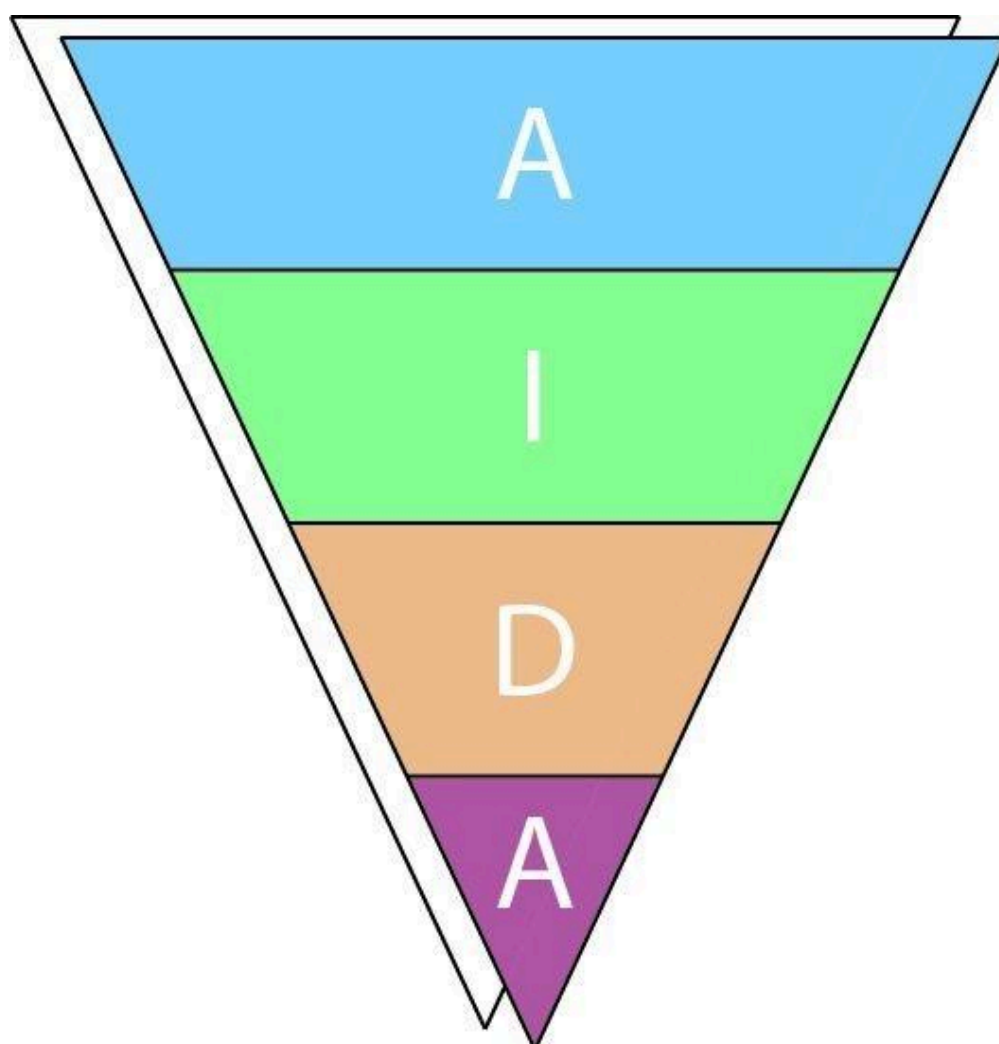


The AIDA model in brief

The AIDA model (or formula) is a model you can use to write better marketing texts that produce more results. The model consists of 4 steps and has the goal to encourage a target group to take action. The letters AIDA stand for the different steps you can go through to build a text properly from start to finish.

This document is an introduction that allows you to put these steps into practice. It ensures that your communication to your target group is structured, has a clear red thread and has the best call to action.

You can best see the principle as a funnel through which you guide your target group through the different phases based on the structure of your text. In each phase, people will fall along the sides of the funnel. Those who remain at the bottom of the funnel have been convinced to take action. This can be a sale, a donation, a registration for an event, and so on.



The four steps of the AIDA model are:

1 Attention

The first step of the model is **Attention**. This is a very important step because you need to grab the biggest percentage of your readers possible. Every reader you don't immediately grab the attention of is lost and you can't convince any further.

On the internet, statistics show that you only have 3 seconds on average to grab a visitor's attention on your website. With women it is 2 seconds and with men 4 seconds (men are apparently a bit slower...).

In that short period of time you have to grab the reader's attention. This can be done, for example, by using a striking headline, a colour that catches the eye or a remarkable image.

2 Interest

The next phase of the 'funnel' is **Interest**. Now you are going to arouse the interest of the reader whose attention you have just grabbed. In this phase it is important to give a short message that gives a taste of the effective message you want to spread.

Indicate what the advantage of your product is or what solution you offer to a problem. Try to make a connection with your reader. This can also put it as a question. Some examples are:

- 'In the heart of Europe is a beautiful wooded area, called the Black Forest.'
- 'Discover the southern colours of our new summer collection.'
- 'Taste the world with our selection of wines.'

3 Desire

In the next phase you will basically lay the foundation for the result you want to achieve with your text. This means creating a need for your product or a desire to help grow. The **Desire** phase consists of 2 parts. The problem you want to solve with your product or campaign and the solution you offer.

It's best to keep a 30-70 rule for this. In 30% of this phase, raise the problem you want to solve. And for the remaining 70%, indicate how your campaign or product is going to solve this problem. Also use as many concrete figures as possible. Some applications could be :

- Nature organisation=
 - **Problem:** 'The forest and its animals are in danger of disappearing in less than 20 years.
This is due to deforestation and poaching in this region.'
 - **Solution:** 'That's why our organisation, in cooperation with local communities, will raise awareness among the people on-site, focus on sustainable forest management and train local forest rangers. We do this by ...'
- Car manufacturer=
 - **Problem:** 'No matter how well you drive, you can never be sure of the driving behaviour of others.'
 - **Solution:** 'That's why we went to South America in search of the most dangerous situations, to develop a system together with our top team of security experts that...'

4 Action

And then it's time for the final phase. The **Action** Phase. This is where you encourage the visitor to take action. For example, buy your product or make a donation to support your campaign. Communicate how they can obtain the product or how they can support your campaign. Make a short, clear sentence of this in the imperative. And make it seem like the most normal thing in the world.

- 'Sign up as a volunteer here in just a few clicks.'
- 'Plan your weekend here with your dream car.'
- 'Adopt a child here and become the godmother of an entire community.'

In conclusion :

This introduction will help you to use your communication to encourage action more easily. If you need more help, you can always rely on our expertise.