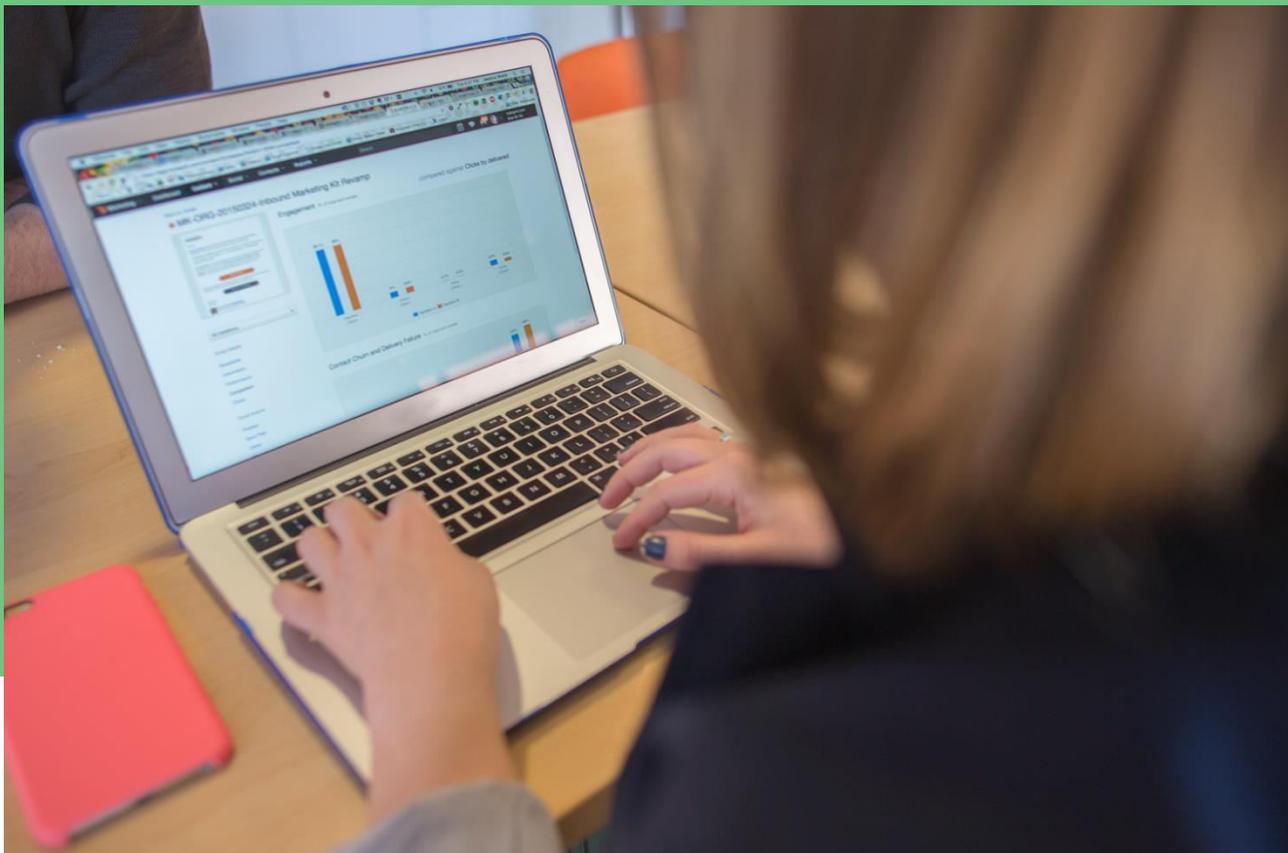


AIDA

Awareness
Interest
Desire
Action



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AIDA

Awareness, Interest, Desire, Action

Some ads stand out; some don't. The big is question is why? What makes a good marketing campaign? Is being memorable enough? What information needs to stand out? How can I get them to take that one final step and purchase?

We'll answer those questions and more by outlining the acronym AIDA:

- *Awareness* - The part where you're trying to figure out what will garner your audience's attention. After all, they can't find you unless they know you exist
- *Interest* - Next you have to keep your prospects' attention and engage them.
- *Desire* - And this is where you describe how your product will solve their problem. Show them how happy they'll be or how much easier life will be by showcasing features and benefits.
- *Action* - By this point, they should see the value and in some cases be nearly begging to purchase. Convince them to take that final leap and show you money.

Eventually, this should be so innate that you naturally hit these marks whenever creating an ad. Until then, feel free to use this e-book as a DIY checklist.

