

# AIDA sales model

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AIDA is a sales model which outlines the four individual stages – Attention, Interest, Desire, and Action – a customer goes through in the process of purchasing a product or service.

# Benefits of using AIDA

Gain greater perspective on  
current customer  
acquisition strategies

Evaluate customer  
acquisition methods

Time management  
and budgeting

Effectively apportion time  
and budget to yield  
greater returns

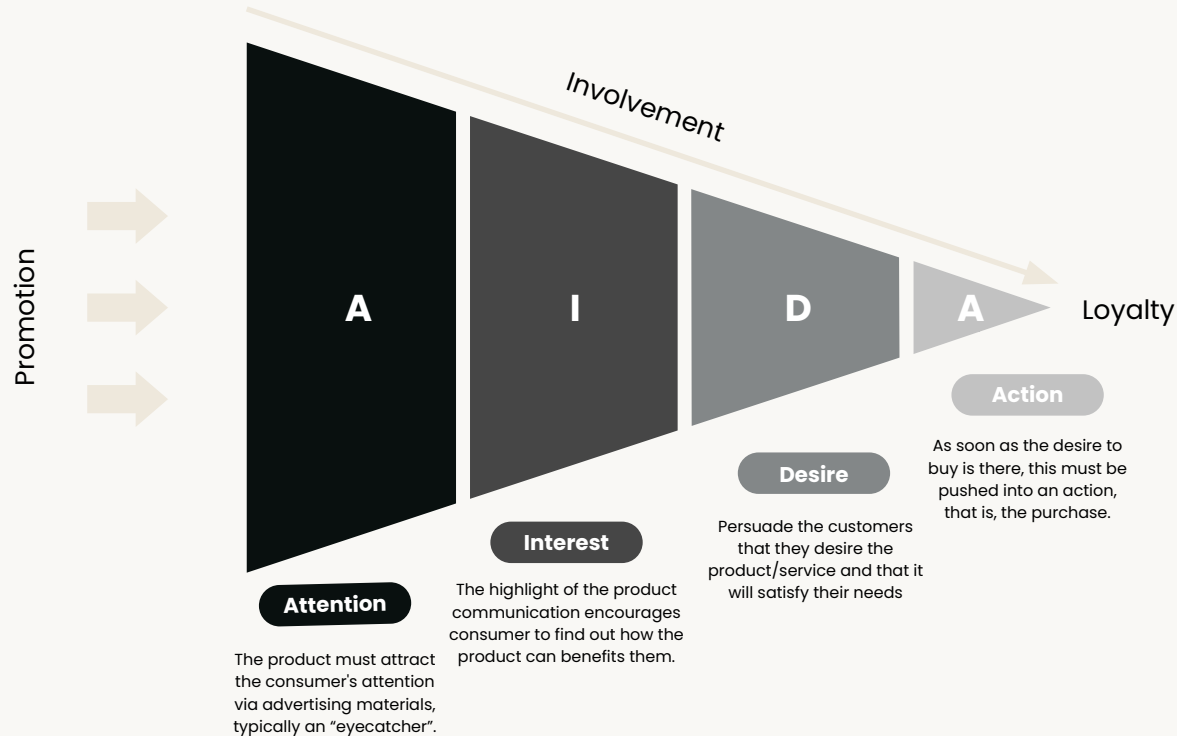
Prioritization of  
marketing efforts

Persuade prospects to  
make a purchase

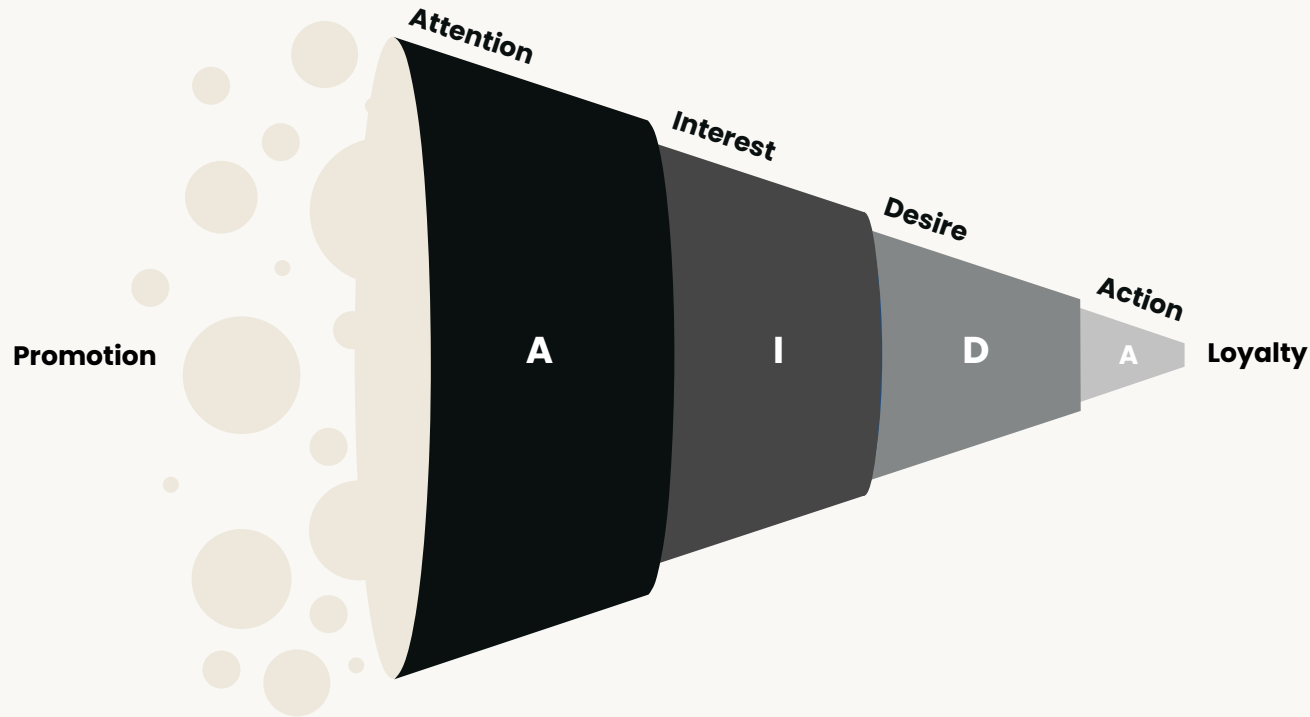
Draft interpretation of  
marketing efforts and  
prioritize them accordingly

