

AIDA Model For Social Media Marketing

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ABSTRACT

In this contemporary scenario, the promotion of products and services by any business is crucial and has become a necessity in this modern era. Social media marketing is gaining popularity and holds a significant impact in enhancing the sales and awareness about any product. This study focuses on the AIDA model in social media marketing to drive customer engagement and conversions. The objective of the research is to analyze how brands use AIDA principles across different social media platforms to influence consumer behavior and enhance marketing effectiveness. This study uses qualitative method including content analysis of social media campaigns and consumer behavior.

The sense of the research shows that attention grabbing visuals as well as impactful content will play a pivotal role in the first stage. Other than this, personalized offers and emotional appeals are more effective in arousing interest and desire. This research concludes that appropriate application of the AIDA model increases audience engagement and the number of conversions in significant numbers. The paper therefore suggests that the marketers have to adopt strategies according to the stages of AIDA model.

Keywords: AIDA Communication Model, Social media, Targeted Advertising, Personalized Advertising, Influencer Marketing, Interactive Content, Digital Marketing.

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Introduction

Social media marketing has become a dominant platform for brands to engage with consumers, making it crucial effective marketing strategies to stand out in a crowded digital space. AIDA model is actually the raw stages of sales process, first used by sales pioneer named *St. Elmo Lewis* in the late 19th century. The digital landscape has changed the way business houses market their products as it has shifted from traditional advertisement to more interactive and personalized content. Platforms like Facebook, Instagram, Youtube, etc., and many others offer businesses the scope to reach specific demographics and frame their marketing efforts according to individual preferences. The research and studies on the effect and influence of social media marketing using AIDA Model are very sparse. As social media platforms increasingly incorporate algorithm, personalized content and interactive features, the traditional AIDA framework may need to be adopted or expanded to align with contemporary consumer behavior. The challenge lies in understanding how brands can best leverage the AIDA model to navigate the complexities of social media marketing effectively.

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The acronym AIDA stands for the terms Attention, Interest, Desire and Action.

Attention

Attract the attention of the social media user with an appealing promotional video ad, video commercials, or video promotions related to product, service, events, etc.

Interest

Raise the interest of the visitor by strategically introducing benefits and advantages rather than focusing on self-praise as done in traditional marketing.



Source : <https://bsscommerce.com/blog/effectively-use-aida-model-for-ecommerce-marketing/>

Figure 1: AIDA for sales promotion

Desire

Create a desire for the goal that you want your visitors to accomplish through well-knit information architecture.

Action

Include items that help the user accomplish his desired action and guide your visitors to the conversion funnel like as including the buy link with the promotional video add or commercial.

This paper focuses on how the collaborative approach of social media marketing and AIDA model positively contribute to sales due to an increased number of digital players. This method is generally user friendly and customer oriented at the same time as it is based upon on the algorithm determined by the user of social platform concerned. It aims to analyze the effect of emerging trends such as influencer marketing, interactive content and targeted advertising on the effectiveness of the AIDA model. The paper aims at critically assessing the relevance and adaptation of the AIDA model in social media marketing, providing practical recommendations for brands seeking to effectively capture and retain consumer's attention in today's competitive environment.

Literature Review

A lot has been added and modified by researchers down the years. As a case in point, Lavidge and Steiner [1961] improved the AIDA model to state that the consumers do not make purchasing decisions. Consumers go through seven steps while making a purchasing decision. They remember, forget, and start understanding, liking, deciding, and then purchase. However, they also suggested that some consumers have negative attitudes toward these measures. Then it was shaped, and it had three main stages, which include cognition, or knowledge or learning, emotion,

or thoughts, preferences, or feelings, and behavior or participation, or action taken. Some very significant research points out that the ability of social media to command attention is improved with the use of visuals, storytelling, and process-focused personalized content. Satisfaction is further enhanced by interactive features, employee collaboration, and content based on user preferences. Desires based on emotional attachment, authenticity of user-generated content, and targeted advertising, whereas action is facilitated by tools such as clickable ads, retargeting strategies, and retail features on the platform. The theoretical basis of the early studies emphasizes linear progression through stages, using off-line communication media such as print and TV advertisements. Modern studies have examined carefully how interactive tools, like social media specifically, change the process of conversion through AIDA stages.

