

AIDA (marketing)

艾达 (营销)

The AIDA model is just one of a class of models known as

AIDA模型只是一类被称为的模型之一。

hierarchy of effects models or hierarchical models, all of which

层次效应模型或分层模型

imply that consumers move through a series of steps or stages when

暗示消费者在购买过程中经历一系列步骤或阶段

they make purchase decisions. These models are linear, sequential

他们做出购买决定。这些模型是线性的、顺序的

models built on an assumption that consumers move through a

建立在消费者经历一系列步骤的假设上的模型

series of cognitive (thinking) and affective (feeling) stages

认知 (思考) 和情感 (感受) 阶段的系列

culminating in a behavioural (doing e.g. purchase or trial) stage. [1]

最终形成一个行为 (如购买或试用) 阶段。[1]

Steps proposed by the AIDA model

AIDA模型提出的步骤

The steps proposed by the AIDA model are as follows: [2][3]

AIDA模型提出的步骤如下: [2] [3]

Attention - The consumer becomes aware

注意 - 消费者变得意识到

of a category, product or brand (usually

品牌、产品或类别 (通常是一个公司) 的声誉

through advertising)

通过广告

Generalised hierarchy of effects

一般化的效果层次

↓ sequence

I am a student. 我是一名学生。

Interest - The consumer becomes interested

兴趣 - 消费者产生兴趣

by learning about brand benefits & how the brand fits with lifestyle

通过了解品牌的好处以及品牌如何与生活方式相符

↓

我们应该把更多的精力放在学习上。 We should put more energy into learning.

Desire - The consumer develops a favorable disposition towards the brand

渴望 - 消费者对品牌产生了良好的态度

↓

我们应该把更多的精力放在环境保护上。 We should put more effort into environmental protection.

Action - The consumer forms a purchase intention, shops around, engages in

行动-消费者形成购买意向，四处寻觅，参与

trial or makes a purchase

试用或购买

Some of the contemporary variants of the model replace attention with awareness. The common thread

一些当代模型的变体把注意力替换成觉知。共同的线索

among all hierarchical models is that advertising operates as a stimulus (S) and the purchase decision is a

在所有分层模型中，广告起到刺激（S）作用，而购买决策则是一个

response (R). In other words, the AIDA model is an applied stimulus-response model. A number of

回应（R）。换句话说，AIDA模型是一种应用的刺激-回应模型。许多研究表明，AIDA模型可以有效地提高消费者的购买意愿。

hierarchical models can be found in the literature including Lavidge's hierarchy of effects, DAGMAR and

在文献中可以找到分层模型，包括Lavidge的效果层次、DAGMAR等。

variants of AIDA. Hierarchical models have dominated advertising theory,[4] and, of these models, the

变体的AIDA模型。分层模型主导了广告理论，[4]其中，AIDA模型是最重要的。

AIDA model is one of the most widely applied.[5]

AIDA模型是最广泛应用的模型之一[5]。

As consumers move through the hierarchy of effects they pass through both a cognitive processing stage

随着消费者穿越影响层次，他们经历了认知处理阶段。

and an affective processing stage before any action occurs. Thus the hierarchy of effects models all include

因此，效果层次模型都包括了在任何行动发生之前的情感处理阶段。

Cognition (C)- Affect (A)- Behaviour (B) as the core steps in the underlying behavioral sequence. [6] Some

认知 (C) -情感 (A) -行为 (B) 是潜在行为序列的核心步骤。[6]

texts refer to this sequence as Learning → Feeling → Doing or C-A-B (cognitive-affective-behavioral)

这个序列被称为学习→感受→行动或C-A-B（认知-情感-行为）

models.

模型。

Cognition (Awareness/learning) → Affect (Feeling/ interest/ desire) → Behavior (Action
认知（意识/学习）→ 情感（感觉/兴趣/欲望）→ 行为（行动）

e.g. purchase/ trial/ consumption/ usage/ sharing information)[7]