Improve communications  
and entice prospects to  
complete a purchase

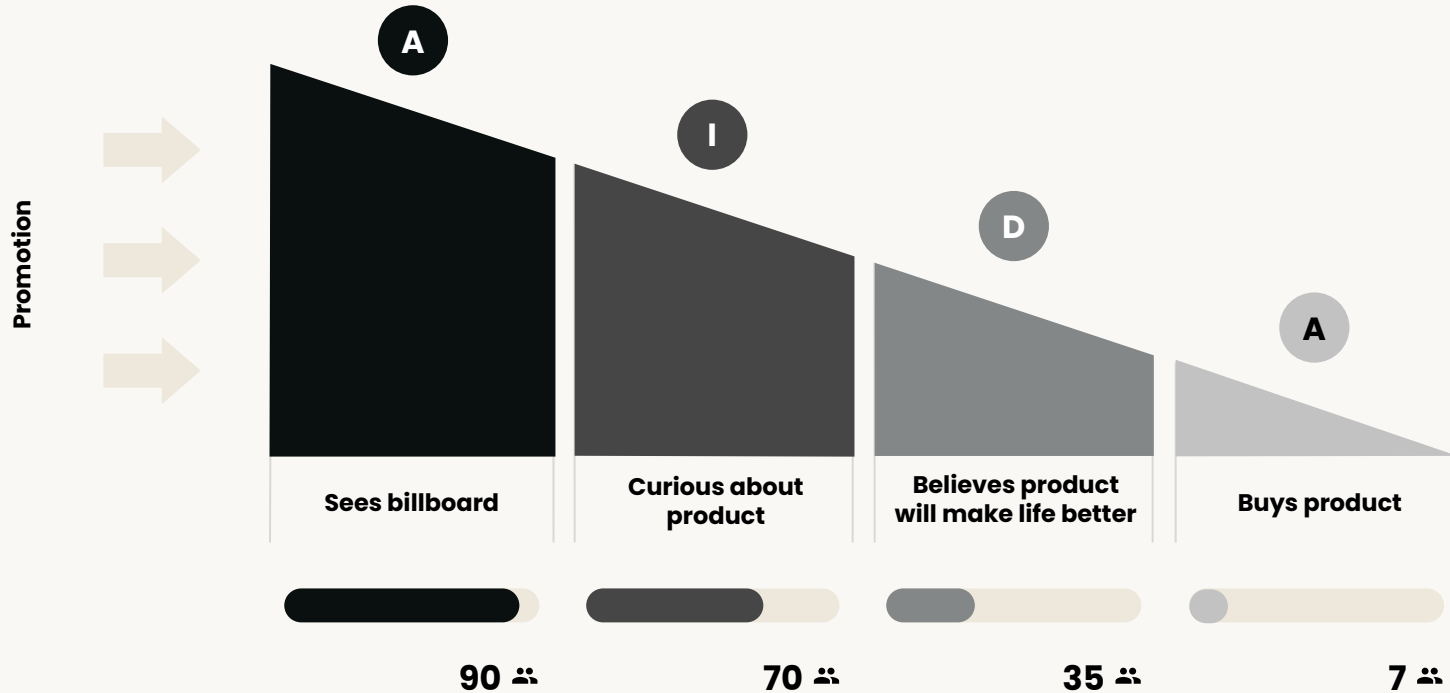
# AIDA funnel diagram



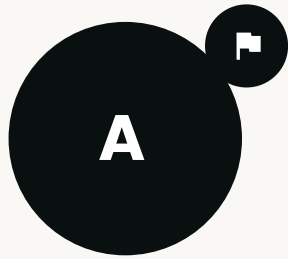
# AIDA Funnel Diagram



# AIDA conversion funnel

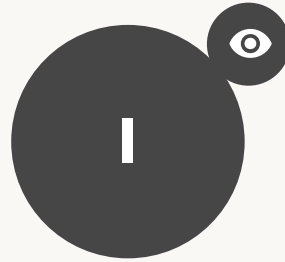


# Examples of AIDA sales promotion



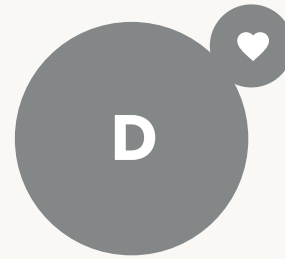
## Attention

- Unexpected content, situation, animations
- Attractive graphics or titles



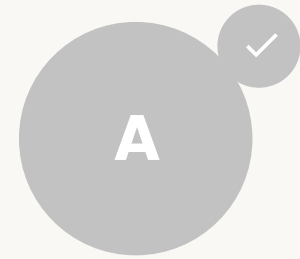
## Interest

- Relevant messaging
- Promise of reward or satisfaction
- High mystery factor



## Desire

- Special offer and sense of urgency
- Communicating unique must-have benefits



## Action

- Purchase
- Subscription
- Conversion of call or sending message through contact form