Here's to making more effective ads!

Andrew W. Smith
Product Marketing
Cidewalk

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Awareness

The very first (and arguably most important) step in your marketing message. This is the part where you're trying to figure out what will garner your audience's attention. After all, they can't find you unless they know you exist

Target Marketing – First and foremost, make sure you are placing your ads where your target market can see them. If the ads aren't relevant, then the audience won't pay attention.

Repetition – Head on, apply directly to the forehead. Head on, apply directly to the forehead. Head on, apply directly to the forehead. Just typing that gives me a headache. However, it was effective in grabbing attention. While you don't have to be that implicit, your customers are more likely to react to your business name each time they hear it.

Social Media – Social media is not only great for creating content and building relationships you're your customers, but it can also be used as a prospecting tool. I'm a fan of using twitter hashtags that directly speak to your company / content / audience.

Bonus Tip

In addition to overloading one sense, absence can also grab attention. If people are expecting to see / smell / touch / taste / hear one thing and they don't, there are likely to notice. Think about how many times you look around whenever there is silence (and as any parent will tell you, silence is very suspicious and definitely calls for looking around).

Advertising Medium – In the battle for attention, you may have to get creative and place ads where your audience isn't expecting to see them. I mean, who doesn't read sky-writing every time they see it? There is a long list of "non-traditional" ways to get your name in front of people ranging from car wraps to sponsorships to expos to movie previews – I've even seen ads on pizza boxes. While cost may be an issue, remember that if it really, really, (really,) creative

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Building Awareness is exactly what Sidewalk was designed to do. You can reach hundreds of potential customers every single day. Check it out at <https://www.sidewalk.com>

Controversy – GoDaddy.com became the master of this. At the very least, this will grab attention and (depending on how controversial) will get people talking about you. Know that this is risky as it has a chance to back fire . . . but if you're an 'All PR is Good PR' person than this may be right up your alley.

Buzz words – The obvious one here is 'Free'; everybody likes getting something for nothing. However, there are a myriad of other words you can use to attract attention such as: 'Now', 'Guaranteed', 'Ultimate', 'Exclusive', and 'New'. There are also industry-dependent words that could greatly affect your sales. For example, Grandma's Homemade Chocolate Chip Cookies sound a lot tastier than Chocolate Chip Cookies That Don't Suck.

Sensory Ads – Using unexpected / different senses can gain attention (since there are fewer stimuli competing for attention). If you're in the food industry, make sure you take advantage of smell. Can people who walk-by smell your delicious dishes? Use bright colors and large imagery if you want sight to be your main attention-grabber. I've even seen companies that make soap have a sink near the sales register so people can feel the soap on their hands.

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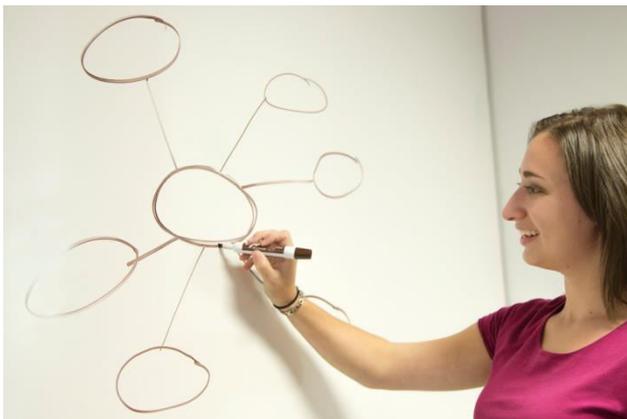
Interest

Buyer Persona – Before you run your ad, build a buyer persona. Completely build the life of someone in your target audience. This can lead to key insights that change how you market and help you truly understand their problems. For example, in the past I've built these for nurses. Although they thought my product to be essential, it was a very small part of their job. Additionally because of their busy schedule, they would check their all of their emails in one sitting. These insights changed how we marketed to them across all of our marketing channels.



Solve The Problem / Talk About Features – Retaining interest is all about solving your customers' problems. If you tell me how you can make my life easier / better / sexier / cheaper, then not only have you piqued my curiosity, but you also have my attention. Prominently feature. . .well your best features.

Show Benefits – Tell them about your features; show them your benefits. The more visual you can be with benefits, the better. Everyone wants to see themselves move up to living a better life. This will help customers relate and get them imagining using your product.



