

Mezcal Sacrificio

Digital Marketing Analysis

MEZCAL
SACRIFICIO
100% AGAVE

December 2025

Presented by:

Max Mejia, Shrey Agrawal,
Kenny Okeke, Paola Marcondes



Agenda

- ✦ **Mezcal Sacrificio Overview**
- ✦ **Phase 1: Customer & Competition**
- ✦ **Phase 2: Strategic Choices**
- ✦ **Phase 3: Defining a Promise to the Customer**
- ✦ **Current State of Digital Marketing**
- ✦ **Phase 4: Campaign & Tactical Execution**
- ✦ **Phase 5: Measurement Optimization**



Mezcal Sacrificio Overview

Overview of Mezcal Sacrificio

What is Mezcal Sacrificio?

- ✦ Founded in **2012**, produced at a single distillery in **Oaxaca**.
- ✦ Partly owned by the family of our colleague, **Pablo Creel**.
- ✦ Distributed exclusively through retail, primarily across 240+ **Total Wine** stores in the U.S.
- ✦ Brand messaging centers on **artisanal** production and **sustainable** practices, including **pesticide-free** cultivation.

The Company's Four Products

%sales

55%



Joven: Non-aged, agave Espadín
Retail Price: \$35.99

25%



Reposado: Aged <1 yr, smooth
Retail Price: \$39.99

10%



Añejo: Aged 1+ yr, complex
Retail Price: \$52.99

10%

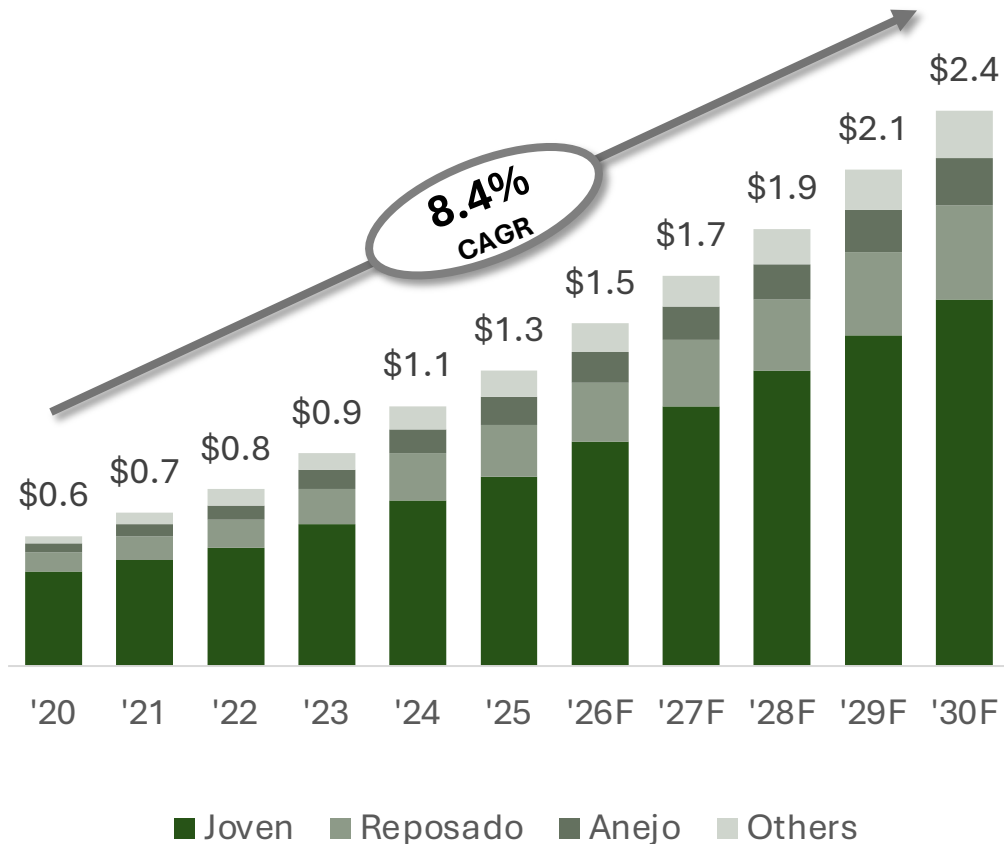


Tobalá: Non-aged, rare agave
Retail Price: \$54.99



The Mezcal Market Expands Rapidly with 8.4% Annual Growth

Mezcal Market Size by Product (USD Billion)



- ✦ North America holds **62% of the market** in 2024, led by the US.
- ✦ The **Joven** category dominates sales with a **72% revenue share**.
- ✦ **Supermarkets and Hypermarkets** are the leading distribution channel (32% revenue share).
- ✦ The **Asia Pacific** region is the **fastest-growing** market.
- ✦ Mezcal offers superior flavor diversity, utilizing **36+ agave species**.
- ✦ Increasingly linked to **health benefits** as the agave is touted as an **adaptogen**.

Sacrificio Must Navigate Digital and Distribution Headwinds



Growth & Reach

- ✦ **Low digital awareness** and weak search demand.
- ✦ Hard to build regional momentum **without varied retail touchpoints**.
- ✦ **No tribe** that talks about the brand or pushes repeat buzz.



Acquisition & Conversion

- ✦ **Reliance on Total Wine** results in high acquisition costs and low conversions .
- ✦ Limited first-party data, which **weakens retargeting and CRM**.
- ✦ Influencer efficiency drops **without niche creator targeting**.



Content & Credibility

- ✦ **Weak SEO** foundation compared to larger mezcal brands.
- ✦ **Limited UGC**, so social proof stays thin.
- ✦ **No content tied to clear search intent** or high-intent cocktail queries.



