

AIDA: a cool tool for ads and direct mail

Promoting and cross-selling to your existing client base will always be the most effective marketing strategy for any business. (Remember, it's about seven times more expensive to find a new customer than to retain your existing clients.)

But once that's been exhausted and new customers are needed for your business to grow, many companies turn to advertising and direct marketing as the next step.

Advertising and direct marketing are usually expensive campaigns to run. As a good response rate is considered to be between 0.5% to 1%, the very first thing you need to do is to weigh up the costs versus the potential benefits to see if it's even worth doing. (If you're not sure how to do this, FX Marketing has created a simple, one-page marketing campaign break-even analysis sheet – so contact us if you need a hand.)

Done the maths? Good. The next step is to make sure that whatever you put out there works as hard as possible for you. This is where AIDA comes in.

So what's AIDA?

It's not an opera or a musical. It is in fact a nifty little framework that should be applied to all advertisements and direct marketing you do, and this is how it works...

A = Attention

There's a lot of competition out there so your ad/letter/flyer needs to **STAND OUT**. So how do you do that? That's the job of the headline. It needs to grab your target market's attention and compel them to read on. Common techniques include asking a question, offering learning, or creating dissatisfaction.

I = Interest

Great, you've got their attention. Now you need to get them interested, really interested. So the first sentence or paragraph needs to really resonate with the reader and compel them to read on. A good way to do this is to give them a scenario they can relate to, perhaps by drawing on a frustration they regularly experience that your product or service can resolve.

D = Desire

By the time they've finished reading, your prospects should be foaming at the mouth to get their hands on your product or service. You've created a need within them, and now they're in a frenzy. Nice work. But your job isn't done yet, sorry...

A = Action

This is one of the most important aspects of AIDA, yet it's so often over-looked. Neglected. Forgotten.

Having your potential customers in a frenzy of desire isn't enough: you need them to **TAKE ACTION**.



Make it clear what that action should be

Do you want prospects to phone you? Or email you? Or look at your website? Then tell them that.

Best of all, put some pressure on them: give them a deadline, give them an incentive, whatever's appropriate to your business.

Don't forget the call to action!



(Or your customers might have a nap instead.)

Once your marketing piece conforms to AIDA it's ready to go out into the big, wide world.

Good luck! **FX**