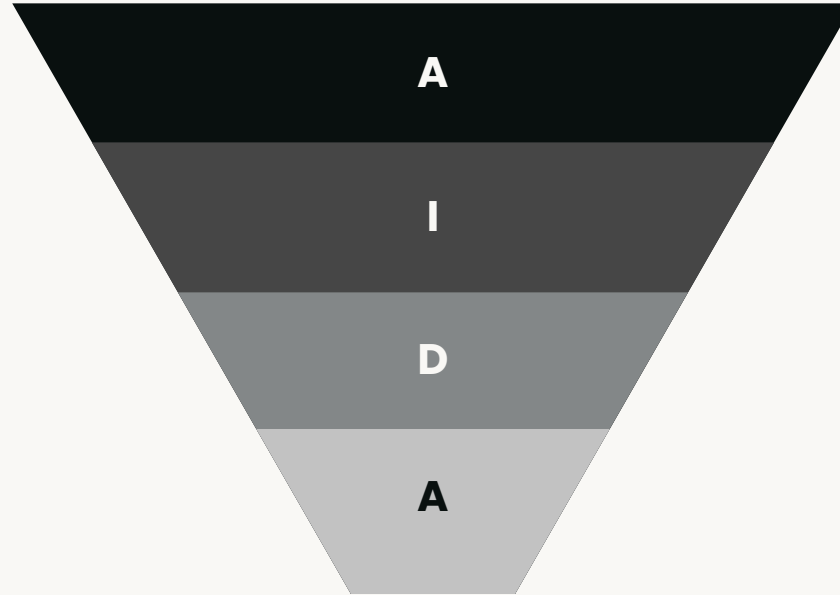
# Examples of AIDA sales promotion

## Attention

- Articles
- Advertisement
- Paid Search
- Landing Pages
- Webinars/ Podcasts

## Interest

- Web Content
- Newsletters
- Social Media/Blogs
- Email Campaigns



## Desire

- White Papers
- E-books
- Brochures
- Microsites

