

AIDA & DAGMAR

AIDA MODEL

MEANING

AIDA stands for attention, interest, desire and action

It is an acronym used in marketing and advertising, which helps marketing managers develop effective communication strategies and communicate with customers in a way that better responds to their needs and desires.

- The "A" represents attention or awareness, and the ability to attract the attention of the consumers.
- The "I" is interest and points to the ability to raise the interest of consumers by focusing on and demonstrating advantages and benefits (instead of focusing on features, as in traditional advertising).
- The "D" represents desire. The advertisement persuade consumers that they want and desire the products or services because it will satisfy their needs.
- The "A" is action, which leads consumers toward taking action by purchasing the product or service

AIDA Model



Attention

Wow, what is that!



Interest

This looks really cool and worth exploring



Desire

I think I need to get it



Action

I am doing this...

How to use the AIDA model

- **Awareness: How do we make buyers aware of our products or services? What is our [outreach strategy](#)? What is our [brand awareness campaign](#)? Which tools or platforms do we use? What should the messages be?**
- **Interest: How will we gain their interest? What is our [content strategy](#)? Social proof available to back up our reputation? How do we make this information available and where ? ie. on website, via videos, customer ratings,**

Desire: What makes our product or service desirable? How do we interact personally to make an emotional connection?

Online chat?

Immediate response to Twitter feed? Share tips and advice?

Action: What are the call to actions and where do we place them?

Is it easy for consumers to connect and where would they expect to find it?

Think about which marketing channel/platform you are using and how to engage ie. across emails, website, landing pages, inbound phone calls etc.

Retention: What is the proposition to retain loyalty? At what stage do we encourage this on-line and off-line, and how?

An example of the AIDA model

Here is a case study from our Marketing Models Guide showing how an award-winning hairdressing company, Francesco Group used the model to launch their new salon.



- 1. **Awareness**: Run a PR campaign four months prior to launch, promoting award, stylists, qualifications etc. and was reinforced through a DM campaign to targeted customer groups.
- 2. **Interest**: Executed a direct mail campaign to offer a free consultation or hair cut and finish. They used research to support that this would



- 3. Desire: Close to the opening of the new salon, they ran exclusive local launch events which was advertised through local press and social media. This created a local buzz for 'people wanting an invite' and excited to see the new salon.
- 4. Action: Clear CTAS were positioned on the Facebook site (call to reserve), the website (call to book) and local advertising (call in to receive discount or the offer).

