



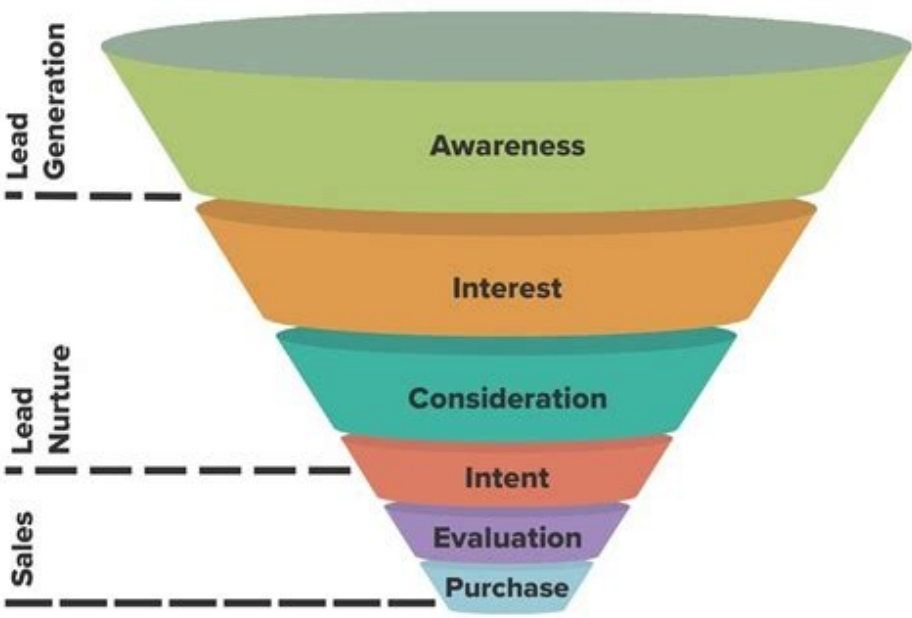
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### The Marketing Funnel



### Case Letters - Utilizing the Job Description

**W**elcome to the world of [Company Name]! We are excited to have you join our team as a [Job Title]. This role is a key part of our success, and we believe you will bring a wealth of skills and experience to the table.

**Job Description:**

- Responsible for [Key Responsibility 1]
- Collaborate with [Key Responsibility 2]
- Manage [Key Responsibility 3]

