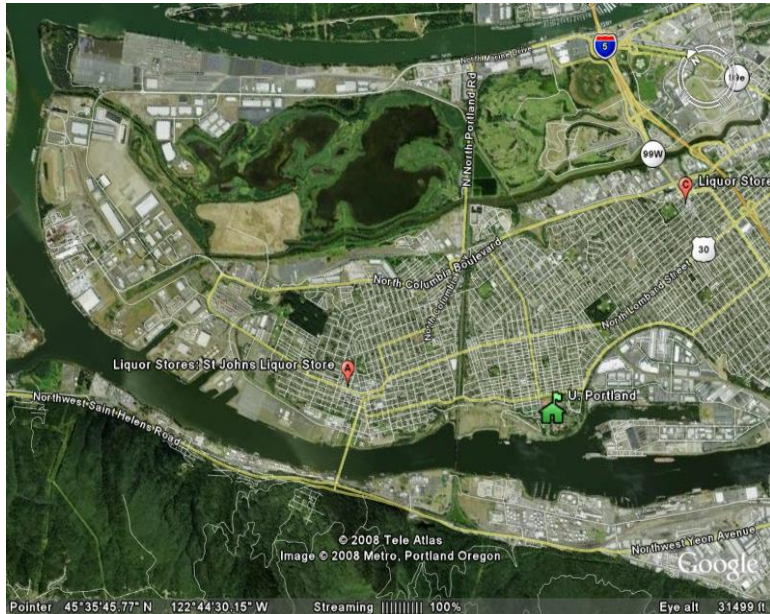
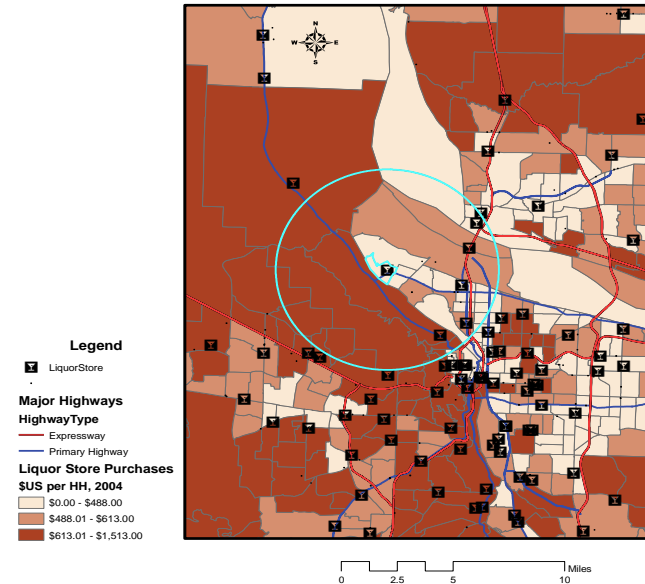


# St. Johns Liquor Marketing Strategy



Target market Area



Source: Miller, Fred. GIS Tutorial for Marketing

**Target Community Tapestry Segments: 24, 52 and 38**

**Preferred alcoholic beverage:** Prepared mixed drink with liquor. Malt liquor and Rye or blended whiskey.

**Radio stations:** Urban, Classic and Hispanic.

**Time usually listen to radio:** 12am- 6am