AIDA Model

4 Step Aida Model Purchase Cycle Funnel PPT Templates

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TEXT HERE

TEXT HERE

TEXT HERE

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PURCHASE

CLOSE

Your Text Here

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- The **AIDA Model**, which stands for Attention, Interest, Desire, and Action.
- It is a marketing effect model that identifies the stages that a person goes through when buying a product or service.
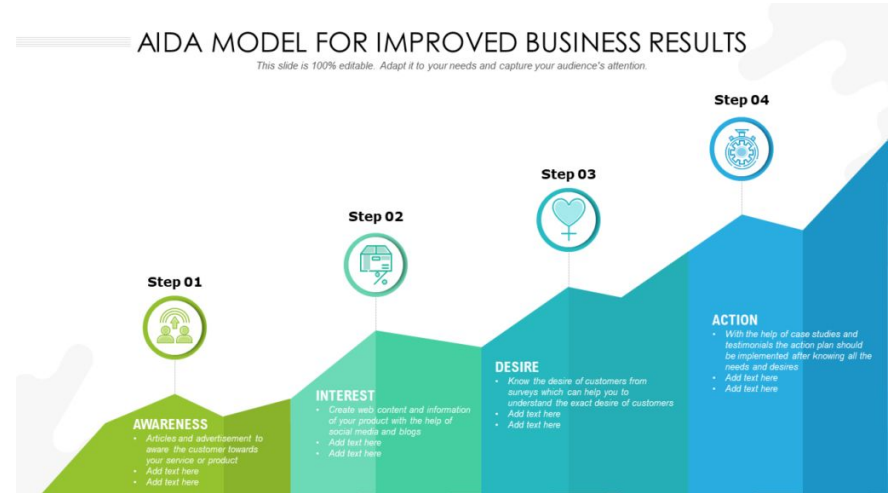
AIDA Model to Support Customers for Making Purchase

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A
- Obtaining attention of potential customer
- Text here

I
- Evoking Interest
- Text here

D
- Developing the Desire
- Text here

A
- Inducing Action
- Text here

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- **The AIDA Model** identifies the cognitive stages that an individual goes through when purchasing a product or service.
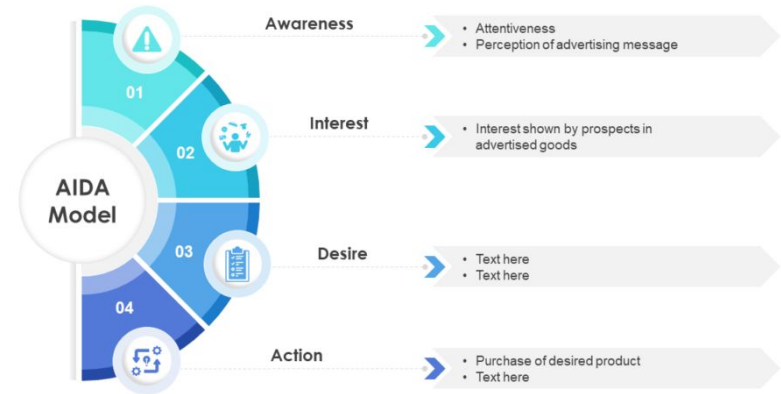- It's a purchasing funnel that buyers go through at each stage to help them make the final purchase.

AIDA MODEL FOR IMPROVED BUSINESS RESULTS

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Step 01

Step 02

Step 03

Step 04

AWARENESS
- Articles and advertisement to aware the customer towards your service or product
- Add text here
- Add text here

INTEREST
- Create web content and information of your product with the help of social media and blogs
- Add text here
- Add text here

DESIRE
- Know the desire of customers from surveys which can help you to understand the exact desire of customers
- Add text here
- Add text here

ACTION
- With the help of case studies and testimonials the action plan should be implemented after knowing all the needs and desires
- Add text here
- Add text here

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- **Digital marketing, also known as online marketing,** is the promotion of brands through the use of the internet and other forms of digital communication to connect with potential customers.
- This includes text and multimedia messages as a marketing channel in addition to email, social media, and web-based advertising.

