than 10 trace minerals
- Contains alkaline pH 8.5

Revitalizing Boost



- Quick Pick-me-up
- Boosts slow-moving immune systems
- Drink to experience more energy when feeling worn out

Revitalizing Concentrate



- Maintains healthy lifestyle
- Increases nutrients



Trace has several products for consumers to decide. The first product I will be introducing is Revitalizing Hydration. This drink was developed for "the health enthusiast." The Revitalizing Hydration drink contains the highest Alkaline level out of the other products. Now onto the Revitalizing Boost, this drink is considered as "a quick pick-me-up" to benefit those who suffer from fatigue. This boost contains more than 15 trace minerals, vitamin D, and calcium to help with fatigue. To add on, those searching for support in a healthy lifestyle, Trace provides a drink called Revitalizing Concentration. According to the Trace beverages website, this drink will fulfill the help you need for continuing your healthy lifestyle at home. The benefits consumers will seek by investing in this drink would be the same as the Revitalizing Boost. (Trace Beverages, n.d.)

PRODUCTS

Revitalizing Water



- Contains more than 5 trace minerals
- Suitable for any moment in life
- Alkaline pH 7.7



The fourth product, Trace Beverages, offers their Revitalizing Water. This water was developed "for any occasion" in the words of Trace Beverages. Out of all the drinks, this drink provides a lower level of Alkaline and Trace minerals. But overall, the Revitalizing Water provides all the essential needs the body craves. (Trace Beverages, n.d.).

WHAT TRACE PRODUCTS CONTAINS

- Source: Pure Water from Rocky Mountains
- Fulvic and Humic Minerals
- Electrolytes
- Vitamins



It's essential to include what is inside this product, a health-conscious company like Trace Beverages is pushing out for the public to consume. The Trace Beverages website provides insight into what's inside their products. The primary source for this company is Pure water for the Rocky Mountains in British Columbia, Canada. Now there have been some benefits that are infused within the water. The first benefit added to the water is Fulvic and Humic Minerals. These minerals improve the immune system, reduce fatigue, and aids the body in many ways. (Kubala, 2020).

Moreover, electrolytes being added to this product was a great infusion because electrolytes promote hydration and maintain tensions on the muscles. (Cedars Senai, 2019). These electrolytes provide what many consumers are seeking when purchasing water. Lastly, vitamins were added to provide the necessary nutrients the body needs to perform appropriately. (Help Guide, 2016).

MARKETING STRATEGY



MARKETING STRATEGY



Overall differentiation, one of the methods in Michael Porter's basic strategies.



"Water" --> "Functional Drink"



Overall Differentiation will showcase the products performance.

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The market strategy for Trace Beverages will be overall differentiation, a strategy apart of Michael Porter's basic strategies. The reasoning behind this strategy's selection suits Trace Beverages the most because this company is not trying to push just "water" but a functional drink that provides quality functions to the body. Trace Beverages includes something different than most traditional water brands. This company wants to allow its consumers to enhance their lifestyle and health by consuming Trace Beverages. Pursuing the overall differentiation strategy enables the consumer to see Trace Beverage's product performance.