購買/試用/消費/使用/共享信息

The basic AIDA model is one of the longest serving hierarchical
基本的AIDA模型是最长服务的分层模型之一。

models, having been in use for more than a century. Using a
模型已经使用了一个多世纪了。使用一个

hierarchical system, such as AIDA, provides the marketer with a
层级系统，如AIDA，为营销人员提供了一个

detailed understanding of how target audiences change over time,
对目标受众随时间变化的详细了解

and provides insights as to which types of advertising messages are
和提供洞察，以确定哪些类型的广告信息

likely to be more effective at different junctures. Moving from step
可能在不同时期更有效率。从步骤转移

to step, the total number of prospects diminishes. This phenomenon
踏出一步，前景的总数量就会减少。这种现象

is sometimes described as a "purchase funnel". A relatively large
有时被描述为“购买漏斗”，一个相对较大的

number of potential purchasers become aware of a product or
潜在购买者对产品的认知数量

brand, then a smaller subset becomes interested, with only a
品牌，然后一个较小的子集开始感兴趣，只有

relatively small proportion moving through to the actual purchase. The purchase funnel
illustrates the

相对较小的比例移动到实际购买。购买漏斗描绘了

This effect is also known as a "customer funnel", "marketing relative number of prospective
这种效果也被称为“客户漏斗”，“营销相对数量的潜在客户”。

funnel", or "sales funnel". [8] purchasers over time
漏斗，或者“销售漏斗” [8]。随着时间的推移，购买者

The model is also used extensively in selling and advertising.
这个模型也被广泛用于销售和广告。

According to the original model, "the steps to be taken by the seller at each stage are as
follows:

根据原始模型，“卖方在每个阶段采取的步骤如下：

Stage I. Secure attention.

阶段一：获得注意力。

Stage II. Hold attention Through Interest.

阶段三：唤起欲望。

Stage III. Arouse Desire.

阶段四：建立信心和信念。

Stage IV. Create Confidence and Belief.

阶段V：确定决策并采取行动。

Stage V. Secure Decision and Action.

阶段六：创造满意度。

Stage VI. Create Satisfaction." [9]

批评

Criticisms

AIDA模型及其他分层模型的主要缺陷是缺乏购买后的行为。

A major deficiency of the AIDA model and other hierarchical models is the absence of post-purchase

满意度、消费、重复光顾行为以及其他购买后行为的影响

effects such as satisfaction, consumption, repeat patronage behaviour and other post-purchase behavioural

批评的其他意图，如推荐或参与准备在线产品评论。[10]

intentions such as referrals or participating in the preparation of online product reviews. [10] Other criticisms

模型依赖于线性本质、分层序列。在实证研究中，该模型已经

include the model's reliance on a linear nature, hierarchical sequence. In empirical studies, the model has

已被发现是对实际消费行为的糟糕预测者。[11]此外，对市场营销研究的广泛回顾表明，消费者的行为受到许多因素的影响，而不仅仅是价格。

been found to be a poor predictor of actual consumer behaviour. [11] In addition, an extensive review of the

Vakratsas和Ambler进行的有关广告效果的文献研究几乎没有实证支持。

literature surrounding advertising effects, carried out by Vakratsas and Ambler found little empirical support

为分层模型[12]。

for the hierarchical models. [12]

另一个重要的对分层模型的批评包括它们对线性概念的依赖。

Another important criticism of the hierarchical models include their reliance on the concept of a linear,

层级反应过程。[13]事实上，一些研究表明，消费者处理促销的过程

hierarchical response process. [13] Indeed, some research suggests that consumers process promotional

通过双重途径，即认知（思考）和情感（感受）同时传递信息。[14]

information via dual pathways, namely both cognitive (thinking) and affective (feeling) simultaneously. [14]

这种见解导致了一类替代模型的发展，被称为整合模型。[15]

This insight has led to the development of a class of alternative models, known as integrative models. [15]

变种

Variants

为了弥补模型的一些不足，当代的分层模型有许多。

In order to redress some of the model's deficiencies, a number of contemporary hierarchical models have

修改或扩展了基本的AIDA模型。其中一些包括购买后的阶段，而其他

modified or expanded the basic AIDA model. Some of these include post purchase stages, while other

变种特征适应新的数字和互动媒体的角色而设计的改编。

variants feature adaptations designed to accommodate the role of new, digital and interactive media,

包括社交媒体和品牌社区。然而，所有的都遵循基本的序列，包括

including social media and brand communities. However, all follow the basic sequence which includes

认知-情感-行为。[16]

Cognition- Affect- Behaviour. [16]

选择的AIDA变体：

Selected variants of AIDA:

基本AIDA模型：意識→興趣→渴望→行動[17]

Basic AIDA Model: Awareness → Interest → Desire → Action[17]

Preference → Conviction → Purchase

拉维奇等人的效果层次：意识→知识→喜爱→偏好→信念→购买

Lavidge et al's Hierarchy of Effects: Awareness → Knowledge → Liking →

偏好→信念→購買

Preference → Conviction → Purchase[18]

