**Assignment Day 5**

**AIDA MARKETING STRATEGY FOR HOMEMADE PRODUCTS**

**Attention:** Attention we will run digital marketing campaigns regarding the awareness of the quality of products and spices they are using and make them aware about why organic ones are important and how they can help to maintain their health. For this we will design some posters and video ads for the initial marketing along with blogs which will highlight the quality of our products.

1. Platform- Facebook, Instagram, Google search product listing ads, listing
2. Demographic- People between age group of 18-60
3. Interests- People who search for similar topics and those who try to purchase goods online
4. Content- Display Advertisements, YouTube Advertisements, Posters

**Interest:** Focus on the viewers who clicked on the ads and stories of instagram, subscribers of our blogs. Follow up will be done with remarketing works and also through registered mail id s.

1. Platform- YouTube ads bumpers ads pre-roll videos, blogs like Quora, WordPress
2. Demographic- People between age group of 18-60
3. Interests - Audience who viewed our stories and clicked on our ads, subscribers of our blog.
4. Content- Display ads, video ads, Broachers

**Desire:**  We will provide some sample packages at low cost to make them aware about the quality of our products for those who wish to try the products. Images of the product production along with grasping articles will be provided along with these.

* 1. Platform- Google ads, Facebook ads, Instagram ads
  2. Demographic- People between age group of 18-60
  3. Interest-Those Who Are Interested To Try Our Products.
  4. Contents- Sample Packages, Articles, Photographs Of Our Manufacturing Unit.
* **Action:** We will contact the customers who have good reviews on our sample products and request them to post their feedback as a comment or review on our website and other social media platforms, this will help other customers. Call back facilities will also be provided for customer enquiry.
  1. Platform- Google ads, Facebook, Instagram.
  2. Demographic- People between age group of 18-60
  3. Interests- Those Who Have Good Opinion About Our Products.
  4. Content- Display ads, content ads, video ads, Mails