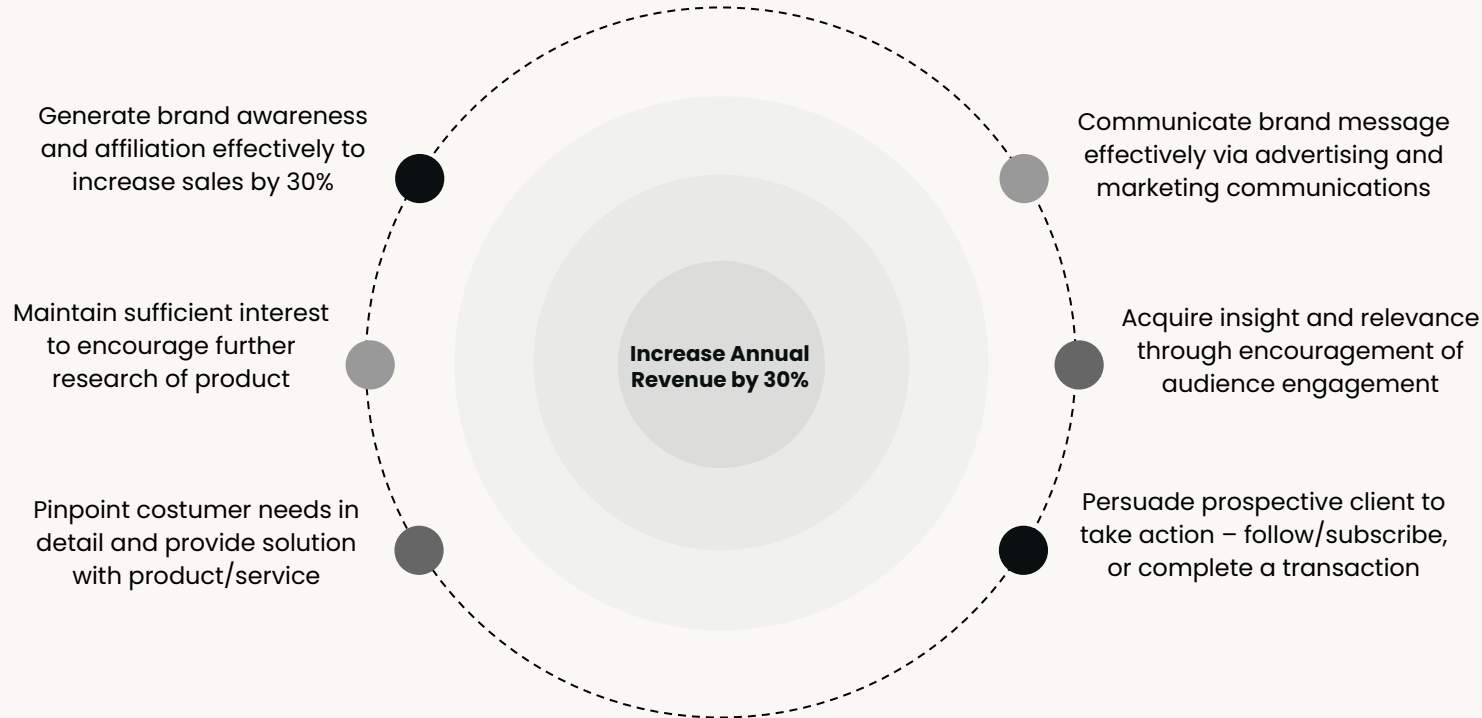
## Action

- Case Studies
- Testimonials
- Data Sheets
- E-Learning

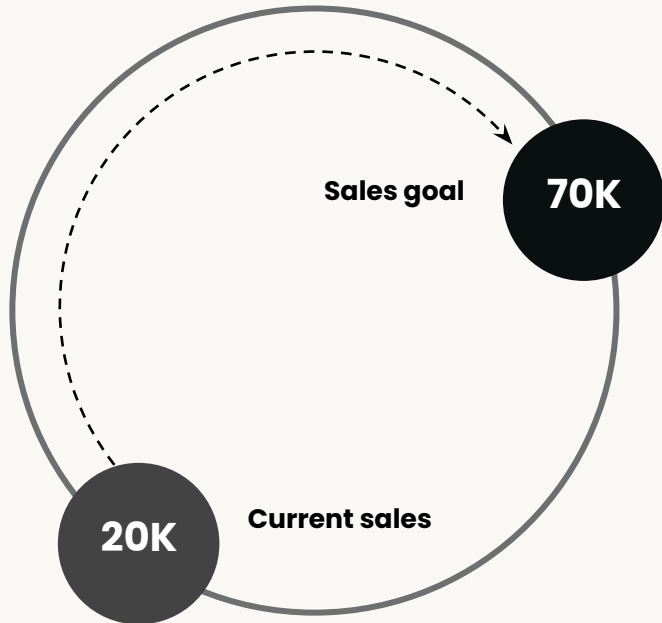
# AIDA sales tracking



# Key Objectives



# Current reach



## Attention



**80%**

## Interest



**40%**

## Desire



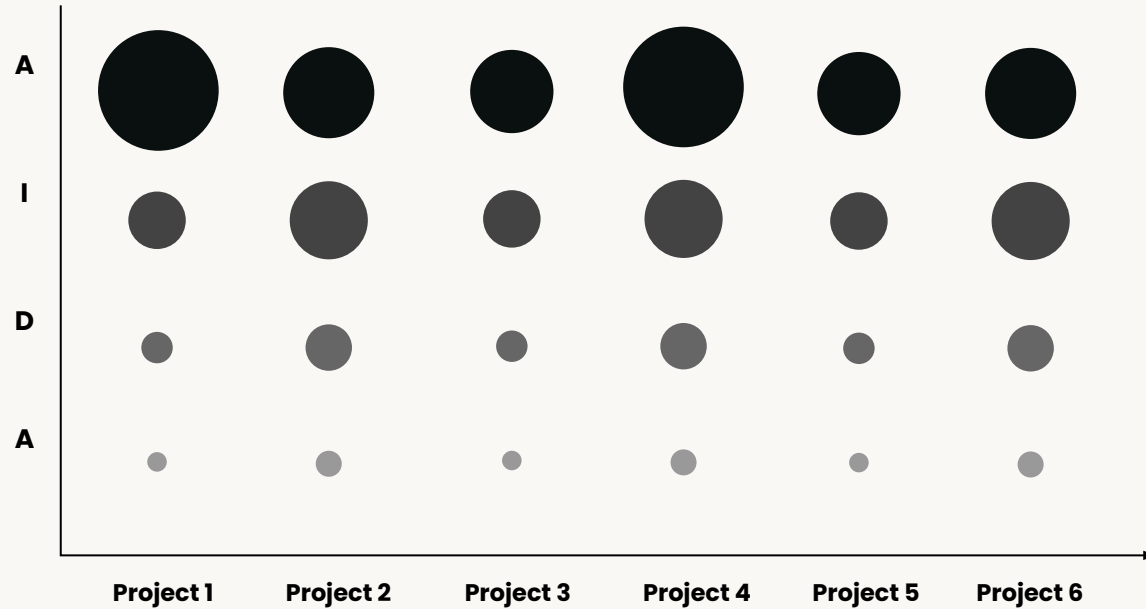
