


Week 6 & 7

AIDA

AIDA is an acronym used in marketing that describes a common list of events that are very often undergone when a person is selling a product or service.

The logo for Stamford Online is positioned behind the text. It features a stylized orange and blue circular graphic to the left of the text "stamfordonline" in a blue, lowercase, sans-serif font. Below this, the tagline "EDUCATION BEYOND BORDERS" is written in a smaller, grey, uppercase font.

A customer passes through four stages before purchasing a product (or service)

- A - Attention: attract the attention of the customer.
- I - Interest: raise customer interest by demonstrating features, advantages, and benefits.
- D - Desire: convince customers that they want and desire the product or service and that it will satisfy their needs.
- A - Action: lead customers towards taking action and/or purchasing.

- Nowadays, some have added another letter to form AIDA(S):
S - Satisfaction - satisfy the customers so that they become repeat customers and give referrals to a product.

- Marketing has a role to play in each of these steps. Effective promotion makes them aware of it; good product definition and supporting materials generate and aid interest; well-defined pricing and buying processes help them generate desire; finally everything must be right at the final hurdle to help them take action.

- Here is an example of how AIDA could be put into practice in order to get that commitment.

AWARENESS: An advert (on TV, in the press or wherever) showing what Colchester Zoo has to offer...

INTEREST: In the advert a call to action to visit the website to find out more about a special opportunity to get closer to the animals...

DESIRE: An elaboration of this opportunity on the website, maybe for an exclusive guided tour of the zoo...

ACTION: A link to register for the tour so that the visitor is committed to an actual time and date.

R - Research

• O - Objective

• P - Planning/ Programming

• E - Evaluation



- Research is the first step in this strategic process, followed by setting realistic objectives, planning and execution, and finally evaluation of the campaign to tweak any areas in need of improvement. A company's target market is identified and located.
- Quantitative (e.g. surveys) and qualitative (e.g. focus groups) research methods can then be conducted to later develop an effective strategy to best reach this audience.

- Who and where are your potential audience(s) and how are they reached. Whether it be TV, radio or print ads, every market has its own preference and it should be known prior to creating any tactical material.