Phase 1: Customer & Competition

Clarifying the Goal and Defining Success

What Does Mezcal Mean to its High-Value Customers?



r/mezcal



MezcalReviews.com



Distiller.com



YouTube



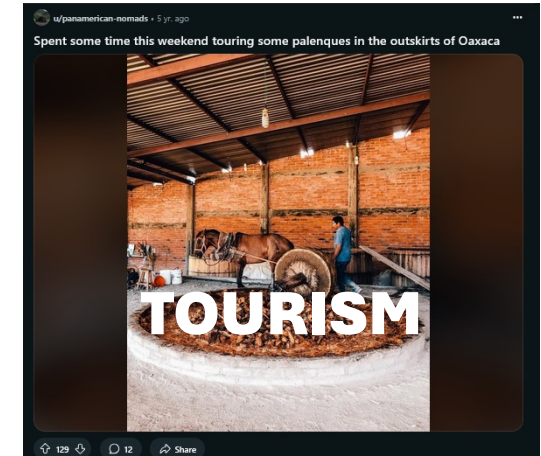
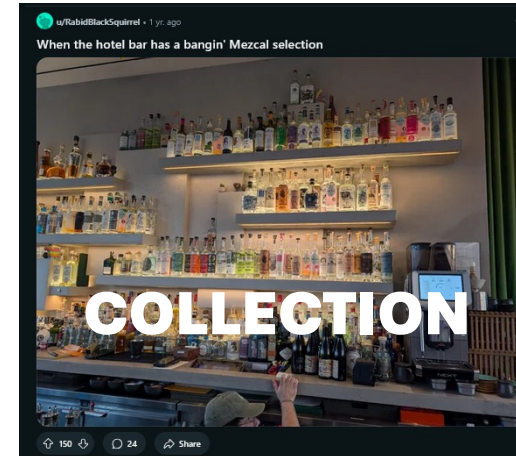
AISEO



Facebook



Retail Associates



High-Value Customer Insights from Interviews

- ✦ **Flavor:** Añejo customers like the smokiness and smoothness, while the Reposado & Joven drinkers enjoy the versatility
- ✦ **Brand Attributes:** Customers like the name, logo, and bottle as it signals heritage, authenticity, and exoticness
- ✦ **Experience Factors:** A majority purchased initially as a recommendation from a Total Wines Associate
- ✦ **Social Signals:** Customers are confident in gifting the bottle as it looks premium and thoughtful

“I was looking for a good Mezcal and the Total Wine staff recommended this one. I absolutely love it! As did all of my guests who tried it. I will continue to buy repeatedly!”

– Actual Customer, 2025



Interview-Based Personas for Mezcal Sacrificio

The Mezcal Collector



Sex: Male

Age Gen:

Gen X/Boomer

Income: Very High

- ✦ **Already buys premium spirits**
- ✦ Craft production and master mezcalero **recognition**
- ✦ Visually premium bottles and story that **signal quality**
- ✦ **Needs:** Clear production story and unique flavor profile

The Modern Mixologist



Sex: Male

Age Gen:

Millennial/Gen Z

Income: Med-High

- ✦ **Cooks, entertains, hosts friends**
- ✦ Enjoys craft **cocktail videos on Social Media**
- ✦ **Flavor complexity** that inspires experimentation
- ✦ **Needs:** A good bottle design and a mezcal that mixes well

The Premium Gifter



Sex: Female

Age Gen:

Millennial/Boomer

Income: High

- ✦ **Experience-heavy spending**
- ✦ Shops during **holidays, weddings, job promotions**
- ✦ Beautiful packaging and a **story** they can repeat when gifting
- ✦ **Needs:** Beautiful packaging and a memorable brand story



Jobs to be Done



Mezcal Collector

Function

Add a **premium, authentic mezcal** to my **collection**, compare agaves.

Emotion

Feel **knowledgeable** and **prideful** in owning bottles others don't have.

Social

Impress friends with bottle that tells a story and **signals taste** when hosting.



Modern Mixologist

Create cocktails that **taste complex** for weekend hosting.

Feel **creative** when experimenting with **new cocktail ideas**.

Serve drinks that get **compliments**, build a **reputation** as a great cocktail maker.



Premium Gifter

Buy a **premium** but **appropriate** gift quickly **without overthinking**.

Feel confident that the gift will be **appreciated** and feel **generosity**.

Show **good taste** and **sophistication** through the gift.



Competitor Analysis



| | MEZCAL SACRIFICIO | CASAMIGOS | MONTELOBOS | BOZAL | MI MAMA ME DIJO | BAHUEZ | ROSALUNA |
|---------------------|---|--|---|--|--|--|---|
| Key Message | Tradition Meets Modernity | Ultra-Smooth Lifestyle | Integrity & Rebellion | Wildly Refined | Women-Led Heritage | Community & Cooperation | Approachable Luxury |
| Ranking | 4.5/5 (Mezcal Reviews) | 5/5 (Distiller) | 3.5/5 (Mezcal Reviews) | 4.5/5 (Mezcal Reviews) | 3.5/5 (Distiller) | 3.5/5 (Distiller) | 4.5/5 (Distiller) |
| Social Media | ★★★★☆ High quality but lacks authentic feel that drives trust in mezcal. | ★★★★★ High production, with focus on celebrity and lifestyle angle. | ★★★★☆ Educational content, authenticity, appeals to the aficionado . | ★★★★☆ Landscapes , process, communicating origin and sustainability . | ★★★★☆ Authentic, unique, women-led , and sustainable ethos with focused niche. | ★★★★☆ Cooperative ethos, environment, strong credibility , purpose. | ★★★★★ Highly visual, influencer-ready , crafted for Instagram. |
| Engagement | ★★☆☆☆ Low community building and organic momentum, mostly friends & family. | ★★★★★ Lots of followers , likes , shares driven by celebrities and tequila. | ★★★★☆ Strong with enthusiasts educational focus, non mass-market. | ★★★★☆ Strong with enthusiasts focus on wild agave sustainability . | ★★☆☆☆ Lacks established following , early stages of community building. | ★★★★☆ Driven by strong ethical narrative accessibility. | ★★★★★ High, driven by influencers, aesthetics, and cocktail culture . |
| Website | ★★★★☆ Polished , product-centric website that lacks immersion . | ★★★★★ Smooth UX matches their "smooth spirit" messaging. | ★★★★★ High-quality , focus on the process and narrative experience. | ★★★★☆ Visually driven , emphasizes the remote sourcing & distillation. | ★★★★☆ Communicates brand story, but design not as polished as others. | ★★★★★ Clear, authentic, and effective , focus on cooperative's mission. | ★★★★★ Seamless, visually driven, mobile-optimized, minimalist . |



Phase 2: Strategic Choices – Playing to Win

Choosing Markets, Customers, and Channels to Win

Where To Play - Geographic Markets

Five markets were selected for three reasons: **(1) Cultural fit** in TX/CA/FL where premium spirits and heritage resonate, **(2) Proof of model** in Arizona's 37.2 cases/store efficiency, and **(3) Growth opportunity** in Minnesota's emerging craft culture. Together, they form a balanced **portfolio of anchors, validation, and expansion.**

TEXAS

| | |
|--|--|
| CASES 978 | STORES 39 |
|--|--|

- ✓ Cultural affinity
- ✓ Strong Hispanic heritage connection
- ✓ Thriving craft cocktail scenes in Austin & Houston