麥奎爾模型：展示→注意力→理解→屈服

McGuire's model: Presentation → Attention → Comprehension → Yielding →

留存→行為。[19]

Retention → Behavior. [19]

修改后的AIDA模型：意识→兴趣→信念→渴望→行动

Modified AIDA Model: Awareness → Interest → Conviction → Desire → Action

購買或消費

(purchase or consumption) [20]

AIDAS模型：注意力→兴趣→渴望→行动→满意

AIDAS Model: Attention → Interest → Desire → Action → Satisfaction[21]

爱斯达尔斯模型：意识→兴趣→搜索→渴望→行动

AISDALSLove model: Awareness → Interest → Search → Desire → Action →

喜欢/不喜欢 → 分享 → 爱/恨

Like/dislike → Share → Love/Hate[22]

起源

Origins

这个术语AIDA以及整体方法通常被归因于美国的广告和销售。

The term, AIDA and the overall approach are commonly attributed to American advertising and sales

先驱者E·St·埃尔莫·刘易斯[23]。在他的一篇关于广告的出版物中，刘易斯提出至少三个

pioneer, E. St. Elmo Lewis. [23] In one of his publications on advertising, Lewis postulated at least three

广告应遵守的原则：

principles to which an advertisement should conform:

广告的使命是吸引读者，让他们看看广告。

The mission of an advertisement is to attract a reader, so that he will look at the advertisement

然后引起他的兴趣，让他继续阅读；然后说服他。

and start to read it; then to interest him, so that he will continue to read it; then to convince

他，这样当他读完它时，他就会相信它。如果一则广告包含这三个要素，

him, so that when he has read it he will believe it. If an advertisement contains these three

成功的品质，这是一则成功的广告。

qualities of success, it is a successful advertisement. [24]

根据F. G. Coolsen的说法，“Lewis在关于复制原则的讨论中，以良好的公式发展了他的论述。

According to F. G. Coolsen, "Lewis developed his discussion of copy principles on the formula that good

复制应该吸引注意，唤醒兴趣，并产生信念。”事实上，这个公式有三个

copy should attract attention, awaken interest, and create conviction. "[25] In fact, the formula with three

“广告的使命是要把一个产品或服务的优点清楚地传达给潜在的消费者，以便激发他们的兴趣，使他们购买这种产品或服务。”1898年2月9日，《印刷品油墨》（Printers' Ink）匿名发表了这一步骤。

steps appeared anonymously in the February 9, 1898, issue of Printers' Ink: "The mission of an

广告是用来销售商品的。为了做到这一点，它当然必须吸引注意力；但是吸引注意力只是第一步。

advertisement is to sell goods. To do this, it must attract attention, of course; but attracting attention is only

这个公告应该包含能够引起兴趣并且在辅助细节之后让人信服的内容。

an auxiliary detail. The announcement should contain matter which will interest and convince after the

引起了注意（第50页）。

attention has been attracted" (p. 50).

1月6日，路易斯在罗切斯特就“广告背后有科学吗？”这一话题发表了演讲。

On January 6, 1910 Lewis gave a talk in Rochester on the topic "Is there a science back of advertising?" in

他说：

which he said:

我记得有些老人带着一种安然而友善的宽容之情。

I can remember with what a feeling of resigned and kindly tolerance some of the old

广告人听到一位作家说：“所有广告都必须吸引注意力，保持兴趣。”

advertising men hear a writer say, 'All advertising must attract attention, maintain interest,

激发欲望，获得行动。即使是那种原始的尝试，将广告艺术纳入贡品。

arouse desire, get action.' Even that primitive attempt to place advertising art under tribute to

十年前，这个公式激起了被推举者的愤怒，我们不得不经历一次良好的

formula aroused the ire of the anointed ones of ten years ago, and we had to undergo a good 我们不太听到有关这类事情的消息了。

deal of more or less good-natured chaffing. But we don't hear so much about that sort of thing

现在，十年前的一些“新贵年轻人”现在正在赚取高薪。

now; some of the "upstart youngsters" of ten years ago are now getting big salaries making 那个简单的公式起作用了。[26]

that simple formula work. [26]

早就认识到，在文案写作中，吸引读者注意力作为第一步的重要性。

The importance of attracting the attention of the reader as the first step in copy writing was recognized early

在广告文学中，正如《广告商手册》和《广告指南》所显示的那样。

in the advertising literature as is shown by the Handbook for Advertisers and Guide to Advertising:

首字母总是大写，以引起注意，这很重要。

The first words are always printed in capitals, to catch the eye, and it is important that they

应该是能够吸引那些收到它们的人们注意力的。

should be such as will be likely to arrest the attention of those to whom they are addressed,

他们进一步鼓励他们阅读[27]。

and induced them to read further. [27]

Joseph Addison Richards (1859-1928) 是纽约的一位广告代理，是Lewis的前身。

A precursor to Lewis was Joseph Addison Richards (1859-1928), an advertising agent from New York

城市继承了他父亲在美国最古老的广告公司的指导。

City who succeeded his father in the direction of one of the oldest advertising agencies in the United States.