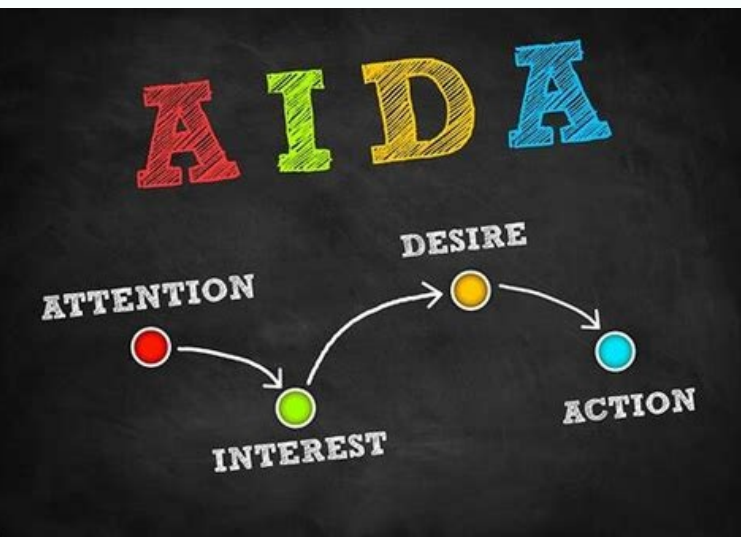
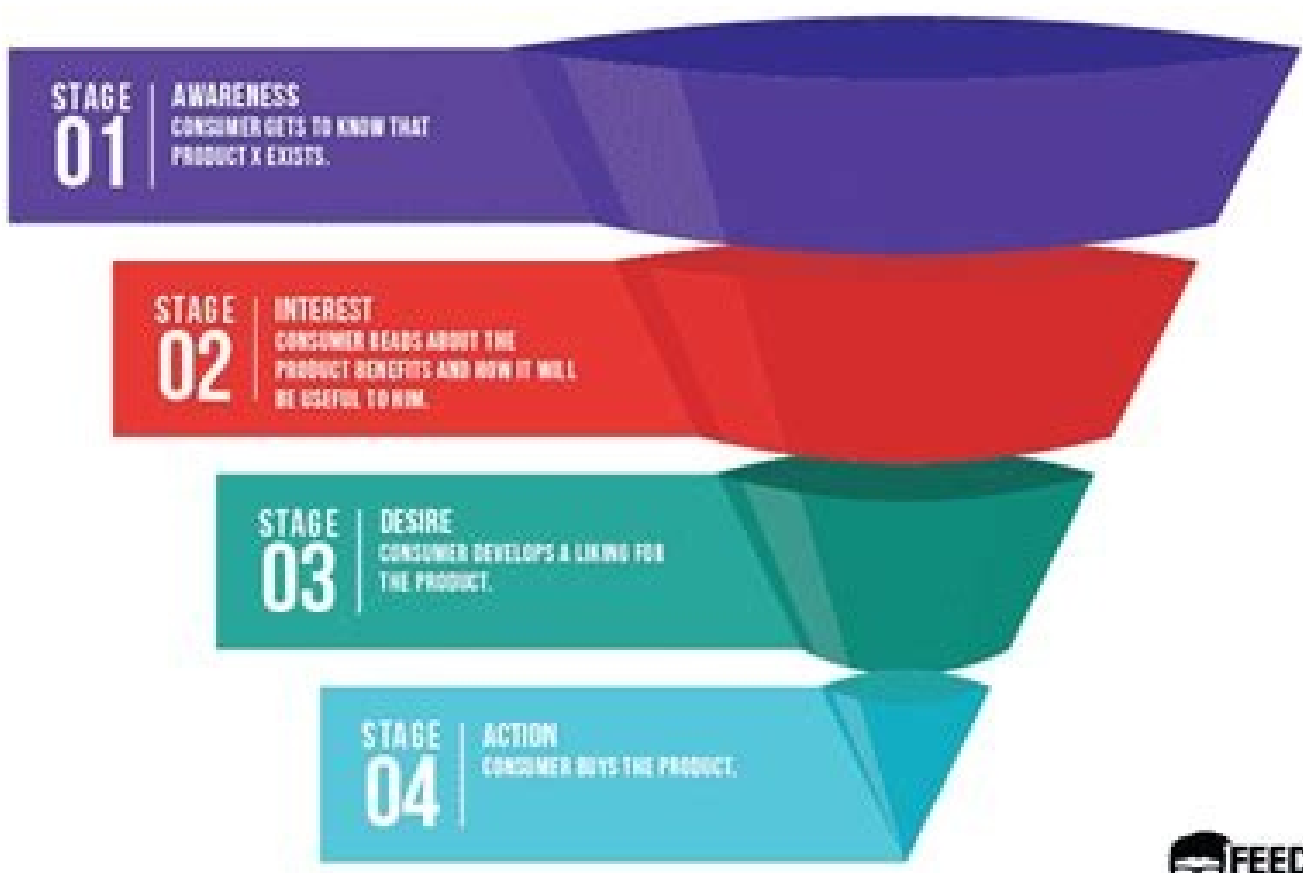
**Example Case Letter:**

Dear [Name],

I was very impressed with your resume and the way you presented your skills and experience. It is clear that you have a strong background in [Field], and we believe you would be a great fit for our team.

We would like to schedule an interview with you to discuss the details of the position and to learn more about you. Please let us know when you are available for a meeting.

Sincerely,  
[Name]



### VARIANTS

The DDMIR formula is another iteration of the AIDA model. It was developed in 2017 by Russell Koller for the U.S. Department of National Intergovernmental Affairs. With DDMIR, the different stages of advertising are: DDMIR.

**Define Audience Goals for Business Objectives (D)** - **Define**

STAGE	DESCRIPTION	KEY QUESTION	KEY ACTION
Define Audience Goals for Business Objectives (D)	Identify the target audience and their needs.	Who are we trying to reach?	Define your target audience.
Define the Message (M)	Develop a clear and concise message that resonates with the target audience.	What is the key message?	Develop a clear and concise message.
Define the Medium (I)	Choose the right medium to reach the target audience.	Where should we advertise?	Choose the right medium.
Define the Message (M)	Develop a clear and concise message that resonates with the target audience.	What is the key message?	Develop a clear and concise message.
Define the Medium (I)	Choose the right medium to reach the target audience.	Where should we advertise?	Choose the right medium.
Define the Message (M)	Develop a clear and concise message that resonates with the target audience.	What is the key message?	Develop a clear and concise message.

