**AIDA MARKETING STRATEGY**

**Product**: Streaming Service

**A (Awareness)**: Introduce the streaming service a few months prior to launch, promote through social media i.e. Facebook, Instagram, Google Ads, Social media influencers, etc. Advertise the trailers of series or movies on YouTube, Facebook to create an awareness or hype.

**Platform Used** - Facebook, Instagram, YouTube, Google Ads

**Demographic**- Anyone between 16 - 70

**I (Interest)**: In India, People either prefer free or less cost streaming services. So a free one month subscription in form of trial so that people can get an idea about the streaming service.

**Content** - Anime, Series, Movies in various languages to give people variety

**D (Desire)**: Once people start experiencing it. Provide seamless experience like High resolution videos, Exclusive Content, No ads, Multiple Device login, Download and Watch offline so that people get hooked.

**A (Action)**: Once the user is hooked to the service, provide exclusive discounts or Various Subscription plans. So that they can buy according to their interest and money spending ability.