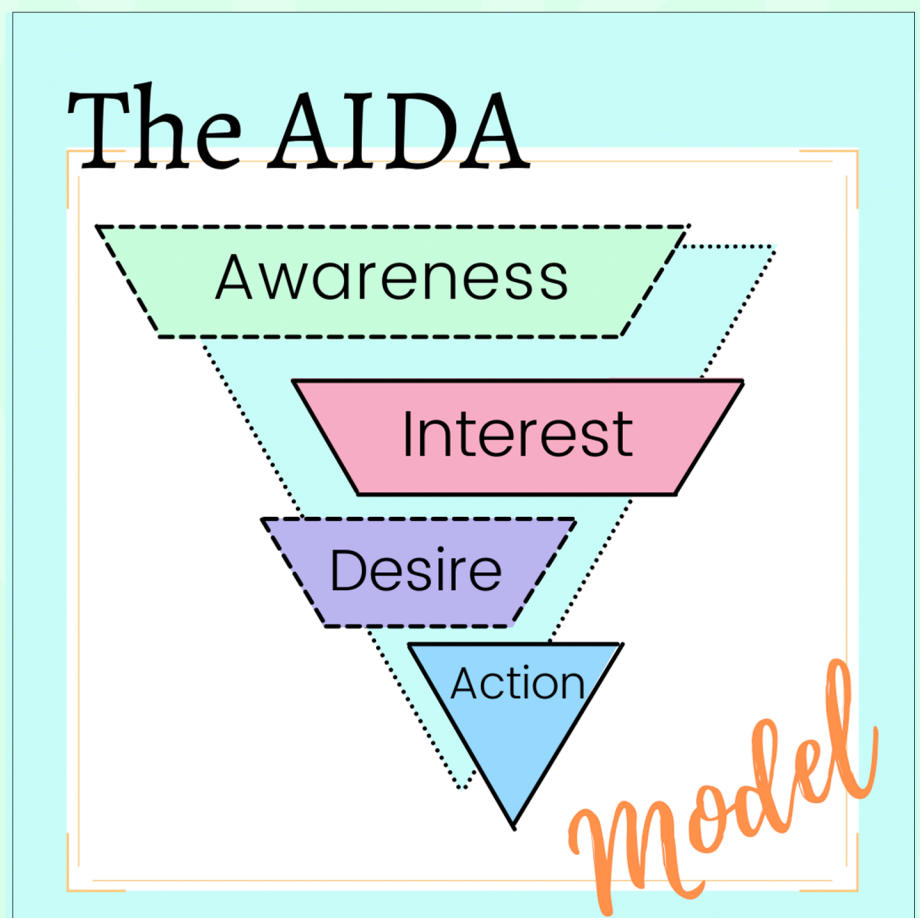


The AIDA Model

So when we talk about AIDA in marketing terms, we're obviously not talking about the opera written by Verdi all those years ago. In marketing circles, AIDA refers to a model that people use to trace their customers' 'journeys' through 4 different stages: **Awareness, Interest, Desire and Action.**

The AIDA model helps you think about the stages people need to go through – from initially finding out about what you're up to, all the way to actually making a purchase. As our illustration shows, it can help to think of it as a funnel!

It's obvious stuff really, and the chances are that you're already thinking about AIDA without even knowing it, but being aware of it will help you get a bit more forensic with your comms.



How do I make AIDA my friend?

As is generally the case with strategy, AIDA is all about asking yourself some key questions that will help you think about how, when and where to communicate with people, to move them on to the next stage of what is called their 'customer journey'. Answer these questions, and you'll be on your way to having a winning comms strategy!

Key questions you need to ask & answer...

Awareness

- How do I make my potential customers aware of my work or product?
- What are the key messages I need to communicate?
- Which platforms or channels should I use?

Interest

- Having made them aware of me, how do I pique their interest, get heard above all the 'noise'?
- What's my content strategy here? What do I think will really grab their attention?

Desire

- What's going to make them really want to work with me or buy what I make? What's going to make my stuff really desirable?
- How will I make an emotional connection with my potential customers?
- How can I make it clear that this really meets their needs, or is something they've really been waiting for?

Action

- What's the 'call to action'? In other words, what do I want them to do? What action do I want them to take? (e.g. buy something, spread the word, sign up, share)
- How and where is it best to make this call to action?

Sometimes people refer to the AIDAR model

Sometimes marketing people add an 'R' to the classic AIDA model, to remind themselves how important it is to build Relationships with their customers. So the R stands for 'relationship' or customer 'retention'.

Here, the key questions to think about are:

- How do I encourage people to feel loyalty towards me and my products?
- What will nurture that kind of relationship?
- What are the best channels?
- What do I offer them, and what are my calls to actions to them?

We hope you enjoy making friends with AIDA! If you're interested in some other classic marketing models, do check out our quick reads on [**The 4 Ps**](#) and the [**Ansoff Matrix**](#).

