**Assignment Day 5**

**AIDA MARKETING STRATEGY FOR PASTRIES**

* **Attention:** Creating brand awareness or affiliation with my product or service. An **attractive layout** of the advertisement has a positive effect on potential customers by using **attractive cakes & pastries images.**

1. Platform- Facebook, Instagram, Google search product listing ads, GMB listing
2. Demographic- People between age group of 18-50 mostly girls
3. Interests- Shopping, dessert, food
4. Content- Display Advertisements, YouTube Advertisements

* **Interest:** Generating interest in the benefits of your product or service, and sufficient interest to encourage the buyer to start to research further. Making easy basic quick pastries baking recipe’s how to sort of videos, write blogs on useful tips for pastries baking, mentioning ingredient amount and where to buy them and where they can get a good deals.

1. Platform- YouTube ads bumpers ads pre-roll videos, blogs like Quora, WordPress
2. Demographic- People between age group of 18-50 mostly girls.
3. Interests- Shopping, dessert, food
4. Content- Display ads, video ads.

* **Desire:**  Customer generates a favourable reliability on my product or service through an 'emotional connection', showing your brand personality. Move the consumer from 'liking' it to 'wanting it'. By putting small, reasonable offers in front of my audience in a direct fashion, you can provide them with solutions to their problems and needs. Show testimonials of happy customers on social media platforms like Facebook, Instagram etc.
  1. Platform- Google ads, Facebook ads, Instagram ads, Website cookies,
  2. Demographic- People between age group of 18-50 mostly girls.
  3. Interests- Shopping, Technology
  4. Content- Display ads, content ads.
* **Action:** Move the buyer to interact with your company and taking the next step i.e. place "request a demo", "free trial", and "contact sales"  on homepage, pricing page, and product pages, downloading a brochure, making the phone call, joining your newsletter, or engaging in live chat, etc
  1. Platform- Google ads, owner website.
  2. Demographic- People between age group of 18-50 mostly girls.
  3. Interests- Shopping, desert, food
  4. Content- Display ads, content ads, video ads.