

## **AIDA Marketing Strategy**

### **Fairness Cream**

#### **B2C**

##### **Attention:**

**Platform:** Facebook, Google Ads

**Demographic:** Female

**Interest:** shopping, offers, discount

**Content:** Text, Display ads, Video ads

##### **Interest:**

**Platform:** Facebook, Google Ads

**Demographic:** Female

**Interest:** As per Market demand

**Content:** Text, Display ads, Video ads

##### **Desire:**

**Platform:** Facebook, Google Ads

**Demographic:** Female

**Interest:** Market trends, demands, awareness

**Content:** Display ads, Video ads

##### **Action:**

**Platform:** Facebook, Google Ads

**Demographic:** Female

**Interest:** Short-time Period offer, Demonstration in Mall, salon

**Content:** Gift Offer on Taking Survey, Display ads, Video ads