CALIFORNIA

| | |
|--|--|
| CASES 909 | STORES 46 |
|--|--|

- ★ Premium spirits gateway market
- ✓ LA/San Diego lifestyle base
- 📈 High scaling potential

FLORIDA

| | |
|--|--|
| CASES 784 | STORES 40 |
|--|--|

- ✈️ Tourism hub
- 👤 Affluent demographics
- 🍸 Miami's premium cocktail culture

ARIZONA

| | |
|--|--|
| CASES 521 | STORES 14 |
|--|--|

Highest Efficiency

37.2 cases/store Southwest heritage resonance
Proven sustainable model

MINNESOTA

| | |
|--|--|
| CASES 289 | STORES 11 |
|--|--|

- ↗️ Emerging craft culture market
- 🏙️ Minneapolis urban professionals

TIER 2 STRATEGY

MD

















CO

NY

High Efficiency: 58.3 (MD), 44.9 (CO), 45.7 (NY) cases/store

"Apply proven tactics into Tier 1 underperformers."

Where To Play - Channel Mix Summary

| | | | |
|--|---|---|---|
|  <p>INSTAGRAM First discovery & ongoing brand love</p> | <p>WHY INSTAGRAM?</p> <ul style="list-style-type: none"> ✓ Premium spirits buyers use it to discover bottles, rituals and cocktails. ✓ Strong format for Oaxaca scenes, Maestro stories and beautiful bottles. | <p> PRIMARY: MIXOLOGISTS</p> <p>Focus: Easy elevated cocktails, hosting moments and saveable recipes.</p> | <p> SECONDARY: GIFTERS</p> <p>Focus: Bottle beauty, unboxing, dinner parties.</p> <hr/> <p> 3RD: COLLECTORS</p> <p>Focus: Heritage content, Maestro portraits, fields, aging.</p> |
|  <p>GOOGLE ADS Help me choose at the research moment</p> | <p>WHY GOOGLE ADS?</p> <ul style="list-style-type: none"> ✓ Reaches people who are already searching for mezcal and ready to decide. ✓ Lets us answer questions before celebrity brands appear. | <p> PRIMARY: COLLECTORS</p> <p>Focus: Authentic mezcal from Oaxaca, best sipping mezcal, Total Wine availability.</p> | <p> SECONDARY: MIXOLOGISTS</p> <p>Focus: Mezcal cocktail recipes, smoky margarita, old fashioned.</p> |
|  <p>PAID SOCIAL Push to store & retarget</p> | <p>WHY PAID SOCIAL?</p> <ul style="list-style-type: none"> ✓ Efficient reach around Total Wine locations using geo targeting. ✓ Strong tools to retarget site visitors and people who engage with content. | <p> PRIMARY: MIXOLOGISTS</p> <p>Focus: Geo target craft cocktail areas, promote "try these cocktails" from Total Wine.</p> | <p> SECONDARY: GIFTERS</p> <p>Focus: Seasonal campaigns, meaningful gifts, easy pick up.</p> |
|  <p>YOUTUBE Deeper education and proof</p> | <p>WHY YOUTUBE?</p> <ul style="list-style-type: none"> ✓ Perfect place for short how-to videos and brand stories. ✓ Search and suggested videos keep working even when spend is low. | <p> PRIMARY: MIXOLOGISTS</p> <p>Focus: Quick cocktail videos, basic techniques, building a home bar.</p> | <p> SECONDARY: COLLECTORS</p> <p>Focus: Mini stories about the Maestro, oven, fields, tasting rituals.</p> |
|  <p>EMAIL Ongoing relationship</p> | <p>WHY EMAIL?</p> <ul style="list-style-type: none"> ✓ Owned audience that does not depend on algorithms. ✓ Best channel for richer stories and timed reminders. | <p> PRIMARY: COLLECTORS</p> <p>Focus: Production deep dives, limited runs, awards, tasting invites.</p> | <p> SECONDARY: GIFTERS</p> <p>Focus: Gifting calendars, pairing ideas, bundles, last minute pick up prompts.</p> |



How to Win - Four Pillars Of Authentic Differentiation



MAESTRO'S JOURNEY

25+ years perfecting craft before founding. Not a celebrity hobby, but an obsession deeply embedded in Oaxaca.

| *Why: Built on earned mastery, not marketing budgets.*



PATENTED INNOVATION

Oven design + Electric tahona to prevent smoke contamination & ensure consistency.

| *Why: Innovation serves tradition, not the reverse.*



CRITICS' CHOICE VALIDATION

Double Gold at NSWA Spirits Competition (2013), Gold Medal at San Francisco World Spirits Competition (2020), ranked Top 100 Spirits of 2023, and 90-94 points by Wine Enthusiast across expressions.

| *Why: Earned recognition from blind tasting panels*



LIVING HERITAGE

Made in Oaxaca by Oaxacans. Living tradition, not tourism. Actual craft continuity.

| *Why: Authenticity is about living practice, not aesthetic.*

| SACRIFICIO VS. COMPETITORS

| COMPETITOR TYPE | THEIR STORY | SACRIFICIO'S COUNTER |
|--|---|---|
| Celebrity Brands (818, Casamigos) | Famous person + lifestyle + Instagram moments | Maestro's 25-year journey + earned reward for drinker |
| Undifferentiated Artisanal | "We have heritage and agave fields" | Maestro spent 25 years mastering. Heritage that lives. |
| Mass-Market Mezcal | Affordable, available everywhere | Premium, selective, intentional. Worth the sacrifice. |



How to Win - What Sacrificio Can Do That Competitors Can't



CAN'T DO

Physical / Brand DNA Limitations

CELEBRITY BRANDS

Can't: Soften "aspiration + lifestyle + party" image

Why: Built on founder recognition, brand DNA is tied to famous person.

UNDIFFERENTIATED ARTISANAL

Can't: Replicate patented production or build critic recognition

Why: "Heritage" is only story. No structural advantage or independent validation. Awards cannot be faked.

MASS-MARKET MEZCAL

Can't: Compete on premium quality or production innovation

Why: Production scaled for volume, not craft. Brand promise is affordability, not craftsmanship.

PATENTED PROCESS

Can't: Replicate Sacrificio's roasting and distillation method.

Why: Key steps in the oven and aging process are patented and tied to our own facilities, so competitors cannot copy them even if they want to.



