**Assignment Day 5**

**Question:** Make a word document and in that you make an AIDA marketing strategy for any product/service/brand of your choice with the below criteria: -

**AIDA MARKETING STRATEGY for selling Bakery items like cakes, pastries and cookies etc.**

* **Attention:** Creating brand awareness or affiliation with my product or service. An **attractive layout** of the advertisement has a positive effect on potential customers e.g. by using **attractive cakes & pastries images.** Bring customers with related content (blogs related to cake making recipes, How to videos etc.) that give them a sample of what I know and advertise to people who already have a clearly interest in that topic .These ads won’t make a sale. They will point website lead toward along a path to get more information (free checklists, short video demos, etc.)

1. Platform- Facebook, Instagram, Google search product listing ads, GMB listing
2. Demographic- People between age group of 18-50 mostly girls
3. Interests- Shopping, dessert, food
4. Content- Display Advertisements, YouTube Advertisements (bumper ads)

* **Interest:** Generating interest in the benefits of your product or service, and sufficient interest to encourage the buyer to start to research further. Making easy basic quick cake baking recipe’s how to sort of videos, write blogs on useful tips for cake baking, mentioning ingredient amount and where to buy them and where they can get a good deals on utensils like hand blender, cake treys and gloves etc. and ingredients coco powders, chocolate sauce etc. backlink my website to give a check and putting special offers on pricing like 35% discounts on 7 days early orders and buy one get one offers on Christmas and New year celebrations, mention cake timeline, payments and delivery methods & offers for new customers explain exactly what my homepage is, describe the benefits of my solution on [product pages](https://blog.hubspot.com/marketing/product-pages-love-list?hubs_signup-url=blog.hubspot.com/marketing/aida-model&hubs_signup-cta=null), and offers.

1. Platform- YouTube ads bumpers ads pre-roll videos, blogs like Quora, WordPress
2. Demographic- People between age group of 18-50 mostly girls.
3. Interests- Shopping, dessert, food
4. Content- Display ads, video ads.

* **Desire:**  Customer generates a favourable reliability on my product or service through an 'emotional connection', showing your brand personality. Move the consumer from 'liking' it to 'wanting it'. By putting small, reasonable offers in front of my audience in a direct fashion, you can provide them with solutions to their problems and needs. Show testimonials of happy customers on social media platforms like Facebook, Instagram etc. My website services like customized cakes for special occasions like birthdays, other celebration days and featured products like special toppings according to customer’s choice special chocolate or vanilla flavoured base, putting special offers on pricing like 35% discounts on 7 days early orders and buy one get one offers on Christmas and New year celebrations, mention cake timeline, payments and delivery methods & offers for new customers.
  1. Platform- Google ads, Facebook ads, Instagram ads, Website cookies,
  2. Demographic- People between age group of 18-50 mostly girls.
  3. Interests- Shopping, Technology
  4. Content- Display ads, content ads.
* **Action:** Move the buyer to interact with your company and taking the next step i.e. place "request a demo", "free trial", and "contact sales"  on homepage, pricing page, and product pages, downloading a brochure, making the phone call, joining your newsletter, or engaging in live chat, etc. Bring new and fresh products and services to these customers to gain trust and earn a reputation as a reliable business. Perhaps after making a few sales to that client, offer them a discount if they would write a review, share a post of Facebook or talk about my products in a testimonial.
  1. Platform- Google ads, owner website (WordPress)
  2. Demographic- People between age group of 18-50 mostly girls.
  3. Interests- Shopping, desert, food
  4. Content- Display ads, content ads, video ads.