

# Tequila Aficionado Media Marks Milestone

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*Uncorks Tequila PR & Marketing Agency...*

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Without a doubt, it's tough to stay relevant and to be competitive in the agave spirits industry. So when you partner with Tequila PR & Marketing, we become your edge.

*Lisa Pietsch, Co-Founder,  
Tequila PR & Marketing*

The people behind Tequila Aficionado Media have strategically aligned to unfurl the next phase in agave spirits publicity, branding, marketing and social media--Tequila PR & Marketing—delivering agency level services exclusively to craft agave spirits.

“You can’t market spirits the same way you market peanut butter,” says Lisa Pietsch, co-founder of Tequila PR & Marketing and CMO of Tequila Aficionado Media.

“And you can’t market agave spirits the same way you market vodka, whisky, scotch or rum,” adds Mike Morales, co-founder

of Tequila PR & Marketing and CEO of Tequila Aficionado Media.

“So why would you go to a marketing and PR agency that generalizes?” reasons Pietsch.

With over 40 years of traditional and digital marketing experience between them, the partner’s individual businesses and staffs have merged to establish Tequila PR & Marketing.

Its mission is to create agency level services and customized social media and marketing programs exclusively for craft agave spirits brands.

With a finger on the pulse beat of agave spirits for over 20 years, M.A. "Mike" Morales has provided consulting, branding, public relations, sales assistance and training to the burgeoning craft agave spirits sector.

Lisa Pietsch has furnished targeted marketing strategies and social media management services to a variety of individuals and businesses for over 15 years. Since joining Tequila Aficionado Media, her expertise has expanded to include craft agave spirits.

Together, the pros at Tequila PR & Marketing believe that small or large, your craft agave spirit brand deserves personal attention that’s in keeping with your pedigree, image and voice.

“If you don't have a PR agency,” counsels Pietsch, “then it’s best to start with one that is niche specific and provides a full suite of services covering advertising, marketing, public relations, and social media.”

“And, if you do use an agency,” advises Morales, “consider Tequila PR & Marketing’s menu of supplementary services.”

“Each is designed to complement what your general PR firm is already doing while specifically targeting your customers,” continues Morales. “We generate exponential exposure causing a social marketing snowball effect.”

“We tirelessly keep up with all the changes in search engine and social media algorithms, implement the most effective new tools and networks to ensure that you get the most bang for your buck,” discloses Pietsch.

“We know what every generation and demographic is looking for in an agave spirit,” she declares, “and how they want to be approached by your brand.”

“Ultimately, we get what makes your customers reach for your bottle instead of theirs,” affirms Morales.

“At Tequila PR & Marketing, we specialize in just agave spirits,” he asserts. “We know agave spirits inside and out, and we prove it on a daily basis.”

“Nobody understands agave spirits consumers, the industry, and the laws that govern its marketing like we do,” agrees Pietsch.

“Without a doubt, it's tough to stay relevant and to be competitive in the agave spirits industry,” concludes Pietsch. “So, when you partner with Tequila PR & Marketing, we become your edge.”

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For YOUR edge, [click here](#). Tequila PR & Marketing offers individual and one-time services, as well as marketing management packages to fit every need for your agave spirit brand.

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