**AIDA Marketing Strategy**

**Mobile Phones & Tablet Devices -**

**ATTENTION-**

**Platform: YouTube, Instagram, Facebook**

**Demographic: Every age group, intelligent targeting, Celeb face**

**Interest: Brand, Upcoming mobile, Current product user**

**Content: Video ads, Display ads**

**INTEREST-**

**Platform: YouTube, Instagram, Facebook**

**Demographic: Captions, Product highlights, Celeb promotion**

**Interest: Model, Look, Features, Flash sales**

**Content: Video ads, Promotion ads**

**DESIRE-**

**Platform: YouTube, Instagram, Facebook**

**Demographic: Captions, Product highlights**

**Interest: Needs, Product qualities**

**Content: Video ads, Display ads**

**ACTION-**

**Platform: YouTube, Instagram, Facebook**

**Demographic: Captions, Product highlights**

**Interest: Simple Buying option, Simple cart**

**Content: Video ads, Display ads**