AIDA Marketing Strategy

Mobile Phones/Laptop

**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