1893年，理查兹为他的生意写了一则广告，几乎包含了AIDA所有的步骤。

In 1893, Richards wrote an advertisement for his business containing virtually all steps from the AIDA

模型，但没有分层次地排序单个元素：

model, but without hierarchically ordering the individual elements:

如何吸引人们对你广告中所说的内容的注意力；如何把它持续到新闻发布？

How to attract attention to what is said in your advertisement; how to hold it until the news is

告诉他们如何增强对你所说的真实性的信心；如何激发他们的兴趣。

told; how to inspire confidence in the truth of what you are saying; how to whet the appetite

更多信息；如何让这些信息加强第一印象并导致

for further information; how to make that information reinforce the first impression and lead to

一笔购买；如何做到所有这些，-啊，那就是商业新闻告知，那就是我的

a purchase; how to do all these, - Ah, that's telling, business news telling, and that's my 商业。

business. [28]

1899年12月至1900年2月期間，比塞爾地毯清掃公司組織了一場比賽。

Between December 1899 and February 1900, the Bissell Carpet Sweeper Company organized a contest for

最佳撰写的廣告。弗雷德·梅西 (Fred Macey) 公司董事長，位於密歇根州大急流城 (Grand Rapids)

the best written advertisement. Fred Macey, chairman of the Fred Macey Co. in Grand Rapids (Michigan),

当时被认为是广告专家的人，被指派审查提交的任务。

who was considered an advertising expert at that time, was assigned the task to examine the submissions to

他在做出决定时考虑了公司的每一则广告，其中包括：

the company. In arriving at a decision, he considered inter alia each advertisement in the following respect:

第一，广告必须引起“注意”；第二，引起注意后，必须产生“兴趣”。

1st The advertisement must receive "Attention," 2d. Having attention it must create "Interest,"

有了读者的兴趣，它必须创造“购买欲望”，第四，创造了欲望。

3d. Having the reader's interest it must create "Desire to Buy," 4th. Having created the desire

購買它應該會有所幫助"決定"。[29]

to buy it should help "Decision". [29]

第一次发表关于这一概念的文章是由弗兰克·哈金森发表的。

The first published instance of the general concept, however, was in an article by Frank Hutchinson

杜克史密斯 (1866-1935) 于1904年。杜克史密斯的四个步骤是注意力、兴趣、渴望和信念。[30]

Dukesmith (1866 - 1935) in 1904. Dukesmith's four steps were attention, interest, desire, and conviction. [30]

AIDA (1921年C.P. 羅素的文章中的第一個AIDA首字母縮略詞)：

The first instance of the AIDA acronym was in an article by C. P. Russell in 1921 where he wrote:

可以调用“联想定律”来记住这个公式，这是古老的

An easy way to remember this formula is to call in the “law of association,” which is the old

可靠的记忆辅助工具。应该注意的是，向下阅读，这些的第一个字母。

reliable among memory aids. It is to be noted that, reading downward, the first letters of these

你开始写信的时候，就对自己说“艾达”，这就是歌剧“艾达”的拼写。

words spell the opera “Aida.” When you start a letter, then, say “Aida” to yourself and you

至少就信件的形式而言，你不会出大错。

won’ t go far wrong, at least as far as the form of your letter is concerned. [31]

模型的有用性不局限于广告。AIDA模型的基本原则

The model's usefulness was not confined solely to advertising. The basic principles of the AIDA model

销售代表广泛采用这些步骤来准备有效的销售演示。

were widely adopted by sales representatives who used the steps to prepare effective sales presentations

1911年，Arthur Sheldon出版了《成功推销》一书后，对原有模式进行了改进。

following the publication, in 1911, of Arthur Sheldon's book, Successful Selling. [32] To the original model,

谢尔顿强调重复光顾的重要性，以增加满意度。

Sheldon added satisfaction to stress the importance of repeat patronage.