AIDA Model for Online Marketing

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Awareness
- Attentiveness
- Perception of advertising message

Interest
- Interest shown by prospects in advertised goods

Desire
- Text here
- Text here

Action
- Purchase of desired product
- Text here

01
02
03
04

AIDA Model

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Selling strategies :

- Listening actively.

- Features & Benefits.

- Needs & Solutions.

- Social Selling.

AIDA Illustrating the Effective Sales Techniques

01 Awareness
- Have only 5-10 second to attract your customer by phone or F2F which can attract your customer towards your product or service
- Your text here

02 Interest
- Show advantages and tangible benefits to customer so that you able to generate interest and run campaign
- Your text here

03 Desire
- Interpret the consumer situation and priorities, constraints which can help you to identify the desires
- Your text here

04 Action
- Last step in which you are going to act for the customer engagement process and give some offers, awards so that maximum number of customer can be attracted towards your product and service
- Your text here

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- **Ecommerce marketing** is the practise of driving traffic to your online store, converting that traffic into paying customers, and retaining those customers after the sale.
- A comprehensive ecommerce marketing strategy includes marketing tactics both on and off your website.

AIDA Model for Ecommerce Marketing

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01

Awareness
o Identifying target audience
o Text here

02

Interest
o Listening to customer problems
o Text here

03

Desire
o Use customer-generated content
o Text here

04

Action
o Summarize the problem
o Use sales promotion strategies

- **A sales promotion** is a marketing strategy in which a company uses a limited-time campaign or offer to boost interest or demand for its product or service.

- Direct marketing, sales promotion, digital marketing, personal selling, general advertising, public relations, and sponsorships are the seven promotional categories.

AIDA Model for Sales Promotion

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Awareness
○ Articles
○ Advertisements
○ Text Here

Interest
○ Web Content
○ Newsletters
○ Text Here

Desire
○ White Papers
○ E-Books
○ Text Here

Action
○ Case Studies
○ Testimonials
○ Text Here

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Application of AIDA Model to Marketing planning :

- Awareness : How do we raise buyer awareness of our products or services?

- Interest : How are we going to pique their interest? What exactly is our content strategy?

- Desire : What makes our product or service appealing?

- Action : What are the calls to action, and where do we put them? Is it simple for customers to connect, and where should they look?

AIDA Model for Marketing Strategy to Attract Customers

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Awareness
- Webinars and Podcasts
- Landing Pages
- Text Here

Interest
- Blogs on Social Media
- E-mail Campaigns
- Text Here

Desire
- Brochures
- Micro-sites
- Text Here

Action
- Text Here
- Text Here
- Text Here
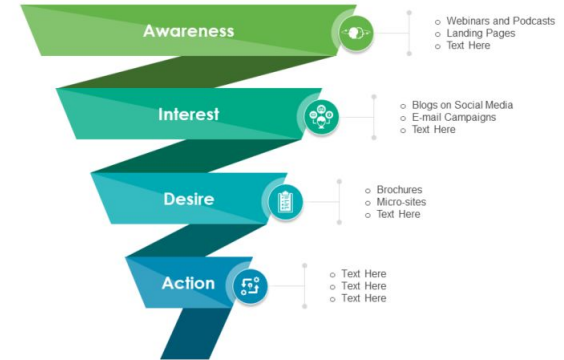
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Which stage of the AIDA model is this?

- The AIDA Model's Desire step is still part of the cognitive stage of customers.

  However, the initial curiosity of customers has grown into a genuine need.

- Customers have already pictured themselves using the product.

What is the criticism levelled at AIDA?

- The absence of post-purchase effects such as satisfaction, consumption, repeat patronage behaviour.
- And other post-purchase behavioural intentions such as referrals or participation in the preparation of online product reviews is a major shortcoming of the AIDA model and other hierarchical models.

Which aspect of the AIDA model is the most crucial?

- The ultimate goal of a marketing campaign is to motivate the recipient to take action and buy the product or service.

What are the C's of internet marketing?

- A great strategy is to use the 7 Cs: customer, content, context, community, convenience, cohesion, and conversion.

- Customers are critical to your company's success, and putting them at the centre of your marketing efforts is the most important requirement for the 7 Cs model marketing to work.

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