**AIDA Model for selling Smart watch**

* **Attention:**

1. Platform- Facebook, Instagram
2. Target Audience- People between age group of 21-35 mostly boys.
3. Interests- Shopping
4. Content- Display ads.

* **Interest:**

1. Platform- Google ads
2. Target Audience- People between age group of 21-35 mostly boys.
3. Interests- Shopping, Technology
4. Content- Display ads, video ads.

* **Desire:**
  1. Platform- Google ads, facebook, Instagram
  2. Target Audience- People between age group of 21-35 mostly boys.
  3. Interests- Shopping, Technology
  4. Content- Display ads, content ads.
* **Action:**
  1. Platform- Google ads, facebook, Instagram
  2. Target Audience- People between age group of 21-35 mostly boys.
  3. Interests- Shopping, Technology
  4. Content- Display ads, content ads, video ads.