There is a marked lack in the literature regarding its application and adaptation into social media marketing. While most of the existing research focuses on traditional media like television, print, and radio, little exploration has been done on how AIDA can be optimized for use in social media platforms such as instagram, facebook, twitter, and tiktok. One key gap is in understanding how social media's unique features—such as personalized algorithms, user-generated content, and influencer marketing—affect the stages of AIDA. Specifically, how can attention be captured over the fast-scrolling environment of social media, and how do factors like influencer credibility impact desire and action? Based on the above, the linear path from attention action might not even describe the complexity of the user journeys on social media channels, where the entrance of viral content, sharing behaviors, and interactions make the pattern much more complex.

Criticism of AIDA Model

The AIDA communication model has been criticized by Anderson et al, (1979) stating that the model lacks important characteristics such as product characteristics and brand loyalty, which are important elements in customer buying behavior and the decision-making process. Macinnis and Jaworski (1989) emphasized on information processing abilities of customers in advertisements.

In another study, Rossiter, John and Percy, Larry (1998), criticized the model by saying that without customer's need for some product, an advertisement may be useless, first customers feel about their needs then create brand awareness, judge it and finally make



purchase decision. Rossiter et al (1998) proposed that the model should include the steps like, category need, brand awareness, brand attitude, brand purchase intention and purchase.

Theoretical Framework

The theoretical framework for adapting the AIDA model to social media marketing combines traditional marketing theories with digital and social media-specific concepts to deal with the unusual dynamics of social platforms. Algorithms, social proof (likes, shares, comments), and influencer impact drive the Attention stage, based on the Elaboration Likelihood Model (central vs. peripheral persuasion) and Network Theory (content spread through social networks). Now, during the Interest stage, the interactive content, personalized messaging, and emotional appeal along with Engagement Theory (interactive participation) and Motivation-Need Theories psychological needs make the role to be played. Desire stage is based on the emotional connection, FOMO (Fear Of Missing Out), scarcity, and recommendation through influence, as per the Two-Step Flow Theory as opinion leaders, based on Emotion-Based Marketing, making people emotionally respond. Finally, the Action stage addresses conversion strategies, clear calls-to-action (CTAs), retargeting, and optimization for conversion with Engagement Metrics, likes, shares, and Conversion Metrics, such as click-through rates and sales. This framework brings to light how the interactive, social, and emotional nature of social media transforms the AIDA model and gives better insights into the flow of a user through all these stages in a non-linear and dynamic way. The model begins at promotion that the different institutions of higher learning do through social media platforms. At this phase, determinants are the number of respondents who use and actively seek out promotional information from universities on social media platforms.

Methodology

As our topic is based more on information, facts and past trends of how AIDA model can be used in social media marketing. This study was conducted using the qualitative approach due to its nature, which is to conduct a comprehensive study of how social media can be used strategically by small businesses for marketing purpose. Unlike quantitative research, qualitative research methodology is focused on exploring a subject deeper. This is the case study on the use of social media as a marketing tool for small businesses. So methodology that is capable of giving account of

the context with a textual description is more suitable.

At the awareness or attention stage, the purpose is to present a concept or problem to a larger audience, so they can come to realize the need or pain that they might not yet perceive. Key marketing vectors at this stage include targeted advertisements, be it digital, video, or traditional, which create initial awareness; blog articles that build SEO and authority; short-form social media videos that quickly engage; and info graphics that simplify complex ideas. A CRM system plays a crucial role in the management of lead databases and in the facilitation of personalized communication via channels such as email, SMS, or WhatsApp. This helps in nurturing leads as they move down the funnel, leading to more engagement.

At the interest stage, it is focused on a more targeted group that has already demonstrated interest. This could include those who have opened emails, viewed attachments containing products, or searched for the client's offerings on e-commerce and social media. Their interactions, like visiting websites, landing pages, or responding positively to cold calls, can be tracked. The marketing efforts here would be paid search and SEO, improving discoverability and building customer confidence. The sales team should understand the customer's needs and be able to provide the right information such as product catalogs, technical details, certifications, and samples that would convince prospects. In B2B, multiple decision-makers are involved; the person doing the product testing should have the authority to be able to present the product to other stakeholders. Value will be driven home through marketing materials, YouTube videos, and targeted product offerings. FOMO can also set in if stakeholders believe the competition is already using the product.

