**Name**: Shounak Deshpande

**Email**: [shounak8@gmail.com](mailto:shounak8@gmail.com)

**Product:** Football goods (jerseys, shoes, shorts, football)

**Platform:** Facebook, Instagram, Sports Websites (bbc sports, sky sports, espn, star, etc.), streaming services (Youtube, HotStar)

**Demographics:** 10 – 50 years age group, football enthusiasts

**Interests:** Football/Soccer

**Content:** Images with backlinks to the products, graphics videos about shirt, shoes and football and the technology that is used into product development,etc.

**AIDA strategy:**

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| --- | --- | --- |
| A | Attention | Displaying Products (football jerseys, shoes, football) on Facebook, Instagram, Sports Websites, ad on streaming services during sports events |
| I | Interest | Displaying competitive cost, quality of goods, differentiating factor of the products |
| D | Desire | Offering Discounts, bulk offers (eg. Buy 2 get 1 free, package deals i.e Cost of package consisting of jersey, shoes, football will be lower than those sold separately), attempting convincing the potential customer that he would be better than he is currently if he uses the products |
| A | Action | Elaborating speed of delivery, user friendly payment options, periodic discounts, etc. |