**AIDA MODEL FOR SILK SAREES IN INDIA**

**ATTENTION**

**PLATFORM:**

Silk sarees in India uses some common advertising mediums to inform the users about the product. The mediums are,

* Facebook ads
* Google ads

**DEMOGRAPHICS:**

My target audience is female whose age group of around 20-60.

**INTERESTS:**

We create attention by posting the details of the saree which contains various models and works done on it. The saree piece will show in display and the model women will drap that to grasp audience.

**CONTENT:**

The video ads will be published first to create the product attention and to know about the saree brand. Then the display ads will be published in our social media pages. Here the first set of sarees will be known to public.

**INTEREST:**

**PLATFORM:**

Will find out the most engaging platform for the audience. If Facebook ads grasp more views then will work on to enter customer to our landing page.

**DEMOGRAPHICS:**

Female audience mostly preferred and region and choice of interest varies.

**INTERESTS:**

Once the customer find interest in our page we will give and first purchase offer to them around 20% of the product cost.

**CONTENT:**

The second set saree models with different colours will be shown to them.

**DESIRE:**

**PLATFORM:**

The platform will be facebook shopping ads. Once the buyer finds interest on product the detailed work and materials used for the unique saree will be disclosed.

**DEMOGRAPHICS:**

Female audience mostly preferred and if they are from south India that type of products will be displayed.

**INTERESTS:**

Some exclusive offers and shipping will be done free for the first purchase. It may help the customer to buy the product from site. The offer will be limited for only one week.

**CONTENT:**

Showcasing the clothing on the model, helping prospects see just how good the clothing will look on them.

**ACTION:**

**PLATFORM:**

Product buying through the site purchase option.

**DEMOGRAPHICS:**

Female audience.

**INTERESTS:**

Facebook users to download the free offer coupon, thus pushing the conversion.

**CONTENT:**

The customer will be directed through the product buying section where they can get the products. The details of their chosen product will be displayed and the whole saree design will be displayed in the catalogue.