AIDA ASSIGNMENT DIGITAL MAFRKETING DAY -05

Product-MIVI Tiffin (Made in India)

Attention:

Platform: Google Ads , FB and you tube ads

Demographics: age-5 to 60 year, office people, Children and teens.

Interest: Target people in search of food recipes, home utensils etc.

Content: images of the tiffin and short video of min 2 minutes

Interest:

Platform: Google Ads, FB & You tube all of this should provide little description and customers review

Demographics: Information of the tiffin to customer with satisfaction

Interest : Specially designed stainless steel insulated tiffin with air tight lid.

Content: images of tiffin with ISO certificate.

Desire:

Platform: Google ads, FB

Demographics: Additional features of tiffin and providing free voucher of 10 % discount on all upcoming purchases.

Interest: The special features of the tiffin and the lid contain gas release valve which remove hot gases from food so food remains fresh.

Content: Informative video of tiffin provided on youtube of which link is provided on the shopping website or on social media ads.

Action:

Platform: Google ads shows a visit bar or one click shopping button with affordable price.

Demographics: Lowest price /Affordable value with discount and delivery.

Interest: Easy payment option, delivery service and a confirmation of the delivery by coming time or day.

Content: Confirmation of product book and delivery reach date.