**20%**

## Action



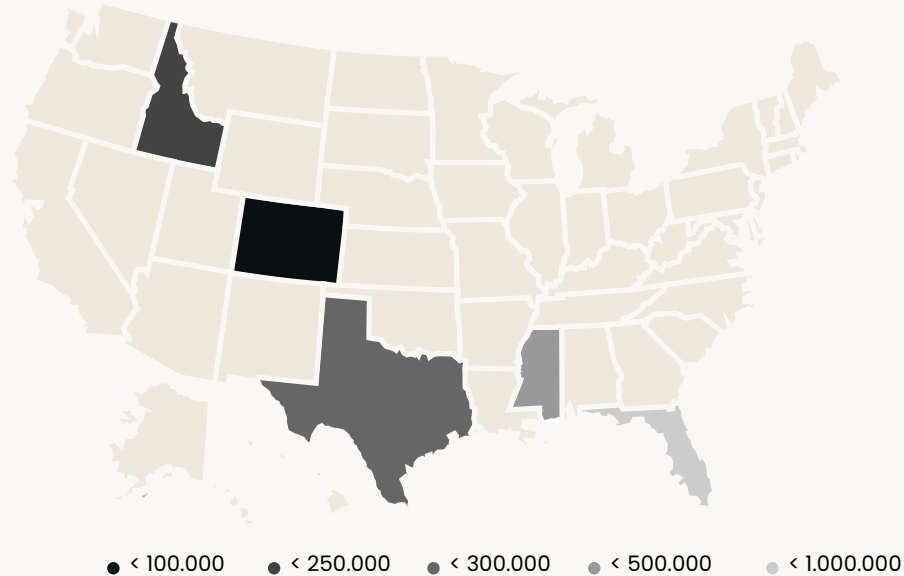
**10%**

# Current reach by project

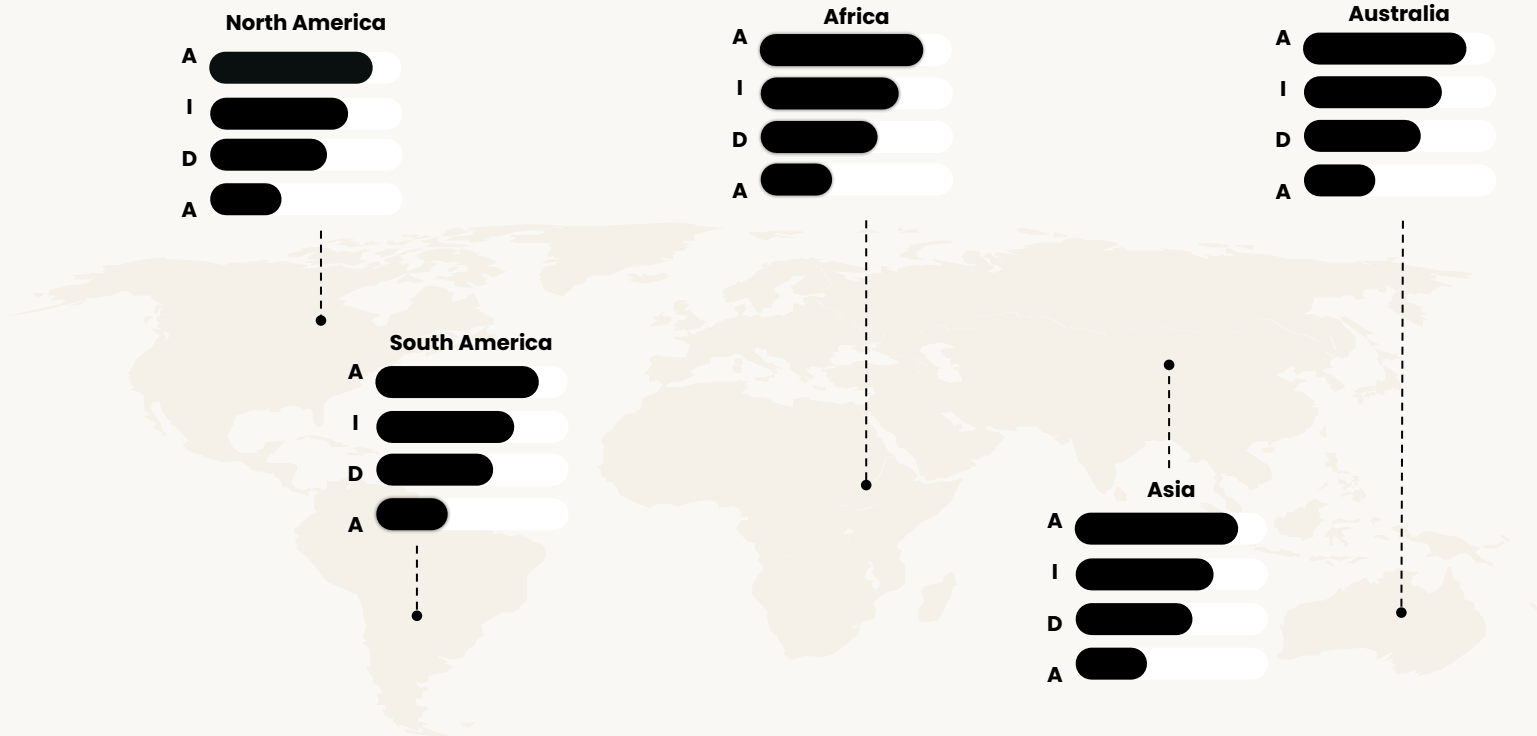


# Current reach by location

As of Q1 of 2022, our audience reach in the United States is on par with our projection. We need to, however, expand our reach to other major states.