WON'T DO

Strategic / Brand Voice Choices

CELEBRITY BRANDS

Won't: Abandon "aspirational lifestyle" messaging

Why: Brand built on "be like this famous person" emotional hook

Trade-off: Can't pivot to humble storytelling without losing identity

UNDIFFERENTIATED ARTISANAL

Won't: Connect maker's effort to drinker's meaning

Why: Focus on past tradition, not living heritage

Trade-off: Stay transactional—product as product, not story as reward

MASS-MARKET MEZCAL

Won't: Position as premium or selective

Why: Need volume sales, mass market reach

Trade-off: Can't build exclusivity without alienating core base



Sacrificio owns the intersection of living heritage + maker's effort + drinker's earned moments.
No competitor is structured to match this.



Central Campaign Theme

Honoring the Process. Tasting the Reward

THE CORE INSIGHT

Most mezcal drinkers don't fail to appreciate craft. They fail because they can't see HOW the sacrifice translates into their own moment.

SACRIFICIO'S REFRAME:

Make the Maestro's 25-year journey visible in every sip. Connect maker's effort to drinker's earned moment.

WHY THIS THEME WORKS

- ✓ **Earned vs. Aspirational**
Celebrate what drinkers have earned through effort, not lifestyle fantasy.
- ✓ **Process Meets Reward**
Every bottle tells Maestro's story, but frames it as validation for YOUR palate.
- ✓ **Sharable Narrative**
Drinkers proudly share not just a bottle, but a story about sacrifice that matters.

WHY COMPETITORS CAN'T COPY THIS:



Patented oven design + award-winning recognition (NSWA Double Gold 2013, SF World Gold 2020) + vertical integration = Sacrificio can authentically claim "earned mastery."

This theme makes the structural, most essential element



Phase 3: Defining a Promise to the Customer and Positioning

Differentiating the Brand from the Competition

Promise to the Customer

Sacrificio Mezcal promises a **spirit** that turns **authentic sacrifice** into **earned reward**. Every bottle honors the **effort of the maker** and the **achievements of the drinker**.



Functional Promise

- ✦ A **premium mezcal** crafted through a process that protects **tradition** and elevates flavor.



Emotional Promise

- ✦ A **meaningful reward** that celebrates **effort** and **accomplishment**.



Social Promise

- ✦ Signals **appreciation** for **authenticity, culture, and craftsmanship**.



Brand Story Positioning



Story Pillars



Craft: Born from the effort, patience, and mastery of Oaxacan mezcaleros whose work forms the foundation of every bottle.



Reward: A spirit that celebrates the moments people work hard to achieve, turning effort into the taste of earned reward.



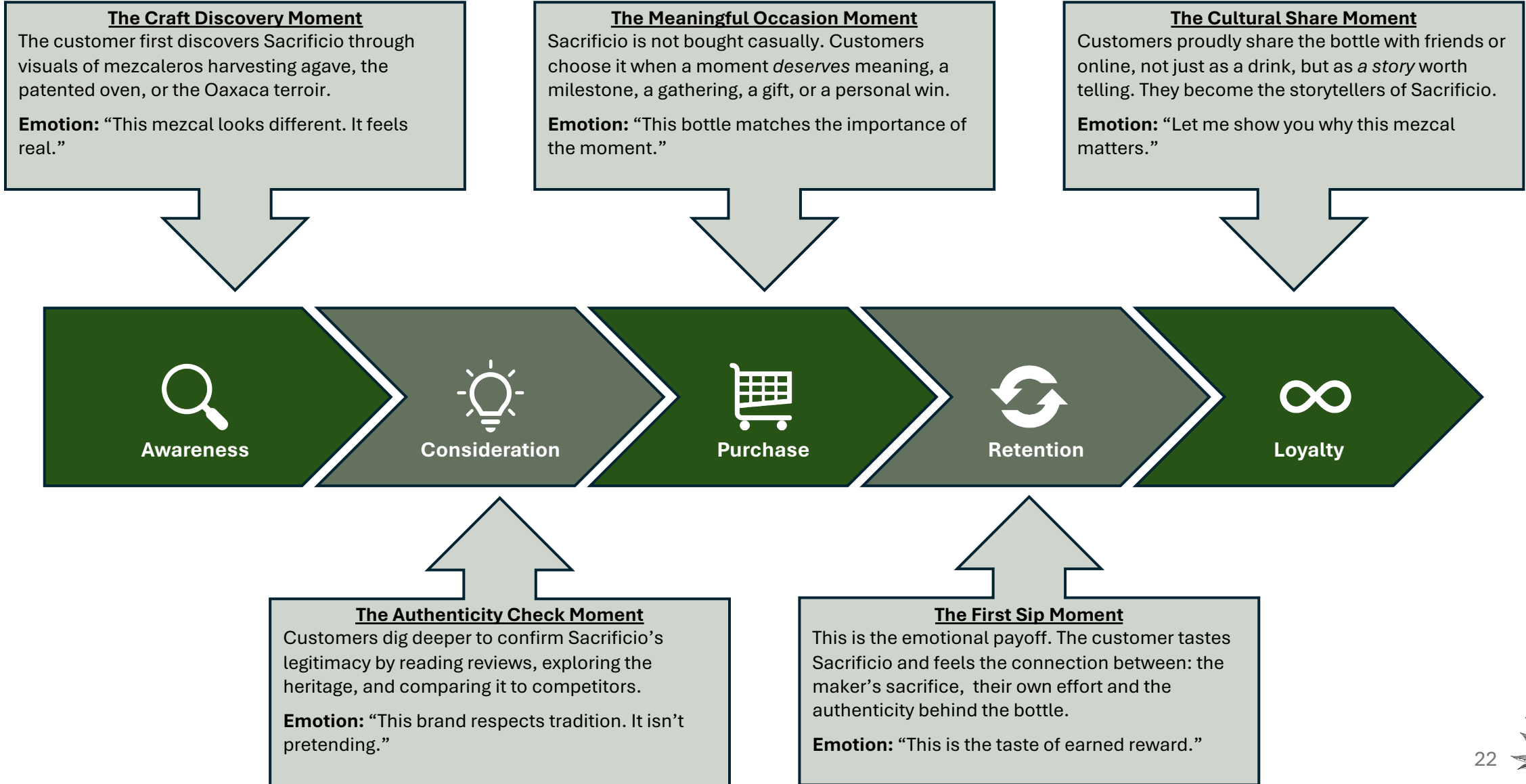
Meaning: A connection between the maker's sacrifice and the drinker's own hard-earned accomplishments, brought together through authentic mezcal tradition.



