AIDA Theory for Landing Page by Landing Pages

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Whenever a consumer has to buy a product, he normally visits dozens of offline stores and simultaneously surfs tens of sites. Critical task for a manufacturer or service provider is to stand out of clutter and be on top of mind of client while he is on the final decision making stage. This entire process can be divided in two parts, first-to get a client to your page and second-fasten his decision making process in your favor.

First stage can be achieved by help of offline and online marketing tools like article marketing, blog writing etc. Second part of converting prospect to a client has to be done with designing of landing page. Landing page design is not simple process. It requires various skills like copy writing, web designing and above all sales conversion. The landing pages has to be perfect advertising for your product which not only creates interest but drives the prospect towards buying the solution provided by you.

In pursuit of converting visitor into customer, landing page can be designed keeping AIDA theory in mind. AIDA stands for Awareness, Interest creation, Desire for your product and Action to purchase the same. Success of this theory depends on two important parts, first equal emphasis has to be placed on each step and second a visitor has to progress from one step to another in correct progression without missing any of them. AIDA works with keeping type of client in mind. There are four basic types of visitors:

a.) Surfers: They are just casual movers, who do not what they want and have some unfulfilled needs.

b.) Comparison doer: He is in need for something and is moving from one site to other and comparing all available options.

c.) Converted Client: This type of client has already made a decision and just needs to be guided properly to transact swiftly.

d.) Customer: Has already bought your product and is satisfied with your service. He can be your reference generator.

AIDA can be applied to all type of clients but in different ways. A surfer who is not aware about his latent need can be transformed into window shopper. He occasionally lands on your page, at this point your landing page has to start with increasing awareness, which means informing him about your product and lead him till he buys one. Comparison doer is aware about what he needs but has not decided where to purchase it from. Landing page has to be designed in such a way that he finds value in your deal and pushed towards action. Clients of last two types are converted ones and need to be provided all operational help to make their experience pleasurable.

By working on AIDA model with discipline, you can have great landing page which will result in highest conversion rate for you.

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