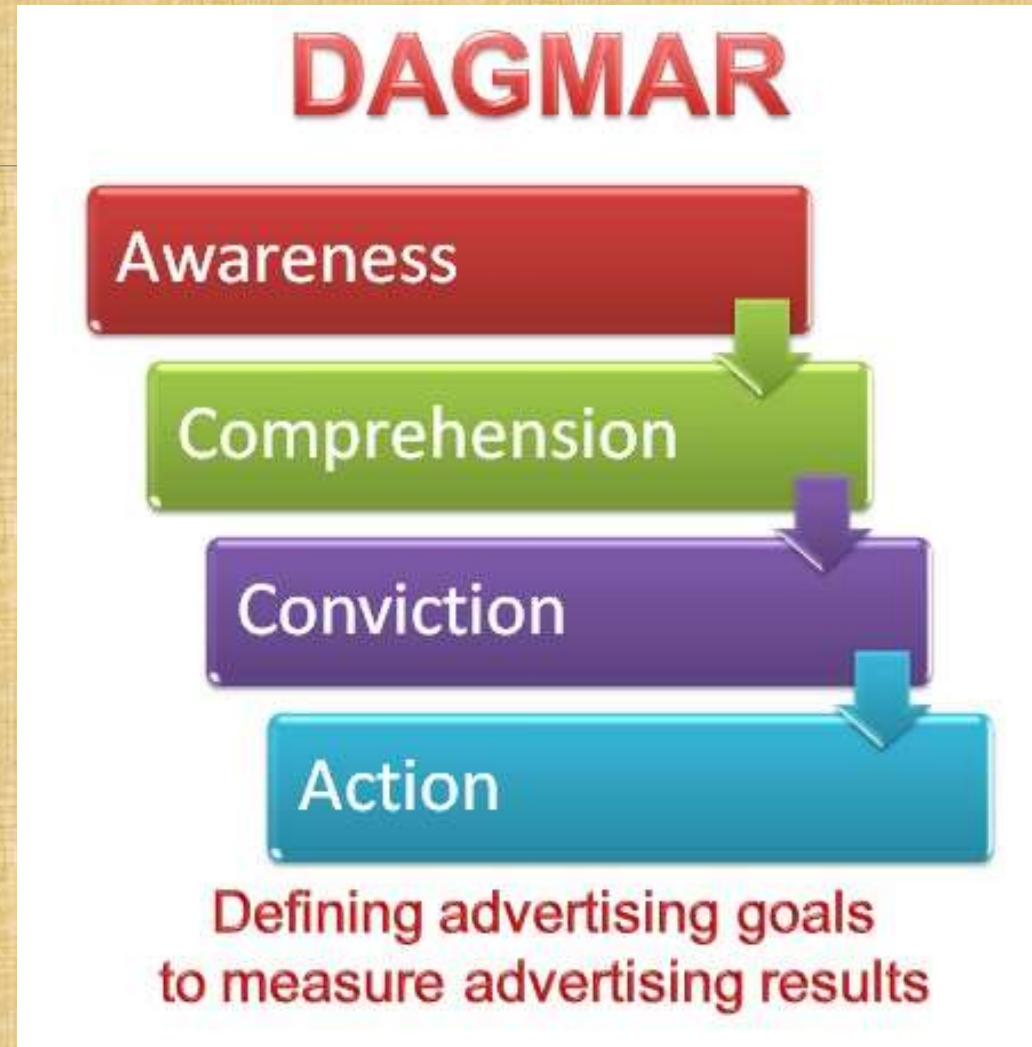
DAGMAR

DAGMAR is a marketing approach used to measure the results of an advertising campaign. DAGMAR is an acronym that stands for 'Defining advertising goals for measured advertising results'.

DAGMAR seeks to guide consumers through five phases of regarding the product – unaware, aware, comprehension, conviction and action – while also setting specific, measurable objectives to determine the overall success of the campaign.

- ❑ Advertising objective is to carry a consumer through four levels of understanding :-
 - ❑ From unawareness to awareness - consumer must be aware of product or company,
 - ❑ Comprehension - what the product is and its benefits,
 - ❑ Conviction - mental conviction to buy the product, and
 - ❑ Action - finally buy the product.

Communication Process in DAGMAR Approach



1. Awareness

Before the purchase behaviour is expected from target audience it is necessary to make the audience aware with the product or company. The initial communication task of the advertising activity is to increase the consumer awareness of the product or offer.

2. Comprehension

Only Awareness is not be sufficient to stimulate a purchase, sufficient knowledge and information about product or organization is necessary. This step involves the target audience to learn something about product, organization, or offer. Here communication task of advertising activity is to make consumer learn about product - product characteristics, benefits, or uses.

3. Attitude or Conviction

Developing a mental disposition in the consumer to buy the product

4. Action

Finally, communication must encourage buyer to engage in purchase activity.

HOW IT WORKS (EXAMPLE):

For example, let's assume that Company XYZ wants to measure the effectiveness of the marketing campaign for its latest Widget. The company starts testing a commercial that is designed to move potential customers through the four stages of the purchase process:

1) In the awareness stage, Company XYZ makes the consumer aware that there is a new Widget on the [market](#)

2) In the comprehension stage, Company XYZ shows consumers the new Widget's features and reminds the consumer of Company XYZ's logo and brand name.

3) In the conviction stage, Company XYZ helps the consumer emotionally attach to the new Widget so that the consumer establishes an emotional preference for the Company XYZ brand.

4) In the action stage, Company XYZ gets the [sale](#).

Company XYZ then measures the success of the marketing effort using DAGMAR.

The company gauges how far the customer proceeded through the four stages of the purchase process, and how many [sales](#) were generated.

If the customers get stuck in one of the first three stages and the company doesn't meet sales goals, the company knows it needs to change its ad campaign.