AIDA是市场营销组合4Ps的促销部分的支柱，而组合本身是一个关键因素。

AIDA is a linchpin of the Promotional part of the 4Ps of the Marketing mix, the mix itself being a key

模型的组成部分，通过组织将客户需求连接到营销

component of the model connecting customer needs through the organisation to the marketing decision [33]

decisions. [33]

理论发展在层次效应模型

Theoretical developments in hierarchy of effects models

营销和广告文献产生了许多分层模型。[34]在一项调查中，

The marketing and advertising literature has spawned a number of hierarchical models. [34] In a survey of

Vakratsas和Ambler（1999）在250多篇论文中发现，对任何层次结构都没有太多的实证支持。

more than 250 papers, Vakratsas and Ambler (1999) found little empirical support for any of the hierarchies

尽管有批评，一些作者仍然认为分层模型仍然能够产生有效的影响。[35]

of effects. [35] In spite of that criticism, some authors have argued that hierarchical models continue to

主导理论，尤其是在营销传播和广告领域。[36]

dominate theory, especially in the area of marketing communications and advertising. [36]

所有的效果层次模型都具有几个共同的特征。首先，它们都是线性的、顺序的。

All hierarchy of effects models exhibit several common characteristics. Firstly, they are all linear, sequential

建立在消费者经历一系列认知步骤或阶段的假设上的模型

models built on an assumption that consumers move through a series of steps or stages involving cognitive,

情感和行为反应最终导致购买[37]。其次，所有的效果层次。

affective and behavioral responses that culminate in a purchase. [37] Secondly, all hierarchy of effects

模型可以简化为三个主要阶段 - 认知→情感（情绪）→行为（CAB）[38]。

models can be reduced to three broad stages - Cognitive→ Affective (emotions)→Behavioral (CAB). [38]

所有层次效应模型中都隐含着三个广泛的阶段：[39]

Three broad stages implicit in all hierarchy of effects models:[39]

认知（意识或学习）

Cognition (Awareness or learning)

我们应该把更多的精力放在学习上。 We should put more energy into learning.

↓

影响（感情、兴趣或欲望）

Affect (Feeling, interest or desire)

我们应该把更多的精力放在保护环境上。 We should put more effort into protecting the environment.

↓

行为

Behavior (Action)

最近，AIDA模型的修改已经扩大了步骤的数量[40]。其中一些

Recent modifications of the AIDA model have expanded the number of steps. [40] Some of these 对于理论发展，已经设计了修改，包括客户。

modifications have been designed to accommodate theoretical developments, by including customer

满意度（例如AIDAS模型）[41]，而其他替代模型则试图适应变化。

satisfaction (e.g. the AIDAS model) [41] while other alternative models seek to accommodate changes in the

外部环境，例如社交媒体的崛起（例如AISDALSLove模型）[42]。

external environment such as the rise of social media (e.g. the AISDALSLove model). [42]

在AISDALSLove模型中，新的阶段是“搜索”（在兴趣之后），消费者在这个阶段

In the AISDALSLove model, [43] new phases are 'Search' (after Interest), the phase when consumers

积极搜索有关品牌/产品的信息，作为行动后的元素之一，“喜欢/不喜欢”。

actively searching information about brand/ product, 'Like/dislike' (after Action) as one of elements in the

后购买阶段，然后继续“分享”（消费者将分享他们关于品牌的经验）

post-purchase phase, then continued with 'Share' (consumers will share their experiences about brand to

其他消费者）最后一个“爱/恨”（对品牌产品的深刻感受，可以成为品牌的核心价值）。

other consumers) and the last is 'Love/hate' (a deep feeling towards branded product, that can become the

长期广告效果）其中新元素，如搜索、喜欢/不喜欢（评价）、分享等

long-term effect of advertising) which new elements such as Search, Like/dislike (evaluation), Share and

overall feeling of the experience. 爱/恨作为长期效果也已经添加。最后，S - “满意” - 被添加以表达整体体验的感受。

Love/hate as long-term effects have also been added. Finally, S - 'Satisfaction' - is added to suggest the

客户可能成为回头客、提供积极推荐或参与其他活动的可能性

likelihood that a customer might become a repeat customer, provide positive referrals or engage in other

购买后的品牌倡导行为。

brand advocacy behaviors following purchase.

