

Finding clients – Advertising using the AIDA model

What is it?

The AIDA model is an effective way to understand the process of getting a sale from any form of advertising. The first step is to get the attention of your audience. Once you have their attention you then need to get them interested in your product/service and a wish to purchase. The critical final phase is a 'call to action', where you provide an incentive to act now and the facilities to purchase. Follow these simple steps and you will get much greater success from your advertising.

Attention - "Wow, look at that"

- Catch the attention
- How can you stand out?
- Simple but powerful words and images

Interest - "That is important to me"

- Engage your audience
- Demonstrate advantages
- How can you benefit the user?
- Use bullet points

Desire - "I want that"

- Give a reason to use you
- Make it personal
- How can you solve their problems?
- Link their needs to your service

Action - "How do I pay"

- Get audience to take action
- Provide an offer or discount
- Give clear instructions on how to buy or use service

Example of a leaflet advertising a talk using AIDA principles

'Future proof' your health in 5 easy steps

- Did you know nutrition is a primary factor in preventing illness?
- Hear from an experienced NT on how you can use nutrition to stay healthy ... and happy!
- Find out how nutrition affects both your health and your mood.
- Sample an array of homemade tasty bites, whilst I share with you 5 easy steps as to how to stay in optimal health, without the sacrifice.

10% off with this leaflet - use coupon code *** when booking
Details: @@@@ @@@@
Limited spaces so book early.

Tip: getting clients from a talk

Ask participants at the end of your talk to complete a questionnaire with an offer of 20% off a consultation when returned. This is effective for both feedback and a 'call for action'. It also helps obtain their details for you to follow up on.

