

Monster Vape Labs Intl'

Phase	Strategy	Goal
Pre-launch	<ul style="list-style-type: none">1. Educate distros/wholesalers/ shops on the brand and new product/flavor releases.2. Build relationships with industry professionals.3. Generate buzz surrounding MVL, highlighting - American made product4. Increase brand awareness	<ul style="list-style-type: none">1. Increase demand internationally2. Establish thought leadership
Launch	<ul style="list-style-type: none">1. Strengthen relationships with industry professionals2. Boost international presence both B2B & B2C3. Develop a strong presence off & online	<ul style="list-style-type: none">1. Expand market share2. Enhance brand reputation3. Increase visibility
Post/Evergreen	<ul style="list-style-type: none">1. Reinforce retail marketing program (B2B)2. Strengthen demand (B2C)	<ul style="list-style-type: none">1. Increase sales revenue2. Increase desire for product3. improve customer engagement

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Phase	Tactical	Goal
Educate & Build Relationships	<ul style="list-style-type: none">1.Hire brand ambassadors in each country to educate shops on MVL and distribute sample kits.2.In-depth media kits3. Traditional media - press releases, features, paid ads	Increase brand awareness
Boost & Strengthen	<ul style="list-style-type: none">1.Partner with organizations2.Social Media- Facebook & Discord communities3.Influencer- Youtube & Instagram4.Music festival sponsorships5.Tradeshows6.Events - In shops & industry exclusive	Strengthen international presence
Reinforce	<ul style="list-style-type: none">1.Retail marketing program2.Giveaways3.Events	Maintain relationships