# Current reach by location



# Current reach by product

	Attention	Interest	Desire	Action
Product A	30,000	12,000	1,000	98
Product B	25,000	8,000	460	20
Product C	78,000	44,000	2,700	150
Product D	89,000	58,000	1,500	113

# Current reach by model of attitudes

	Attention	Interest	Desire	Action
Cognitive	✓	✗	✗	✗
Affective	✗	✓	✓	✗
Behavioral	✗	✗	✗	✓

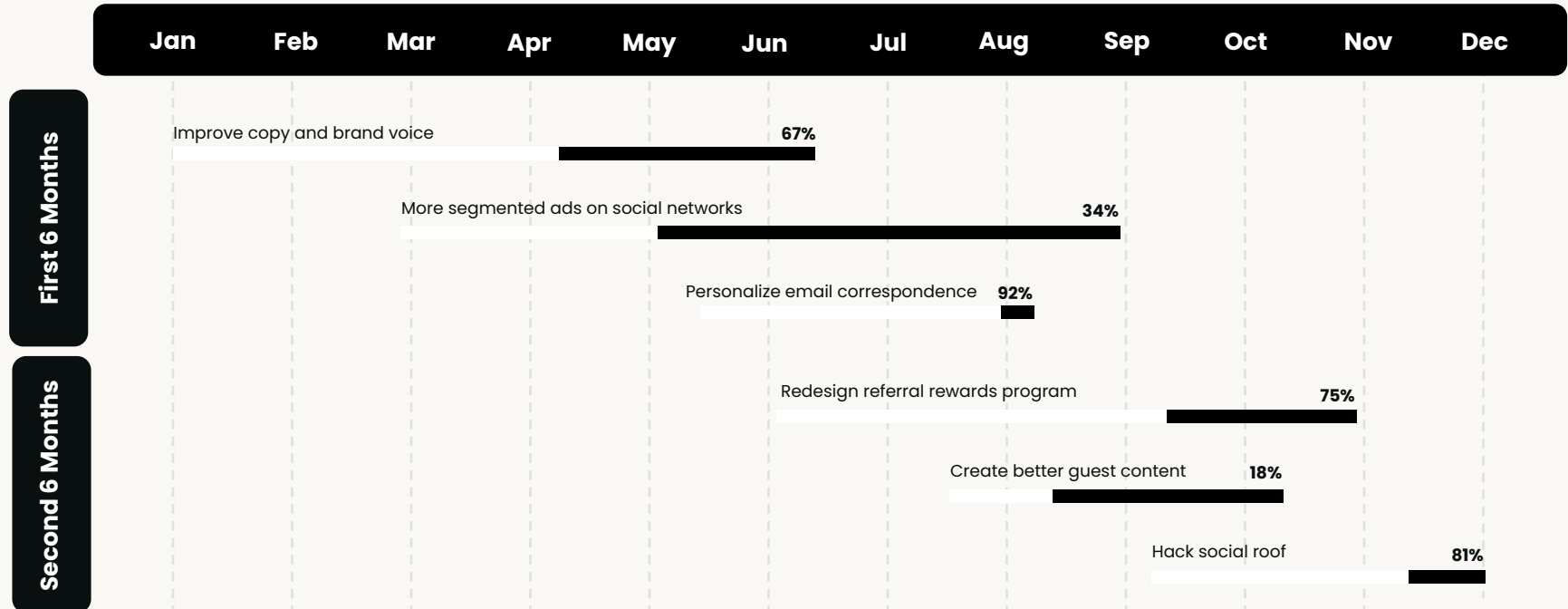
# Marketing and branding



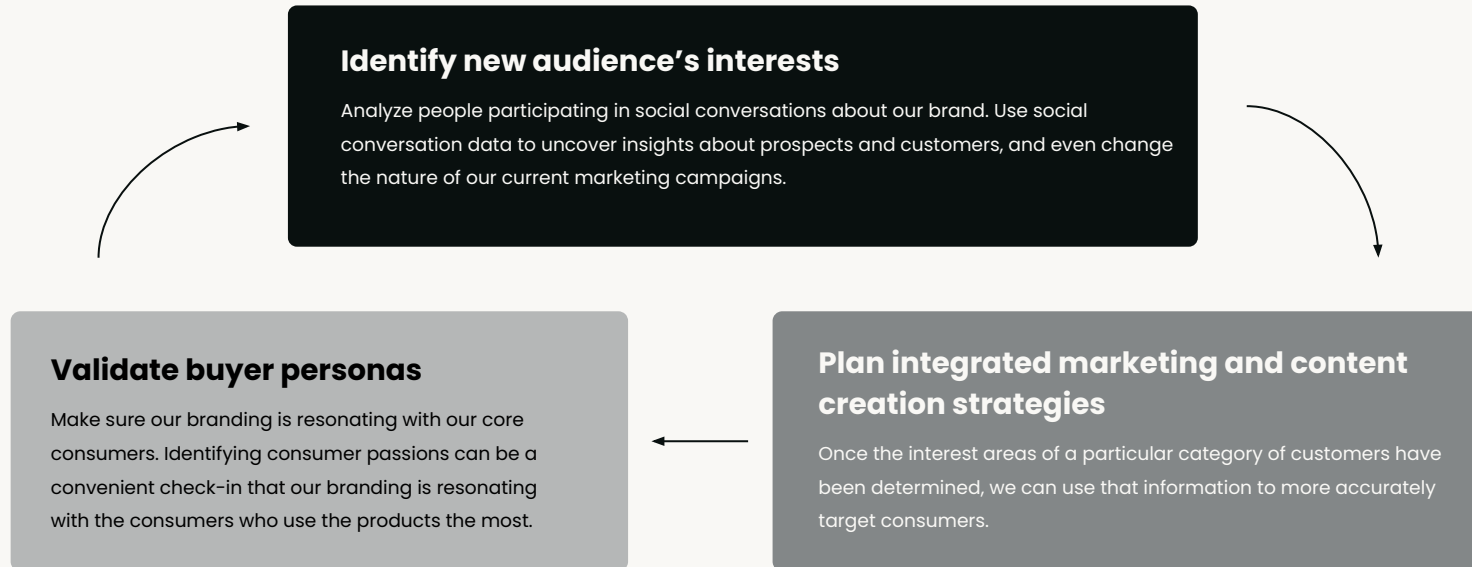
# Marketing strategies for awareness creation

	Hack social proof
<b>\$2K</b> <.....	
	Create better guest content
<b>\$3K</b> <.....	
	Redesign referral rewards program
<b>\$5K</b> <.....	
	Personalize email correspondence
<b>\$7K</b> <.....	
	More segmented ads on social networks
<b>\$8K</b> <.....	
	Improve copy and brand voice
<b>Cost: \$10K</b> <.....	

