**AIDA MARKETING STRATEGY:**

My product is a Ballpoint Pen

**A (Attention):** Getting your potential customer’s attention so they are aware of your brand.

Target audience - Schools, Offices, Students, Teachers, Parents.

Advertise: Facebook and YouTube channels.

**I (Interest):** Creating an interest in your product or service so they want to find out more.

Shown to those who are directly or indirectly interested in purchasing Ballpoint Pen

Audience – Offices, Schools, Stationary shops

**D (Desire):** Stirring up a desire to buy from you, rather than a competitor of yours.

Will create desire by giving discount on bulk purchases. Repeat customers will be there because of the best quality of the product.

**A (Action):** Getting them to interact directly with your product or service and buy from you.

Finally, customer makes decision of purchasing the favorable product. Repeat customers will be there because of the best quality of the product.