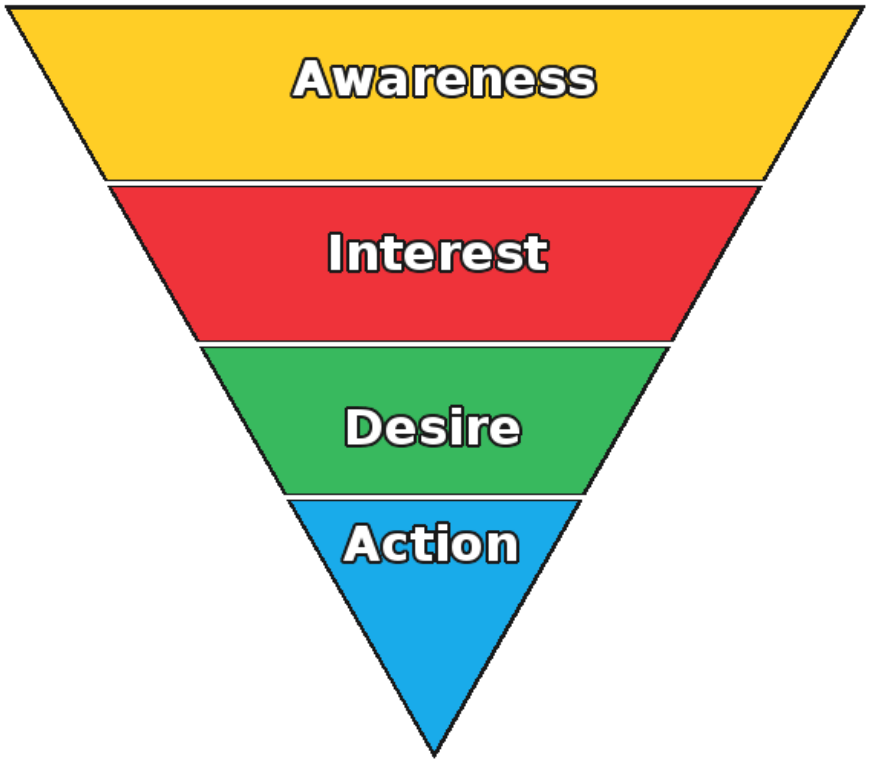
AIDA Model



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Stage 1: Awareness (Attention)

- Get them engaged, curious, excited
- Shock factor - post something provocative to grab attention
- How does your audience talk about their problems? Use their language!
- Visual posts: image or quote
- Statistics
- Behind the scenes
- Polls

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Stage 2: Interest

- Generate interest in the benefits of your offer
- Deliver information that is entertaining, memorable, or funny
- Engage people in conversations about them and their problems
- User generated content
- What do people need to know about you, your offer, or the benefits it can provide?

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Stage 3: Desire

- Moving from “liking” to “wanting”
- Stories, real life situations, case studies
- You want them to want to have an experience
- Create emotional connection with the results that you are promising
- Encourage, empower
- What are their symptoms? How does your offer solve their problems? How does it benefit them?

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Stage 4: Action

- Moving from interacting to taking the next step
  - Freebies - checklists, ebooks, guides
  - Challenge
  - Webinar
  - Strategy session
  - Main offer

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