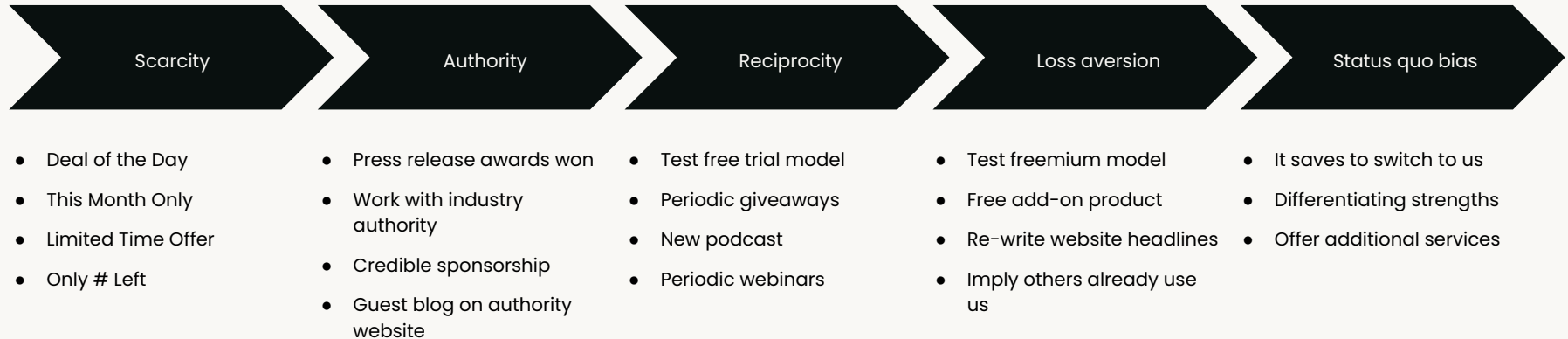
# Awareness creation timeline



# Marketing strategies for interest creation



# Marketing strategies for desire creation



# Call-to-Action examples

**1**

**Sign up today!**

**2**

**Redeem code by  
January 1<sup>st</sup>.**

**3**

**Click for your  
exclusive offer**

**4**

**Don't forget your  
cart items!**

**5**

**Re-activate and  
get a free week!**

**6**

**Try today risk free**

**7**

**Limited time only!**

**8**

**Send free money  
to your friend**

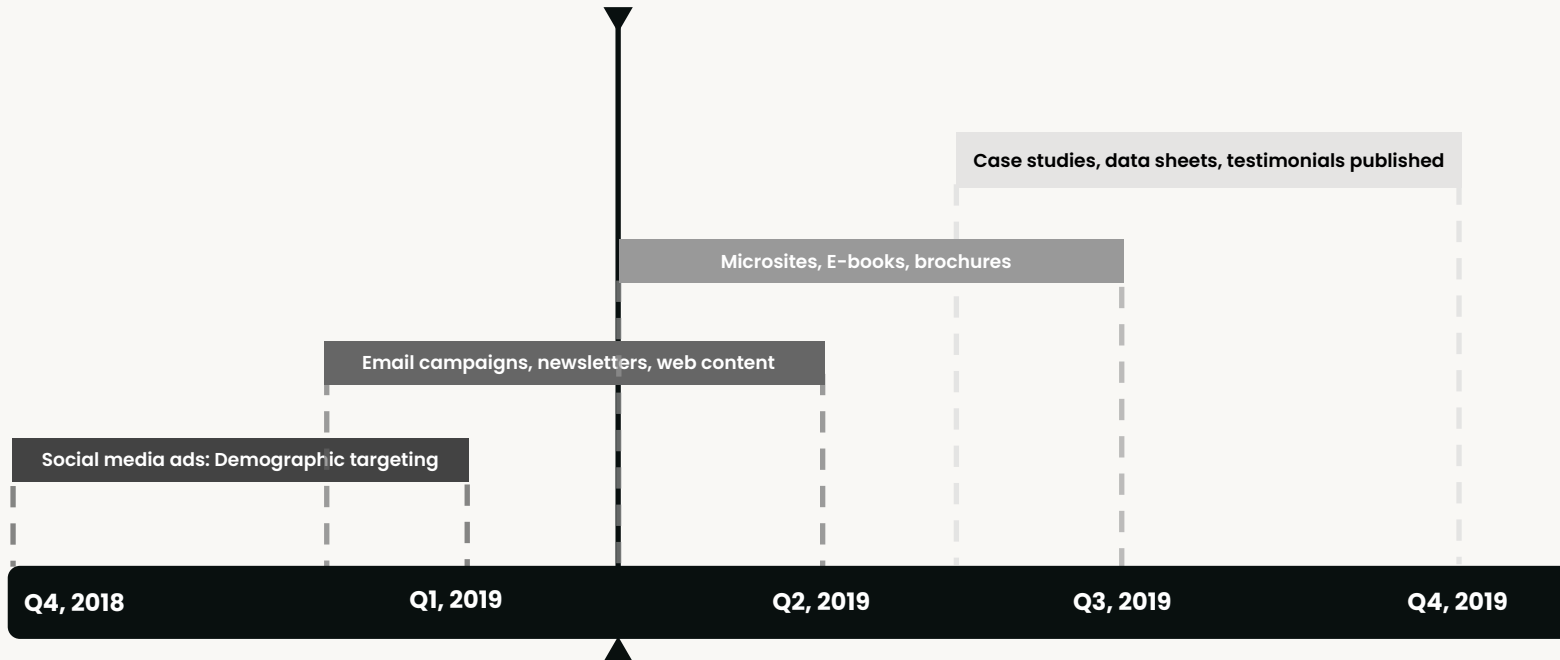
**9**

**Only x units left!**

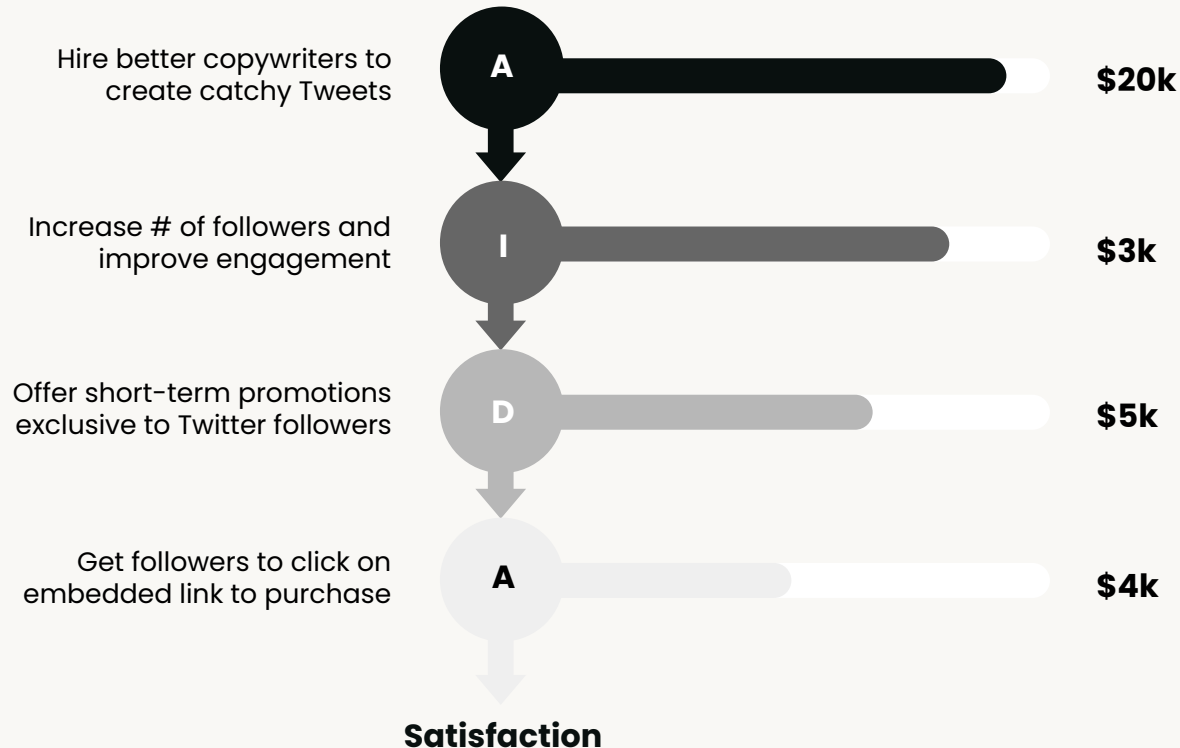
# Marketing cost

	Marketing strategy	Q1	Q2	Q3	Q4
Attention	Hack social roof	600	600	600	600
	Create better guest content	2,000	2,000	2,000	2,000
	More segmented ads on social networks	6,000	6,000	6,000	6,000
	Improve copy and brand voice	400	400	400	400
	Subtotal for attention generation	9,000	9,000	9,000	9,000
Interest	Plan integrated marketing and content creation strategies	6,000	6,000	6,000	6,000
	Validate buyer personas	3,000	3,000	3,000	3,000
	Identify new audience interests	2,000	2,000	2,000	2,000
	Subtotal for interest generation	11,000	11,000	11,000	11,000
Desire	Run Deal of the Day campaigns	5,000	5,000	5,000	5,000
	Find established industry authorities to partner with	8,000	8,000	8,000	8,000
	Host free webinars with our consultants	7,000	7,000	7,000	7,000
	Promote our new add-on services and cost-saving benefits	10,000	10,000	10,000	10,000
	Subtotal for desire generation	30,000	30,000	30,000	30,000
Action	Test new Call-to-Action copy	1,000	1,000	1,000	1,000
	Redesign and/or reposition CTA buttons	800	800	800	800
	Test new platforms for CTA placements	3,000	3,000	3,000	3,000
	Subtotal for action generation	4,800	4,800	4,800	4,800
	Total marketing cost	54,800	54,800	54,800	54,800

# Marketing strategies timeline



# Current marketing spending





# Marketing assets tracking

	Videos	Blog posts	Flyers	Webinars
Attention	<del>30</del>	150	12	10
Interest	35	120	10	15
Desire	50	70	8	8
Action	15	<del>45</del>	15	5