

## Navigating the transformative shifts in the world of digital advertising

Table 2

### The AIDA strategy for Social Media Marketing

Steps	Strategy
<b>Attention</b>	<ul style="list-style-type: none"> <li>• Advertising company's social media sites</li> <li>• Increasing follower base in order to spread brand awareness through social media accounts.</li> <li>• Properly using tagging.</li> <li>• Creating an environment for people to discuss products/services.</li> <li>• Making use the search engines to discover potential followers.</li> <li>• Using referrals by existing and potential customers</li> <li>• Taking advantage of omnichannel resources to attract customers from the company's otherchannels.</li> <li>• Applying affiliate marketing opportunities to increase awareness</li> </ul>
<b>Interest</b>	<ul style="list-style-type: none"> <li>• Ensuring brief information and features regarding the products/services</li> <li>• Posting visual information such as pictures or videos of products</li> <li>• Providing in-depth regarding the company and other communication channels in the case of need for customers</li> <li>• Using social media account timely and providing up-to-date information about new trends</li> </ul>
<b>Desire</b>	<ul style="list-style-type: none"> <li>• Attracting customers with special offers and discounts</li> <li>• Arranging a motivational environment for customers to follow such contests and giveaways.</li> <li>• Bringing regularly up to date information</li> <li>• Using catchy announcements to get attention from current and potential customers.</li> <li>• Observe customer's reactions and prove quick responses to the comments and messages.</li> <li>• Maintain desirable and attractive pre-sales customer service</li> </ul>
<b>Action</b>	<ul style="list-style-type: none"> <li>• Provide brief and detailed information regarding the ordering process.</li> <li>• Provide brief and detailed information regarding the payment process.</li> <li>• Provide brief and detailed information regarding delivery options</li> </ul>

Source : Hassan et al., (2015)