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In this stage, the goal is to get them to think, "I like it." In order to get to this stage, your content must be persuasive and engaging. Image Source Generate Interest Once your target audience is interested in your product or service, they'll want to learn more about your brand, the benefits of your solution, and your potential fit with them. It's only a small piece of a holistic business strategy. Just like a typical marketing funnel, each stage has fewer consumers than the previous one. Image Source Stimulate Desire People do business with those they know, like, and trust. 3. Then, if they read the full case study, they get exposed to social proof from a customer just like them. "The mission of an advertisement is to attract a reader, so that he will look at the advertisement and start to read it; then to interest him, so that he will continue to read it; then to convince him, so that when he has read it he will believe it. For example, you might think, "This blog post is to get their attention," and only focus on that. Stories resonate with humans, and it's a simple way to convey information in a way that stimulates empathy and curiosity. However, not all purchasing decisions are linear. "Before and After" style content is a great example of how to stimulate desire while gaining trust. Editor's note: This post was originally published in October 2018 and has been updated for comprehensiveness. AIDA does a fantastic job of describing a linear thought process for a purchasing decision. The idea is that they can engage their audience and compel them to action by offering a comparison tool. In other words, marketing should be able to cycle a prospect through multiple stages of AIDA. The setup is uncomplicated and friction-free. After all, what's the point of creating content and building deep relationships with prospects if there isn't a clear next step? In theory, as they progress through each stage of the model, consumers who learn about your brand will develop certain feelings or emotions about your product or service, which is what ultimately compels them to act. Example The prospects you're most likely to close are the consumers who envision a future with you -- they already enjoy consuming your content and think your product or service will be even better. After all, it's easier to retain and/or upsell an existing customer than acquire a new one. For this reason, you must institute a gap between where they are and where they could be with your solution. Nerdwallet is simultaneously able to generate leads while empowering and delighting those leads with high-value information. You might then "hook" them with engaging storytelling that demonstrates the why behind your solution. Below the Fold is a service that delivers relevant news articles to its users. If you create content that solves their problems and focuses on their passions, you'll be able to draw them in and provide a solution, and at least get them to take some kind of action before they leave your site. Some organizations try to align their strategy around marketing funnels like AIDA, but this is a mistake. Brands use the AIDA model to determine the way they should craft and distribute marketing messages to their target audience at each stage of the buyer's journey. An effective ad, for example, might prompt three or four stages of AIDA, spurring a potential buyer to action. In the digital age, brands have based their entire marketing strategy on the AIDA model. If they understand what the outcome of your offer is and find it valuable to them, they'll be more likely to act (since they aren't simply committing to a sales call or sales content). It doesn't take into account impulse purchases or super short sales cycles. It's almost too simple. If an advertisement contains these three qualities of success, it is a successful advertisement." In other words, copy is only good if it attracts attention, generates interest, and creates conviction, in that order. 5. Wistia does this well with their content marketing, producing not just educational blog posts that drive traffic but also entertaining or inspiring "shows." This tactic allows them to not just address the pains their prospects have but also go above and beyond to make solving that problem easier (and, in some cases, entertaining). Image Source Spur Into Action After you generate enough desire for your product or service, give your prospects the chance to act on it. And if you apply it to your content marketing, you'll be leveraging a proven formula that can consistently engage, persuade, and convert an audience into customers. The more aligned you are with their needs and values, the more likely you are to achieve success. Nerdwallet, a personal finance site that provides resources on everything from credit to mortgages, has such a CTA. 2. It doesn't take into account non-linear buyer's journeys. It generates interest with its hook: "Stories that don't make it to the front page." The intrigue in this line opens up a loop (What have I been missing without this service?) while highlighting their value proposition of surfacing stories that aren't getting coverage but are still important. By eliminating friction in the process, you increase your likelihood of success. Example Let's say your content marketing was effective in drawing them to the website to learn about a pain, problem, or need they have. However, it starts with knowing your customer journey. Here's what you can do to implement AIDA: Attract Attention If your content can grab their attention and deeply engage them, your target audience will start to become curious about what your company actually does. AIDA is also limited to first-time purchases. The goal of this stage is to change "I like it" to "I want it." And that's done by cementing in the final piece of the puzzle: Trust. Originally published Jul 22, 2021 1:45:00 PM, updated February 04 2022 At the same time, you must establish social proof with case studies and testimonials. While the first stage of AIDA is capturing their attention, this stage is about holding it. However, AIDA may be too simplistic to describe the stages of a buying process, particularly for decisions that are more involved or nuanced. The CTA for this "next step" or offer should be prominent, clear, and uncomplicated. Check out the headline on this case study by Calendly: "Convert 60% more PPC leads into bookings using Black Propeller's secret weapon." This helps a prospect envision a future with this product (What would my life be like if I achieved similar results?). Example Whether they're far away or close to a purchasing decision, the next step that you present should be "high-value." In other words, it must help them in some way. The AIDA model is considered a hierarchy of effects model, which means consumers must move through each stage of the model to complete the desired action. Even when using a funnel for one particular aspect of your business rather than a holistic strategy, it can still be easy to fall