Tagline: "Worth the Sacrifice"



Key Customer Moments



Category Design

Our Category: The Spirit of Earned Reward

Sacrificio defines a new space in premium spirits that connects authentic Oaxacan craft with meaningful, hard-earned moments.

This category elevates mezcal by combining:

- ✦ The sacrifice of the maker preserving tradition
- ✦ The sacrifice of the drinker celebrating achievement
- ✦ The emotional payoff of a spirit enjoyed when the moment is earned

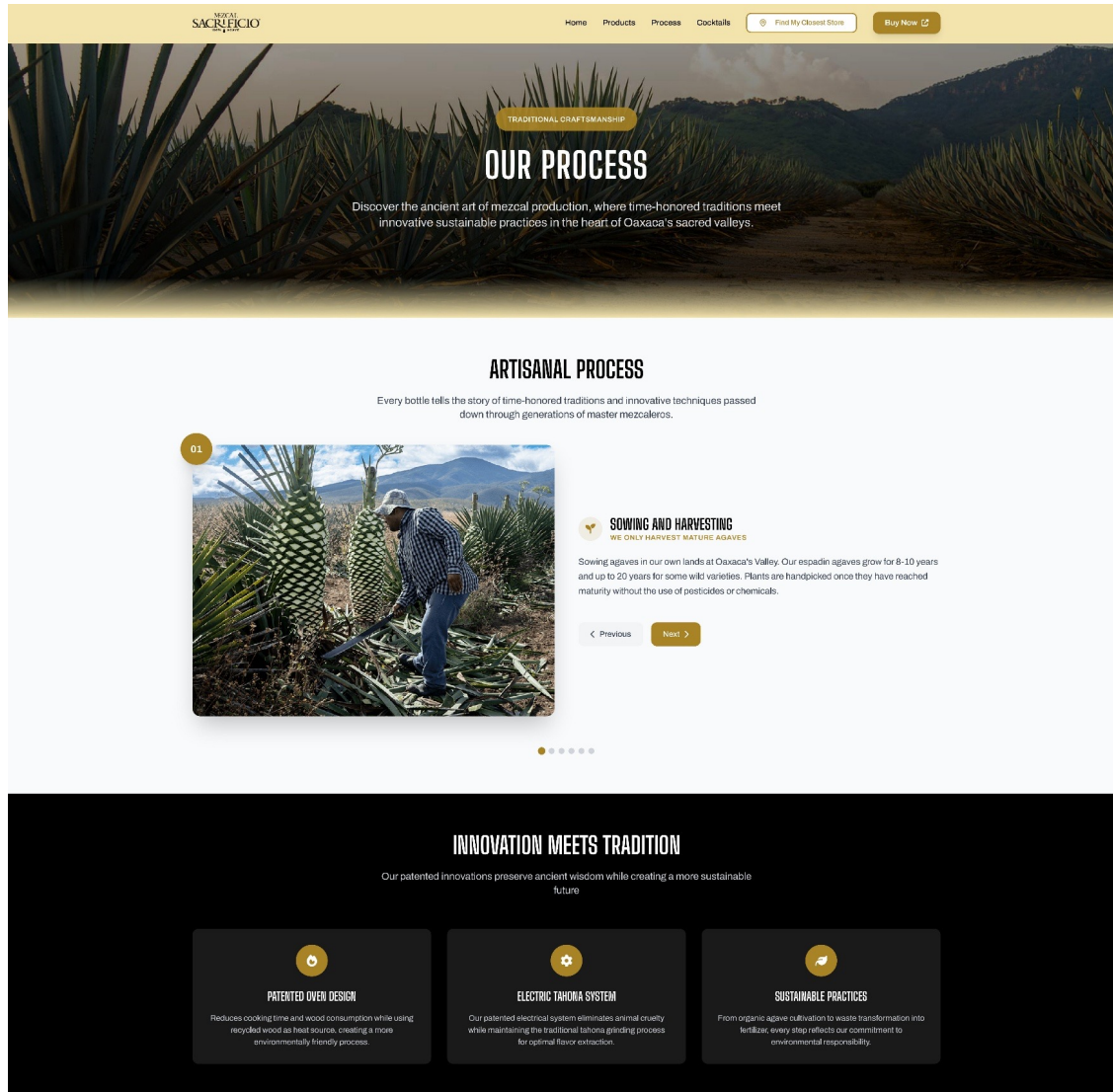
**Sacrificio is not just mezcal.
It is the spirit of earned reward.**



Current State of Digital Marketing

What is Working Well and What Needs Improvement

Current State of Digital Marketing – Website Design



What's Working Well:

- ✦ **High-quality visuals** with adequate white space to reinforce premium craft identity
- ✦ Navigation is **simple** and consistent
- ✦ Cultural and artisanal **positioning is clear**
- ✦ **Professional** product presentation with medals and tasting notes

What Needs Improvement:

- ✦ Homepage **lacks a clear value proposition** and strong call to action (CTA)
- ✦ **Story is scattered** across pages rather than unified
- ✦ **No social proof** or user-generated content (UGC)
- ✦ **No founder or mezcalero presence** to humanize the brand
- ✦ Email capture is **passive** rather than compelling
- ✦ Cocktail page **lacks filtering** and engagement features



