

AIDA Marketing Checklist: Step-by-Step Guide to Crafting Converting Content

Attract Attention

- ✓ **Craft Bold Headlines** – Use attention-grabbing headlines that spark curiosity and highlight key benefits.
- ✓ **Use Eye-Catching Visuals** – Incorporate high-quality images, animations, or videos to stand out.
- ✓ **Share Surprising Facts** – Open with a unique statistic or unexpected statement to intrigue your audience.
- ✓ **Apply Emotional Appeals** – Leverage humor, urgency, or intrigue to create a lasting impression.
- ✓ **Optimize Design Elements** – Use contrasting colors, strategic font choices, and compelling placement for maximum visibility.
- ✓ **Test Different Approaches** – Experiment with multiple hooks to determine what resonates best with your audience.

📌 *Example: A tech company uses the headline, “This AI Can Save You 10 Hours a Week – See How!” to draw immediate attention.*

Generate Interest

- ✓ **Tell a Relatable Story** – Connect with your audience by narrating real-life scenarios and common struggles.
- ✓ **Highlight Pain Points** – Address the biggest challenges your audience faces and how your product solves them.
- ✓ **Use Engaging Questions** – Prompt curiosity and interaction by asking thought-provoking questions.
- ✓ **Provide Value** – Offer exclusive tips, insights, or useful information to keep your audience engaged.
- ✓ **Ensure Readability** – Use short paragraphs, bullet points, and engaging visuals to maintain interest.
- ✓ **Maintain Consistent Branding** – Keep the messaging tone, voice, and design elements aligned with your brand identity.

📌 *Example: A meal kit service showcases a video of a busy professional struggling to cook. Then, it presents its easy meal solution to maintain interest.*

Evoke Desire

- ✓ **Show Benefits Over Features** – Focus on how your product improves lives rather than just listing its features.
- ✓ **Use Social Proof** – Highlight testimonials, reviews, and success stories to build credibility.

✔ **Create Exclusivity** – Offer limited-time deals, early access, or exclusive membership perks.

✔ **Use Strong Imagery** – Help customers visualize the transformation your product provides.

✔ **Appeal to Emotions** – Use relatable experiences, aspirations, or pain points to evoke a deep connection.

✔ **Reinforce Trust** – Highlight awards, endorsements, or case studies to validate your brand's credibility.

📌 *Example: A fitness app shares before-and-after images of real users with testimonials about how they gained confidence and lost weight.*

Swing into Action

✔ **Use Strong CTAs** – Instruct users on what to do next with actionable wording.

✔ **Create Urgency** – Offer time-sensitive discounts, flash sales, or countdown timers to drive immediate action.

✔ **Reduce Risk** – Provide money-back guarantees, free trials, or no-obligation demos.

✔ **Make It Easy** – Simplify forms, checkout processes, and navigation to reduce barriers.

✔ **Optimize CTA Placement** – Position calls to action prominently on landing pages, emails, and ads.

✔ **A/B Test CTA Variations** – Experiment with different CTA colors, wording, and button placements for the best conversion rates.

📌 *Example: An online course platform advertises “Limited Offer – 50% Off Until Midnight!” with a bright “Enroll Now” button to drive immediate sign-ups.*