VALUE



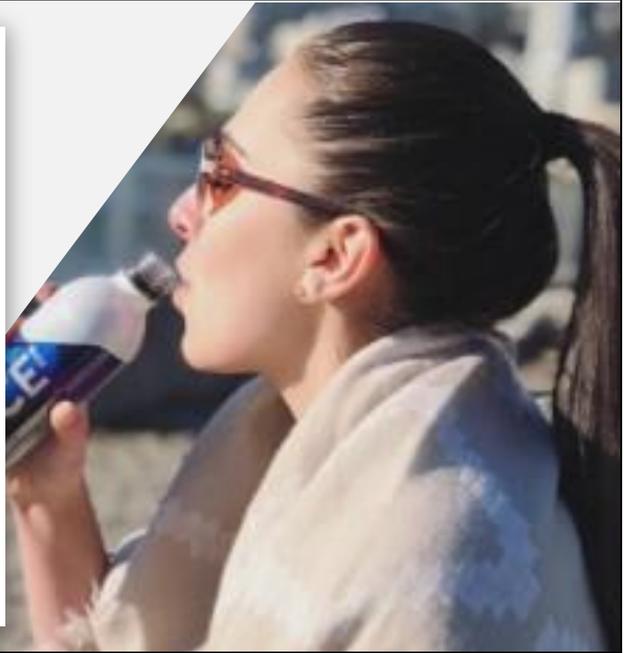
VALUE

- Overall differentiation must hold value.
- Highlight why the product is so different from others
- Emphasize the general advantages of the product
- Educate to help develop an "experience" for consumers



When overall differentiation is being pursued in a market strategy, it's essential to emphasize the value in which the product produces. So for the value Trace Beverages brings would be mentioning all the different minerals, electrolytes, and vitamins that are infused within the product that enhance consumers' overall health. Also, value brings experience for consumers. To influence that consumers will have a unique experience with Trace products, Trace Beverages must be willing to educate their audience on the advantages Trace Products brings to the table. By clearly distinguishing the benefits, Trace Products will generate a sense of value for these products when the consumer comes across them.

TARGET MARKETS



TARGET MARKETS



Health Conscious



Minorities



New Moms



According to an article on bottled water marketing by Peter Prevos, Prevos illustrated that when it comes to reaching out to different market segments when advertising a water bottle company, all of these segments must have one connection. The connection Prevos mentioned was creating emotional connections with those who want a perfect and healthy lifestyle. I added these three target markets for the Trace Beverages company to seek after because they all have one thing in common, access to pure water.

The most obvious target market is those who are health conscious and want to maintain their lifestyle. The second target market is minorities. Urban cities have a high population of minorities. Urban communities are known not to receive basic necessities or resources. These communities are contaminated with water pollution. (Ahluwalia, 2015). It would impact urban communities for Trace Beverages to enter urban neighborhoods with pure functional water to improve the lifestyle of minorities in these areas. The third target market would be new moms. New mothers are always searching for products that'll protect the health of their children. So embracing motherhood with Trace products advertisements will enhance a whole new segment audience. All in all, the background info on all these target markets tie into emotional connection and fulfillment in health. (Prevos, 2020).

MAREKETING MIX



MARKETING MIX



PRODUCT



PRICE



PLACE



PROMOTION

- Product: differentiation and innovative design
- Price: competitive/affordable prices
- Place: local grocery stores/accessible locations for all
- Promotion: social Media, community work, and events

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The marketing mix is vital when developing a new marketing strategy. When this marketing mix in mind, Trace Beverages can effectively tackle the marketing strategy created by Porter. To begin with, the product section of the marketing mix would require differentiation and innovative design. Differentiation would go back to uniqueness being emphasized when discussing value. For the innovative design, it should be one that catches the consumer's eye and does not make the product feel as if it's just plain old water. Developing more color and intricate designs would draw the attention of many.

Furthermore, reflecting on the target markets mentioned, which consisted of minorities. Prices should be affordable to ensure that minorities have the same advantage in accessing clean water. Up next in the marketing mix is place. Since Trace is passionate about making sure others live healthy lifestyles, then the opportunity to come across Trace products should not be difficult for consumers. Trace products should be placed in local grocery stores and gas stations to accommodate access for consumers. Finally, the final P, promotion. To achieve success, massive acts of advertising must be done, so Trace products are recognizable. Social media will easily allow this brand to do promotion not just nationally, but worldwide. Social media accounts must be active on an everyday basis or weekly. Social media also gives a chance to engage with consumers all over the world. Another way to seek more consumers is by contributing

acts of service for communities in need. For example, more people within communities in need will be willing to support a brand investing and aiding their community. Finally, attending events by constructing a stand to promote the product and having a one-on-one experience with consumers will also create profit.

CONCLUSION

- In conclusion, this presentation provides an insight into a detailed marketing strategy that is heavily influenced by using overall differentiation to gain recognition and sell products.
- This PowerPoint was created to give the world an equal chance of purchasing functional clean water.



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