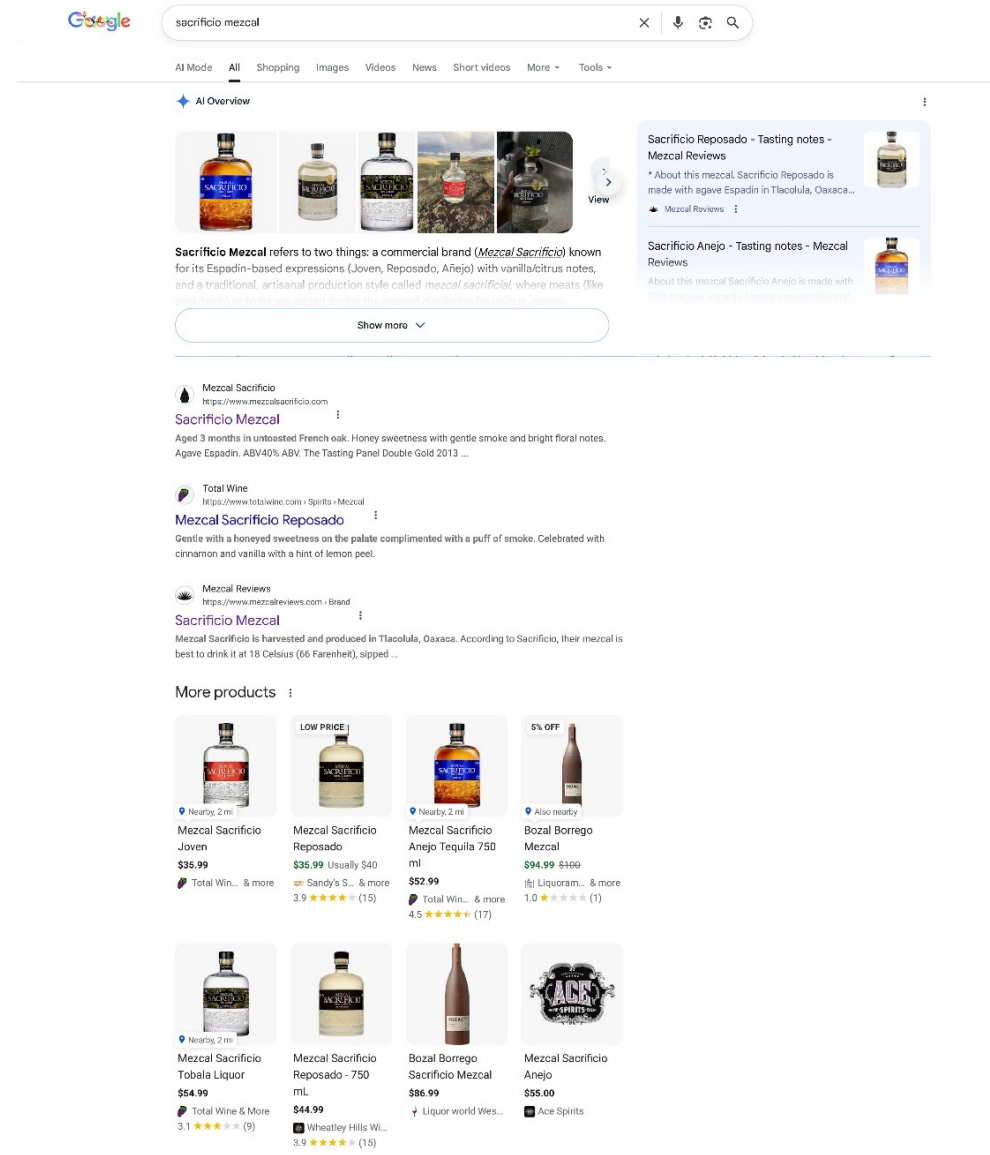
Current State of Digital Marketing – Search Engine Optimization (SEO)

What's Working Well:

- ✦ Sacrificio's official webpage appears on page 1 for branded searches
- ✦ Strong visibility through major retailers and review sites which support credibility
- ✦ Google recognizes product variations

What Needs Improvement:

- ✦ Weak owned content presence (ex. blogs, articles, videos), retailers dominate search results



Current State of Digital Marketing – Search Engine Marketing (SEM)

The screenshot shows a Google search for "buy mezcal online". The search bar is at the top with the Google logo on the left and search controls on the right. Below the search bar are navigation tabs for "All Mode", "Shopping", "Short videos", "Images", "Forums", "News", "More", and "Tools".

On the left side, there is a "Refine results" sidebar with various filters: "Nearby", "Under \$30", "Usa", "On sale", "Free shipping", "Get it today", "Jersey", "Store", "Green", "Black", "Blue", and "White". Below these are filters for "Price" (Under \$30, \$30-\$50, \$50-\$100, Over \$100), "Sort by", "Free shipping", "Stores", "Color", and "Features".

The main content area is divided into two sections: "Sponsored products" and "Sponsored results".

Sponsored products: This section displays six product listings with images, titles, prices, and ratings. The products are: "Mijenta Blanco" (\$48.99), "El Padrino Joven Mezcal 750ml Bottl..." (\$34.99, marked as a sale from \$40), "Montelobos Espadín Joven Artesanal M..." (\$47.49, marked as 5% off from \$50), "Casamigos Mezcal - The Bar" (\$68.65), "400 Conejos Mezcal Joven" (\$34.99), and "Mijenta Duo Bundle" (\$118.98).

Sponsored results: This section shows two search results. The first is from "The Barrel Tap" (https://www.thebarreltap.com) titled "Online Liquor Store", with a description: "Liquor Delivered to Your Door – Delight Your Palate with Exceptional American Whiskey from The Barrel Tap. Experience the Timeless Tradition of American Whiskey at The Barrel Tap, Buffalo Trace White Dog, Buy Rare Spirits Online - American Whiskey Collection - Buy American Whiskey Online". The second result is from "totalwine.com" (https://www.totalwine.com) titled "Buy Mezcal Online", with a description: "Find the best mezcal – Shop our wide selection of the best brands such as Mi Mama, Montelobos, and more. Order online...".

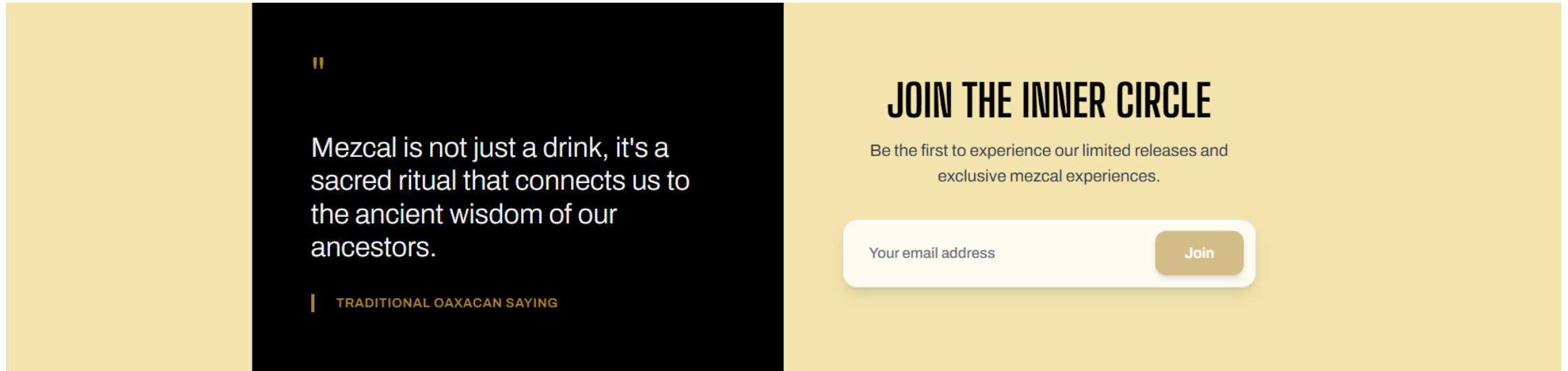
What's Working Well:

