

AIDA MARKETING STRATEGY

Product: PlayStation (Video Game Console)

Attention: The PlayStation site offers the consumer a great way to entertain themselves. Providing the products which have great graphics and sound system.

Platform: Facebook, Instagram, YouTube, Email.

Demographics: Teenager groups (Male and Female).

Interest: Gaming.

Content: Video ads

Interest: Attract the consumers interest by showing them that these devices are not only used to entertain oneself but can also be used to do other things such as listening to music, reading a comic book or browsing the internet. Offer a variety of products ranging from portable systems such as PSP to PS3.

Platform: Google ads, YouTube, Email.

Target Audience: Teenage groups (Male and Female).

Interest: Gaming.

Content: Google ads, Video ads

Desire: By Looking at all the different varieties of cool looking products, convinces the consumer that the benefits of their products outweigh the cost. Makes the consumer feel as if he is being left out, as everyone else has the product, and they are using it to connect with other people and playing the games online. And offering the various discount on the games.

Platform: Google ads, Facebook, Instagram, YouTube, Email.

Target Audience: Teenage groups (Male and Female).

Interest: Gaming.

Content: Google ads, Video, ads, Display ads, Content ads.

Action: Provides you the option of ordering it from Amazon or a target store, which would make it easier for ordering. Show them that they do not even need to go to a store to buy a game, as they can just as easily buy the game from their PlayStation store and providing the periodic discounts.

Platform: Google ads, Facebook, Instagram, YouTube, Email.

Target Audience: Teenage groups (Male and Female).

Interest: Gaming.

Content: Google ads, Video ads, Content ads. Displaying ads