AIDA MARKETING STRATEGY

MY PRODUCT IS REVLON LIPSTICK

A[Awareness]:I will create a website by using wordpress and I will publish it by presenting all details in that about lipstick cost and any special offers.I will give my product ad in social media like instagram,facebook,snapchat,linkedin,youtube,search engine optimization.so people can reach our website and purchase them.

Platform:[facebook,instagram,youtube,snapchat,linkedin,search engine optimization].

Demographic:females[all ages groups for women].

Interest:this product ad is shown for all women,girls,ladies and for actress specially and also for teenagers.

Content:vedio ads,display ads,search,social media ads,product placement.

I[Intrest]:now at present women are fully active to glow up they care a lot for lips all kinds and all age group womens,kids,girls,teenagers so I create a website for them and discount of all types I’m gone keep and give 10% discount.

D[Desire]:I will explain breifly by publishing an vedio to my targeted people about lipstick[i.e womens]specially and all customer needs and satisfication are done.advantages of the product clearly explained.detailed explaination of lipsticks manufacturing.

A[Action]:here I’m gona keep call-to-action button like add to cart,buy now,add to favourate.

HAPPY SHOPPING!!