At this *desire stage*, the customer clearly understands what he or she wants whether it is B2C or B2B, where several stakeholders are likely to be involved in determining what the customer needs. A small-scale trial of the product is offered, and feedback from the users is taken. The product features are finalized, and clients may seek a pilot-scale trial. Customer testimonials play an important role here, with trust pilot offering ratings that are verified and help boost SEO. Useful tools also include YouTube videos, website ratings, and apps. Customer testimonials, especially in key products which closely match the customer's needs, are required for persuasion. CRM systems are used to track decision-makers and target them through social media. More recently, if major decision-makers of a company leave that organization, the knowledge they bring with



them and their biases and opinions about the product are taken to new organizations. Tools now track these professionals up to five job changes.

At the *action stage*, management plays a key role in finalizing deals, where pricing and discounts are negotiated with the client. Efficient and professional invoicing, a smooth payment process, ongoing feedback, reassessment of customer needs, and ensuring customer success are crucial. Every step here matters, as customer churn can be costly due to the time and energy already invested by the sales team. It is essential to track churn and handle such customers with care, as many may return later. Newsletters, company updates, and customer success stories can be valuable in re-engaging them. Key marketing tools in this phase include payment gateways, contracts, onboarding processes, customer feedback, referral programs, and relationship management.

CONCLUSION

In conclusion, the application of the AIDA model (Attention, Interest, Desire, and Action) in social media marketing is a powerful strategy, particularly for small businesses looking to leverage digital tools for growth. This qualitative study indicates the ability of small businesses in successfully navigating through the social media landscape by strategically utilizing each stage of the AIDA model and tailoring efforts for a unique and specific need of the target audience for that phase of their customer journey.

In the case of the Attention stage, it would be to raise awareness and highlight a problem or need that possible customers may not have had knowledge of yet. Social media platforms are particularly useful in this aspect, as they provide the possibility of targeted ads, short-form videos, and info graphics, which can capture the attention of the audience immediately. These tools help businesses create an initial impression, bringing people's attention to their products or services. Moreover, CRM systems are necessary in this stage, because they enable businesses to manage leads and engage with customers across multiple channels, such as email, SMS, or WhatsApp.

In the Interest stage, companies are engaging prospects who have demonstrated some level of interaction with the brand. This cohort may have opened emails, visited landing pages, or expressed interest in a company's offerings through social media or e-commerce sites. It is important to use strategies like SEO, paid search, and custom marketing at this point to drive interest and increase trust. The sales team's role is

pivotal in providing customers with additional relevant information, such as product details, case studies, or sample offers. The idea here is to ensure that prospects feel confident and informed of their purchasing decision while leveraging the psychological factors of fear of missing out (FOMO) for enhancing urgency.

This stage is where the business moves from simply satisfying basic interest to actively creating desire in the customer to buy. This typically involves giving prospects a trial or a pilot version of the product, soliciting feedback, and using testimonials and user reviews as persuasion tools. Particularly for B2B businesses, developing the needs of the key decision-makers and cultivating the relationships with such CRM tools is necessary for trust-building. Social proof from a platform such as Trust pilot along with personalized marketing really helps build on the value and desirability of the product.

At the Action stage, the customer has made up their mind to buy or use the product or service. This is an important point of the marketing funnel, where the smooth and satisfying experience of the customer is ensured through effective processes such as invoicing, payment gateways, and customer success initiatives. It is important to focus on the post-purchase activity to prevent churning, for losing a customer at this point costs a lot. Retention strategies include newsletters, referral programs, and ongoing relationship management, which are important tools in re-engaging customers to stay loyal and contribute to business growth.

Ultimately, adopting the AIDA model in social media marketing for small businesses is a path to building long-term, relationship-based ties with clients. If all areas are managed carefully, from awareness to action, then sales are sure to be realized, and customers are likely to form lasting relationships with the companies, succeeding over the long run.

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