

AIDA Marketing Strategy

Product – PC Gaming Equipment's

1.ATTENTION:-

- Platform:- FB, Insta, YT, Twitter, Google, Online Shopping.
- Demographics:- Teens, Young Adults (Both gender) (14 to 28).
- Interests:- Discount offers for new customers ordering online.
- Content:- Branded Ads, Social Media, Videos, Review Articles.

2.INTEREST:-

- Platform:- FB, Insta, YT, Twitter, Google, Online Shopping.
- Demographics:- Teens, Young Adults (Both gender) (14 to 28).
- Intereset:-Shopping
- Content:- Targeted Ads, FAQ's, Live Chat

3.DESIRE:-

- Platform:- FB, Insta, Twitter, Google, Online Shopping.
- Demographics:- Teens, Young Adults (Both gender) (14 to 28).
- Interest:- Shopping
- Content:- Product Videos, Free Trials, Emails with discount coupons.

4.ACTION:-

- Platform:- FB, Insta, Twitter, Google, Online Shopping.
- Demographics:- Teens, Young Adults (Both gender) (14 to 28).
- Interests:- Shopping (Online/In-person Stores in many cities)
- Content:- Phone Consultation, Emails.