- ✦ Retailer that sells Sacrificio appears in listings (Total Wine)
- ✦ Sacrificio benefits indirectly from strong mezcal search demand

What Needs Improvement:

- ✦ Sacrificio **does not appear** in any paid ads
- ✦ Competitors dominate paid placements and capture purchase-intent traffic

Current State of Digital Marketing – Email Marketing



What's Working Well:

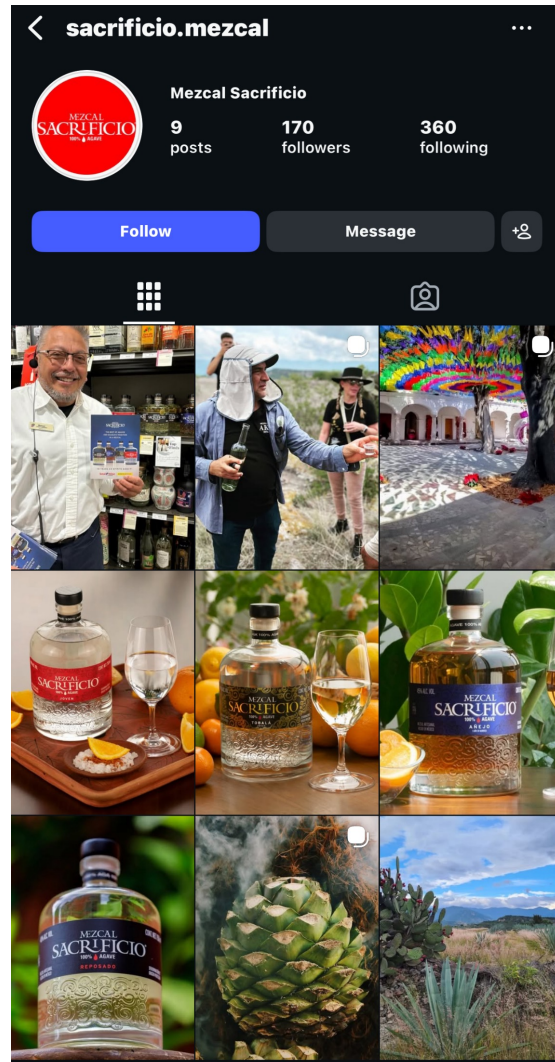
- ✦ Clear value proposition for exclusivity
- ✦ Simple and frictionless email form
- ✦ Strong premium branding (“Inner Circle”)
- ✦ Visually polished and aligned with Sacrificio’s identity

What Needs Improvement:

- ✦ No welcome email sent after subscribing
- ✦ No incentive beyond exclusivity
- ✦ No clarity on what emails will contain
- ✦ No social proof to encourage sign-ups
- ✦ CTA lacks emotional pull



Current State of Digital Marketing – Social Media



What's Working Well:

- ✦ Active Instagram account with a premium aesthetic
- ✦ High-quality product visuals
- ✦ Branded handle that is easy to identify
- ✦ Early attempts at engagement (following 360 accounts)

What Needs Improvement:

- ✦ No verified badge, multiple accounts appear when searching “Sacrificio Mezcal” which creates confusion
- ✦ Very low posting volume (only 9 posts)
- ✦ Small audience (170 followers)
- ✦ No Reels or video content
- ✦ No storytelling about mezcaleros, Oaxaca, or Sacrificio’s meaning
- ✦ No cocktail or educational content
- ✦ No influencer or UGC presence

Phase 4: Campaign and Tactical Execution

"Moving from 'Strategy' to 'Story.' Executing with intent."

Email Marketing: Building Identity

Content Strategy: The Inner Circle

- ✦ **Welcome Email:** To be sent after subscribing
- ✦ **Educational Series:** "The 7 Year Wait" - detailing the agave lifecycle.
- ✦ **Meet the Maestro:** Interviews with the distillery team.
- ✦ **Incentives and CTA:** Have clear CTAs like "Secure Your Bottle" or "Join the Mesa" and incentives like first rights on limited edition batches and discounts.

Segmentation & Cadence

- ✦ **The Modern Mixologist:** New subscribers. Focus on education, cocktail culture, and brand story.
 - ✦ **The Mezcal Collector:** Repeat buyers. Focus on exclusivity and terroir details.
 - ✦ **The Premium Gifter:** Holiday drops, bottle designs, limited edition batches. Affordable luxury.
- Cadence:** "There is no right cadence." If there isn't a meaningful update from the distillery, skip the email. Authenticity protects open rates.



Social Media Marketing: Platform & Content Focus



Instagram

The Visual Portfolio. High-aesthetic imagery of the bottle, the process, and the "Maker" partners. Stories for behind-the-scenes at the distillery.



YouTube

The Raw Story. Unpolished, authentic clips of the harvest. Sounds of the Palenque (distillery). Educational snippets about agave types.



Cadence

Just like our Email Strategy, we post whenever it is the best. We do not post to fill a slot. If the story isn't ready or the quality isn't high enough, we wait.



Content Marketing: Content that Honors the Sacrifice

Before positioning into actionable digital tactics, we define the story Sacrificio will tell.

- ✦ **Authenticity:** Highlighting the raw, exotic nature of Oaxaca.
- ✦ **Reverence:** Positioning the drink as a reward for the "Makers" of the world.

We anchor the brand in two core storytelling pillars. These are the foundation for content going forward.

- ✦ **The Maker's Sacrifice:** years of labor, earth, tradition.
- ✦ **The Drinker's Sacrifice:** effort, ambition, personal journey.

"The Spirit of Earned Reward"



Content Pillar 1: The Mezcal Maker's Sacrifice

Authentic Tradition

Content that focuses on the gritty, beautiful reality of production. This pillar fixes the absence of human storytelling, especially the missing mezcalero/founder presence on the website and social channels.

- ✦ **Visuals:** Smoke, earth, roasting pits, and the weathered hands of the Maestro.
- ✦ **Narrative:** "We wait 8 years for the agave to ripen so you can savor this moment."
- ✦ **Format:** Reels, YouTube mini-documentaries, distillery ASMR, Maestro interviews.
- ✦ **Purpose:** Fixes missing founder presence + weak storytelling + no craft education.



