

AIDA

A marketing model of defining customer reactions that you should evoke by marketing activities to lead to sales.

Attention - signal your presence; be visible; find something that will make you stand out from the crowd.



Interest - think about your client's needs and how your product can respond to them; present the product features.



Desire - make your customer go from the "I like it" attitude to the "I want it" attitude, present the value proposition, emphasize the benefits & the value for the customer.



Action - now it's time for the CTA; think about what can make the decision-making phase easier for the customer.



Satisfaction / Guaranteed



Make sure that the **customer satisfaction** is long-term.