

TOT - Tree of Thought

Multiple Reasoning Paths

Multiple Strategies to Get to a Decision

You are the marketing director for a new sustainable coffee brand.

Your primary objective is to increase online sales by 25% in the next quarter.

Develop **three** distinct marketing strategies to achieve this goal.

For each strategy, outline its core mechanism (e.g., social media campaign, influencer partnership, SEO push), list the primary required resources, and identify a major potential risk.

After presenting all three strategies, conclude by recommending the single best strategy and provide a brief justification for your choice.