AIDA MARKETING STRATEGY

STARBUCKS COFFEE

1.ATTENTION:-

* Platform:-Instagram because it post great pictures with colorful backgrounds.
* Demographics:- target teen audience, men and women(25 to 40).
* Interests:-gift cards to load up cash,earn stars.
* Content:-display ads.

2.INTEREST:-

* Platform:-instagram for interest of customers by post pictures with monthly special,get trending hashtags.
* Demographics:-men and women mostly from(18 to 45).
* Interset:-shopping
* Content:-video ads

3.DESIRE:-

* Platform:-instagram because appetizing of food and drinks.
* Demographics:- people in middle age group.
* Interest:-descriptive menu.
* Content:-text.

4.ACTION:-

* Platform:-instagram because food makes people crave that specific item, also sometimes has links to promotions.
* Demographics:- old people also tend to buy.
* Interests:-can order from mobile app also.
* Content:-youtube.