

The Principle of AIDA: What are marketers to do?

By [Vera Romano](#), issued by [Everlytic](#)

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In a bid to be more like a storyteller (another thing us marketers are often told to be in these new "we need content" times) let me give it a bash by telling you about my recent light bulb moment...

My boyfriend of three years who works for a major international electronics retailer with stores here in South Africa, came home recently telling me about frustrations they were experiencing to get new customers into their stores (yes, fellow marketer we are all in the same boat).

In a bid to get more "understanding" and to try "resolve" the situation they did what all good marketers do... They powwowed. So while he was telling me about this I suddenly realised how at times as a marketer it is worthwhile just to keep things simple and go back to basics.



We are often so bogged down with top line strategies, millions of articles on Twitter and statistics that we forget that our consumers can be simple creatures, so it is worthwhile to revisit those old varsity notes, but with experienced minds.

Drip campaigns are an effective way to communicate with our customers but often we forget the basics of talking to people at the right time with the right message. We tend to use the one message "suits all" approach and pray that it means something to someone, and hopefully this will result in a lead/sale.

However when we get back to basics and chat to our consumers at the time for where they find themselves in the buying cycle, we suddenly find him/her respond to our messages and that they might even share this new information. The ultimate content marketing holy grail!

So in my bid to "get back to basics" in my own approach to marketing, here are some basic tips I have been reminded about linking back to the good old AIDA (Attention, Interest, Decision, Action) buyers decision principle. I hope that it helps to nudge a light bulb moment for you too and gets you, my fellow marketer in arms, back to basics and to plot out those crucial drip campaign strategies.

AIDA	What you want to achieve	Possible tactics to use
ATTENTION	<ul style="list-style-type: none"> • Introduce yourself to the customer. • Explain why your company exists. • Explain why your product may be of interest to them. 	Webinars, case studies, advertorials and website content.
INTEREST	<ul style="list-style-type: none"> • Tell the customer why they need your product. • Tell the customer how your product will help them. • Explain why your product is better to use than any other product that can do a similar job. 	Webinars, infographics, website content and information about your product's features.
DECISION/DESIRE	<ul style="list-style-type: none"> • Explain why your product is superior over a product that is branded differently, but functions exactly the same way as yours. • Differentiate your product and brand. • Tell the customer why your product is the best deal out there. 	White papers, product comparisons, ad campaigns and customer testimonials.
ACTION	<p>This stage is purely incentive based:</p> <ul style="list-style-type: none"> • Buy this product today and you'll get 15% off for the next six months! 	Special offers, discounts, promotions and ad campaigns.

**Table Adapted From: The New Rules of Lead Generation: Proven Strategies to Maximize Marketing ROI by [David T. Scott](#).*

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