into the trap of segmenting out the four letters of AIDA and applying one letter per each tactic in your marketing strategy. Each term represents a stage of a consumer's buying journey. Before we cover how you can apply the AIDA model to your own content marketing strategy, let's go over what it is and why it works. To generate enough excitement in your prospects to compel them to act, you need to make sure their affinity for your brand hits a certain threshold. They're expressed as an acronym, AIDA, and widely used in the advertising industry. However, a blog post should ideally attract awareness and generate interest... AIDA Model History In 1898, Elias St. Elmo Lewis, an eventual inductee of the Advertising Hall of Fame, anonymously wrote a column about three advertising principles he found useful throughout his career in a printing magazine called The Inland Printer, one of the most influential American magazines of the 19th century. To do this, keep serving them content. In this stage, the consumer is asking, "What is it?" In order to get to this stage, you must first get your content in front of them. The "before" is them at their current stage, and the "after" is the vision of them with a 60% increase in conversions. AIDA might also be effective in conceptualizing the buying process in a consumer's mind when they are faced with an ad or other piece of marketing collateral. The first two stages of the AIDA model establish the know and the like. Perhaps it's a button or banner that spells out what action they must take and what they get if they do. Focusing on one AIDA element per marketing tactic may not be effective. 4. AIDA doesn't accommodate for this, which is why other models — like the flywheel — are more appropriate for holistic business strategy. Today's buyers have more resources at their disposal to research, comparison shop, etc. In addition to a non-linear journey, a prospective customer might cycle through multiple stages of AIDA at the same time — all four for an impulse buy or emergency purchase. Make sure they subscribe to your blog, follow you on social media, and download your offers. Leaning into video as a medium instead of just blogging ties into their product and mission, keeping Wistia's solutions top of mind as prospects consume this content. This comes with increased brand awareness and effective messaging. AIDA stands for Attention, Interest, Desire, and Action. When executed effectively, your target audience should be able to discover your content through Google, social media, and other channels. Using the AIDA Framework Despite its drawbacks, the AIDA model is a sturdy framework for guiding your audience through the buyer's journey and spurring them to act. Example Effective content marketing is one method of attracting visitors to your website. How to Apply the AIDA Model to Your Marketing By creating campaigns and structuring your website with the AIDA model in mind, you can get more control over your prospects' paths to a purchasing decision. A prospective customer might get their interest peaked but ultimately choose a different solution, only coming back to the original provider if their needs aren't met. In his column, he states that a successful advertisement should always follow a specific formula. Over a century later, Lewis' principles still ring true. Funnels have customers as an output when they should be at the center of a growth strategy. Image Source AIDA Drawbacks Now that you are familiar with the AIDA framework and how it operates, you should also consider some of its limitations: 1. The more prospects interact with your brand, the more they'll trust you, boosting the chances they'll eventually buy your product or service. The goal is to get them to decide, "I'm getting it." No matter what the "next step" is, you should compel them to respond with low-friction but high-incentive calls to action. They highlight this tool directly on their homepage with a grabby headline and value-driven subheadline along with a high-contrast button. In addition, with a little customer delight, you can earn testimonials and referrals, generating more attention, interest, and (therefore) customers. More commonly, someone might have a desire for a solution before being aware of it and taking action to find it (thus experiencing the Desire and Action before the Attention and Interest). You can do this with a hook. Consider exactly how you can provide that value while motivating them to engage with you.

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