**PRODUCT: FOOTBALL EQUIPMENT (AIDA MARKETING STRATEGY )**

**Platform : FB, Insta, YT, Twitter, Google, Online Shopping**

**Demographic: Kids, Teens, Young Adults (Both gender)**

**Interest : Shopping**

**Content : Branded Ads, Social Media, Videos, Blog Articles**

**Platform : FB, Insta, YT, Twitter, Google, Online Shopping**

**Demographic: Kids, Teens, Young Adults (Both Genders)**

**Interest : Shopping**

**Content : Blog Guides, Targeted Ads, FAQ’s, Live Chat**

**Platform : FB, Insta, YT, Twitter, Google, Online Shopping**

**Demographic: Kids, Teens, Young Adults (Both Genders)**

**Interest : Shopping**

**Content : Email Onboarding, Phone consultations**

**Platform : FB, Insta, YT, Twitter, Google, Online Shopping**

**Demographic: Kids, Teens, Young Adults (Both Genders)**

**Interest : Shopping**

**Content : Email, Product Videos, Demos, Free Trials**