Content Pillar 2: The Mezcal Drinker's Sacrifice



Earned Peace

Content that mirrors the consumer's journey. It's not about the party; it's about the quiet moment of reflection after a long week. This pillar differentiates Sacrificio from competitors who focus primarily on party-oriented mezcal messaging.

- ✦ **Visuals:** Solitary moments, low lighting, premium glassware, silence.
- ✦ **Narrative:** "For those who have given everything, here is your return."
- ✦ **Format:** High-fidelity photography and "ASMR" style pouring videos.
- ✦ **Purpose:** Builds aspiration + emotional connection + premium perception.



Search Engine Strategy: Owning the Agave Conversation



High-Intent Keywords

Rank for Questions like "How to drink Mezcal," "Is Mezcal smokier than Tequila?". **Bidding** on high-intent terms like "Premium Sipping Mezcal" to capture purchase intent.



Future-Proofing (AI/GEO)

Structuring content so **AI Overviews** cite us as the definition of "Authentic Mezcal" and ensuring Google understands our "Tasting Notes" as structured data, not just text.

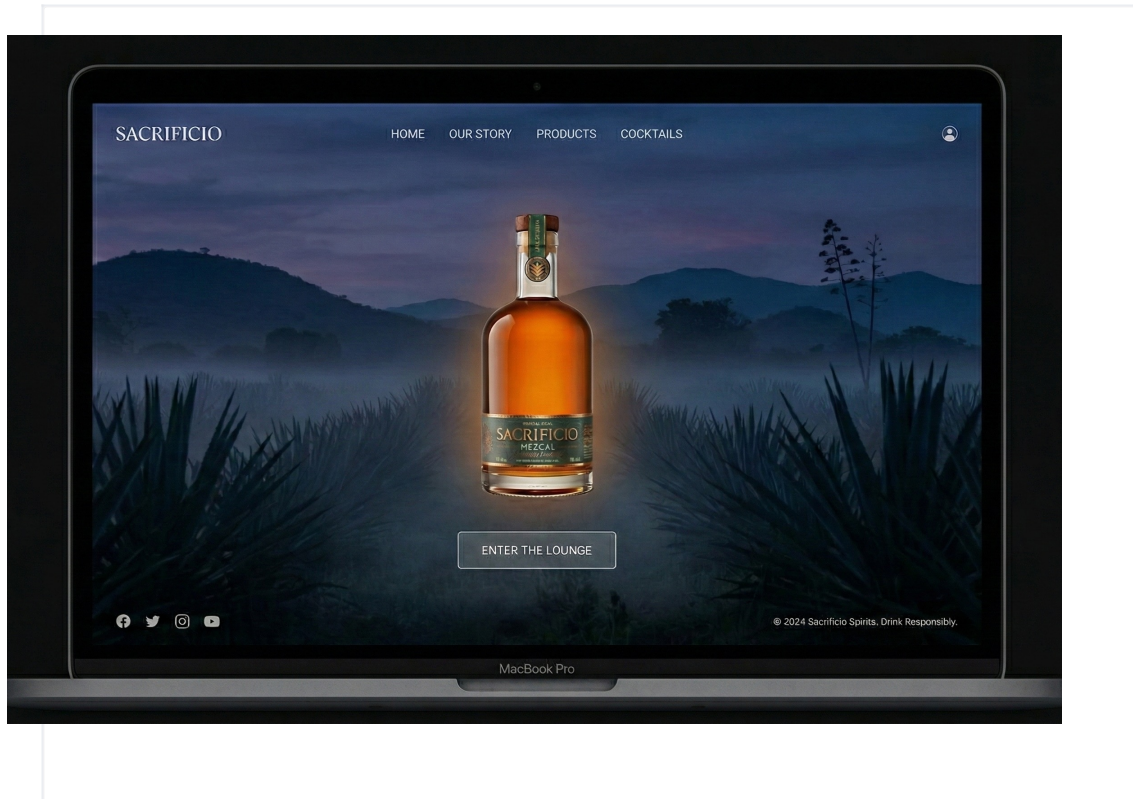


Backlink Strategy

Partnering with food & beverage blogs for reviews of our "High-End" expressions to build **domain authority**.



Web Design: Immersive Storytelling



Updating the website to feel like an exotic portal to Oaxaca.

- ✦ **Unify the Story Flow:** Present the full journey in one scroll, agave → roast → distill → bottle → first sip, so the narrative feels cohesive, not fragmented.
- ✦ **Introduce the Maestro Early:** Add a dedicated “Meet the Maestro” moment (photo + quote) to fix the missing-founder gap.
- ✦ **Video Backgrounds:** Use quiet, atmospheric agave-field footage to pull users into the world immediately.
- ✦ **Interactive Process Visuals:** Scroll-triggered animations showing roasting pits, fermentation, and distillation to emphasize craftsmanship.
- ✦ **Integrated Social Proof:** Insert UGC, bartender endorsements, and awards within the story thread to add credibility.
- ✦ **In-Story Email Capture (“Join the Mesa”):** A contextual CTA placed after the process reveal, turning emotional engagement into subscribers.



Influencer Marketing: Mezcal "Makers" Over "Partiers"

Partnering with Maestros

We avoid generic lifestyle influencers. Instead, we partner with

Makers: woodworkers, chefs, sculptors, and artists who embody "Sacrifice."

- ✦ **The Concept:** "What is your sacrifice?" interview series.
- ✦ **The Value:** Authenticity transfer. Their dedication validates our brand's quality.
- ✦ **Channels:** Instagram Reels and YouTube Videos.

These collaborations fix the gap in social proof and align with Sacrificio's premium, craft-based identity."



Phase 5: Measurement Optimization

Moving from "Launch" to "Learn." Defining success through data.

Key Performance Indicators

| Funnel Stage | Objective | Primary KPIs |
|----------------------|-------------------|--|
| Awareness | Expand Reach | Impressions, CPM, Brand Search Volume |
| Consideration | Deepen Engagement | Video Completion Rate, Social Saves/Shares, Time on Site |
| Conversion | Drive Action | "Where to Buy" Clicks, Email Sign-ups |
| Loyalty | Build Tribe | Email Open Rate, LTV, Repeat Purchase Rate |

Optimization & Continuous Improvement



Test & Learn Framework

We do not "set and forget." We optimize weekly.

- ✦ **A/B Testing Content:** "Maker" interviews vs. "Product" beauty shots. Which drives more engagement?
- ✦ **Format Testing:** Short-form Instagram Reels vs. Long-form YouTube stories.
- ✦ **Audience Refinement:** Narrowing targeting based on which "Buyer" personas convert best.