其他理论家，包括克里斯蒂安·贝坦库尔（2014）[44]和罗西特和珀西（1985）[45]提出

Other theorists, including Christian Betancur (2014) [44] and Rossiter and Percy (1985) [45] have proposed

那些需要认可的应该被包括在任何分层模型的初始阶段。Betancur, 对于

that need recognition should be included as the initial stage of any hierarchical model. Betancur, for

例如, 提出了一个更完整的过程: NAITDASE模型 (西班牙语: NAICDASE)。

example, has proposed a more complete process: NAITDASE model (in Spanish: NAICDASE).

贝坦库尔的模型从需求的识别开始 (消费者对机会或需求的感知)

Betancur's model begins with the identification of a Need (the consumer's perception of an opportunity or a

问题)。在关注和兴趣阶段之后, 消费者形成信任感 (即信心)。

problem). Following the Attention and Interest stages, consumers form feelings of Trust (i.e., Confidence).

没有信任, 客户不太可能走向渴望和行动的阶段。

Without trust, customers are unlikely to move forward towards the Desire and Action stages of the process.

购买不是这个模型的最终阶段, 因为这不是客户的目标, 因此最后两个阶段是什么?

Purchase is not the end stage in this model, as this is not the goal of the client; therefore, the final two stages

客户对先前确定和约定的需求的满意度以及对此的评价

are the Satisfaction of previously identified and agreed needs and the Evaluation by the customer about the

整个过程中, 如果是积极的, 它将会重新购买并推荐给其他人 (客户的忠诚度)。

whole process. If positive, it will repurchase and recommend to others (Customer's loyalty).

在贝坦库尔的模型中, 信任是购买过程中的关键要素, 必须通过重要的方式获得。

In Betancur's model, trust is a key element in the purchase process, and must be achieved through important

包括:

elements including:

商业和个人形象 (包括卓越的品牌支持)。

1. Business and personal image (including superior brand support).

对这位客户的同理心。

2. Empathy with this customer.

view of the customer) 3. 专业性（对产品的了解和从客户角度掌握整个流程）

3. Professionalism (knowledge of the product and master of the whole process from the point of

客户视角。

view of the customer).

沒有例外的倫理。

4. Ethics without exceptions.

5. 竞争优势（解决这位客户的需求和要求）。

5. Competitive Superiority (to solve the needs and requirements of this customer).

6. 在整个过程中和朝着客户满意度的承诺。

6. Commitment during the process and toward the customer satisfaction.

信任是粘合社会的胶水，使彼此之间建立牢固可靠的关系。

Trust (or Confidence) is the glue that bonds society and makes solid and reliable relations of each one other.

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在大衛·梅米特的電影《格倫加里·格倫羅斯》中，艾力克·鮑德溫扮演的角色布萊克（Blake）做出了一個激勵性的演講。

In the film Glengarry Glen Ross by David Mamet, the character Blake (played by Alec Baldwin) makes a

在场景中，可以在黑板上看到AIDA模型的演讲。AIDA模型与传统的营销模型之间的小差别是

speech where the AIDA model is visible on a chalkboard in the scene. A minor difference between the

布萊克的動機模式中的“A”，通常被用來描述虛構的模型及其使用情況。

fictional account of the model and the model as it is commonly used is that the "A" in Blake's motivational

谈话被定义为注意力而不是意识，而“D”则被定义为决定而不是欲望。

talk is defined as attention rather than awareness and the "D" as decision rather than desire.

另见

See also

广告-社会历史学账户

Advertising- socio-historical account of advertising

广告宣传

Advertising campaign

广告媒体选择

Advertising media selection

广告跟踪

Ad tracking

广告研究

Advertising research

广告管理-广告作为市场管理的一项功能

Advertising management-advertising as a function of marketing management

注意跟踪

AttentionTracking

对广告模特的态度

Attitude-toward-the-ad models

品牌知名度

Brand awareness

消费者行为

Consumer behaviour

達格瑪行銷

DAGMAR marketing

統合行銷傳播

Integrated marketing communications

营销

Marketing

营销传播

Marketing communications

媒体策划

Media planning

促销（营销）

Promotion (marketing)

促销组合

Promotional mix

購買漏斗

Purchase funnel

销售管理

Sales management

促销

Sales promotion

广告模特

Advertising models

广告效果理论概述

Overview of theories of advertising effects

AIISDALSLove (艾斯达尔斯爱)

AIISDALSLove

達格瑪行銷

DAGMAR marketing

展开可能性模型 (文章)

Elaboration likelihood model (article)

擴展可能性模型 (節)

Elaboration likelihood model (section)

1. Please note that the translation may vary depending on the context. 2.

注意：翻译可能因上下文而有所不同。

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