Dig A Little Deeper

Inherently, your product solves a problem. Go as deep as you can to figure out that problem. A new haircut isn't about changing someone's style; it's about how a new style makes someone feel. Tapping into a deeper psychological need will help you better connect as well as garner more interest

SPOTLIGHT

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You have to keep your prospects' attention and engage them. This is where you identify with the pain your customers feel (from not having your product).

Engage & Interact – Creating engagement and interaction is the perfect way to give yourself more time with customers and gather more information (so again you can figure out best how to solve their problems). Asking questions during face-to-face interactions, showing product demonstrations (or getting them involved), and/or entertaining and witty text are all great ways to engage with your audience.

Ethos, Pathos, Logos – Ethos is appealing to ethics; pathos is appealing to emotions; and logos is appealing to logic. Hone in on one of these to truly explain to your customer how you plan to help them. This will also better resonate with certain people and could help you attract the right type of customer.



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Desire

By this point, the goal is create a desire so strong that your customers are compelled to purchase. They should feel incomplete without your product.

Satisfy needs – Ultimately this is what will build desire. Your product needs to fill a need (or a perceived need) so badly that customers can't help but buy. Get them to envision themselves using your good / serviceor even better, get them to the point where they can't imagine their life without it.

Testimonials – Testimonials work for two reasons: 1) They prove that the product can have a direct impact on lives and 2) Everybody wants to “keep up with the Joneses”. Use your testimonials to play off both of these psychological desires.

Scarcity – If you've watched late night infomercials, you know the appeal that “only 3 left” can have. The human brain is wired to want and consume what we know won't last. If you have a limited number of pieces / time slots, make sure to use this in your marketing



Bonus Tip

Before & After - One great type of testimonial is a before and after. Whether this means showing people / things cleaner, faster, healthier, or happier, it again shows the direct impact and gives customers the perception of immediate results (i.e. no delayed gratification).

Competitor Comparison – If you're goal is to take away from what customers are already purchasing, do a side by side comparison. Showcase your benefits and how your competition can't well, compete. Conversely, counteract ads that your competition is running. If they are always talking about quality, point out you are much more inexpensive. If they are talking about their customer service, mention how you are much more reliable.

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Action



Bonus Tip

Think of creating action in terms of doing something scary – like skydiving or riding a gigantic rollercoaster. We know we want to do it, but sometimes fear holds us back. Fear of spending money can hold your customers back. Eliminate that fear and voila – you have a sale!

Customer Convenience – Similarly, make the sale process as easy as possible for your customers. For example, don't restrict your customers to just cash. Include credit card, checks, Paypal, and other types of payment that make sense to your customers.

Summarize Your Solution - Outline their problem again and explicitly state how you plan on solving it. This will help remove any doubts and will double down on any objections you've solved.

Ask for the Sale – One of the main reasons that companies lose a sale is they don't ask for it. Even if they say no, it might give you a chance to overcome a final objection they may have. Remember that this applies to your website as well - customers need to know where to go to complete the sale.

Remove Barriers to Purchase - Eliminate any doubts that your customers may have about purchasing your good or service. Make sure you post clear privacy policies, consider offering a guarantee, or install a payment plan if necessary. The more times you can fix why people won't take action, the more times you'll be successful.

“The times you can fix why people won't take action, the more times you'll be successful.”



Persuasion Techniques – Study up on different persuasion techniques - particularly if you are doing face-to-face sales. Two of my favorite? Asking questions that end in 'right?' and consistent head nodding. Both of these make it more likely for customers to agree with you (which is transferable to when you ask for the sale).

Customers have a natural hesitation whenever contemplating a purchase. It's important to do everything possible to eliminate and push past that hesitation.

Forced Option - Think about how much easier it is to choose between two restaurants than answer the question "where do you want to go to eat?" The same principle applies here. Give your customers the choice between the best two options that work for them. They are more likely to choose one of your products rather none.



Button Optimization - Perform A/B tests on your website to make sure that you are converting as high as you possibly can. These tests could include button color, wording, or location. Little changes in these areas can sometimes make a big impact.

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Instant. Local. Mobile. Ads. - That's what Cidewalk is all about. We grant small business owners access to the mobile marketing world – allowing them to target their town/city with custom ads that play on 1000s of the top smartphone apps.

In particular, Cidewalk addresses these critical needs of local businesses:

- *Exposure* - Cidewalk shows your business to hundreds of people in a short amount of time.
- *Local Targeting* - Your ad will only be shown to those in your neighborhood.
- *Quick & Easy Ads* - No hassling with ad agencies or designers. If you can describe your business in 1 line, you can set up your own ad in less than 5 minutes.

Learn more at www.cidewalk.com

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