



FREELANCING & DIGITAL MARKETING COURSE

Class # 3

From Funnels to Strategies: Unlocking Digital Marketing Potential

“*Do it because they said you couldn't.*”



Digital Marketing Funnel (**AIDA** Model)

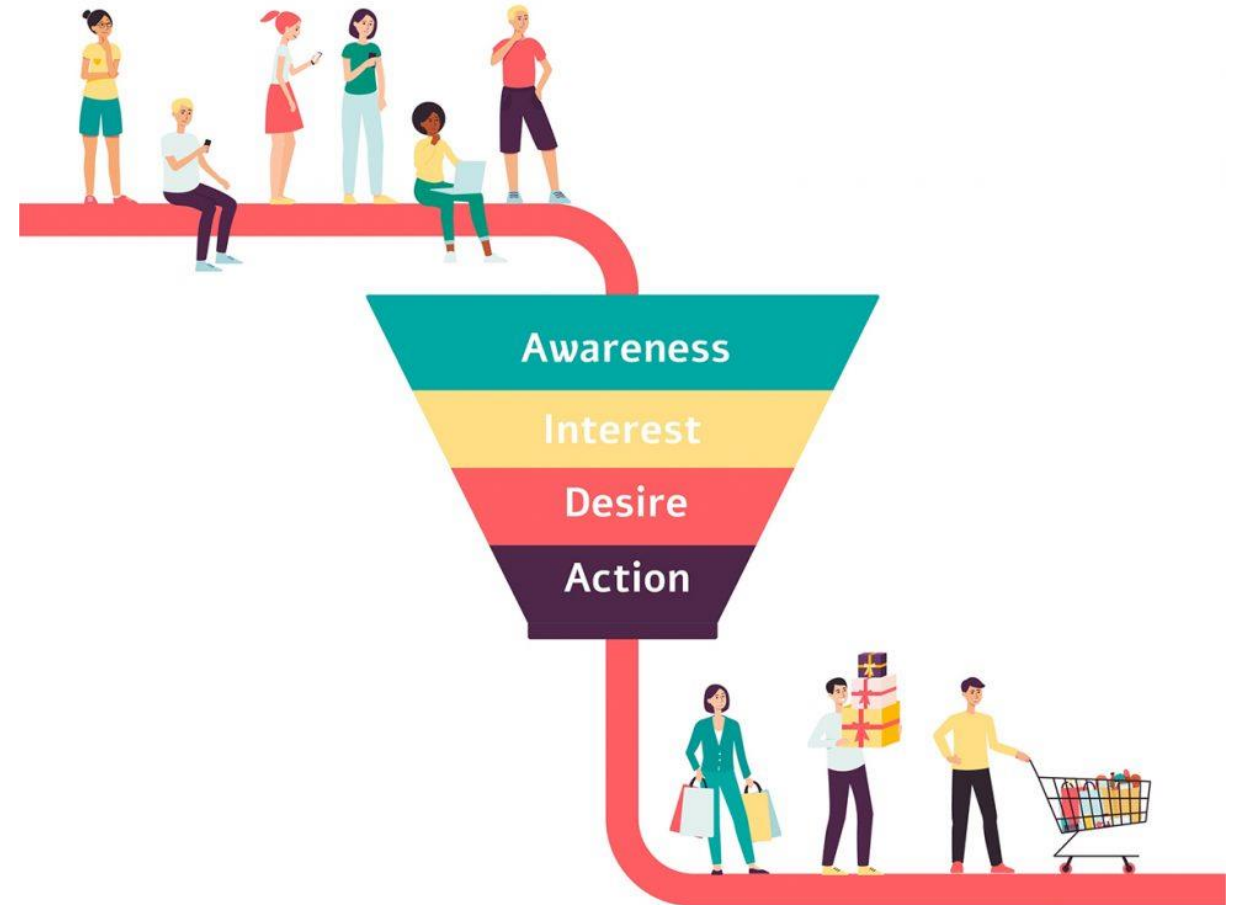
The **AIDA Model** is a powerful marketing framework that maps the customer journey, guiding brands to capture Attention, spark Interest, ignite Desire, and drive Action—transforming curiosity into conversions and creating lasting customer relationships.

This model has following parts:

- **Awareness (A)**
- **Interest (I)**
- **Desire (D)**
- **Action (A)**



Digital Marketing Funnel (AIDA Model)





Digital Marketing Funnel (AIDA Model)

The AIDA Model consists of four key parts, each representing a stage in the customer journey:

Awareness (A): Grabbing the audience's notice through engaging and eye-catching content or advertisements.

Interest (I): Building curiosity and encouraging potential customers to explore more about the product or service.





Digital Marketing Funnel (AIDA Model) ➤

The AIDA Model consists of four key parts, each representing a stage in the customer journey:

Desire (D): Creating an emotional connection or showcasing value that makes the audience want your offering.

Action (A): Motivating the customer to take the final step, such as making a purchase, signing up, or engaging further.





Digital Marketing Strategies

The digital marketing strategies are:

1. Website
2. SEO
3. Social Media Marketing
(Facebook, Instagram and other social media channels)
4. Ads
5. Email Marketing
6. WhatsApp Marketing

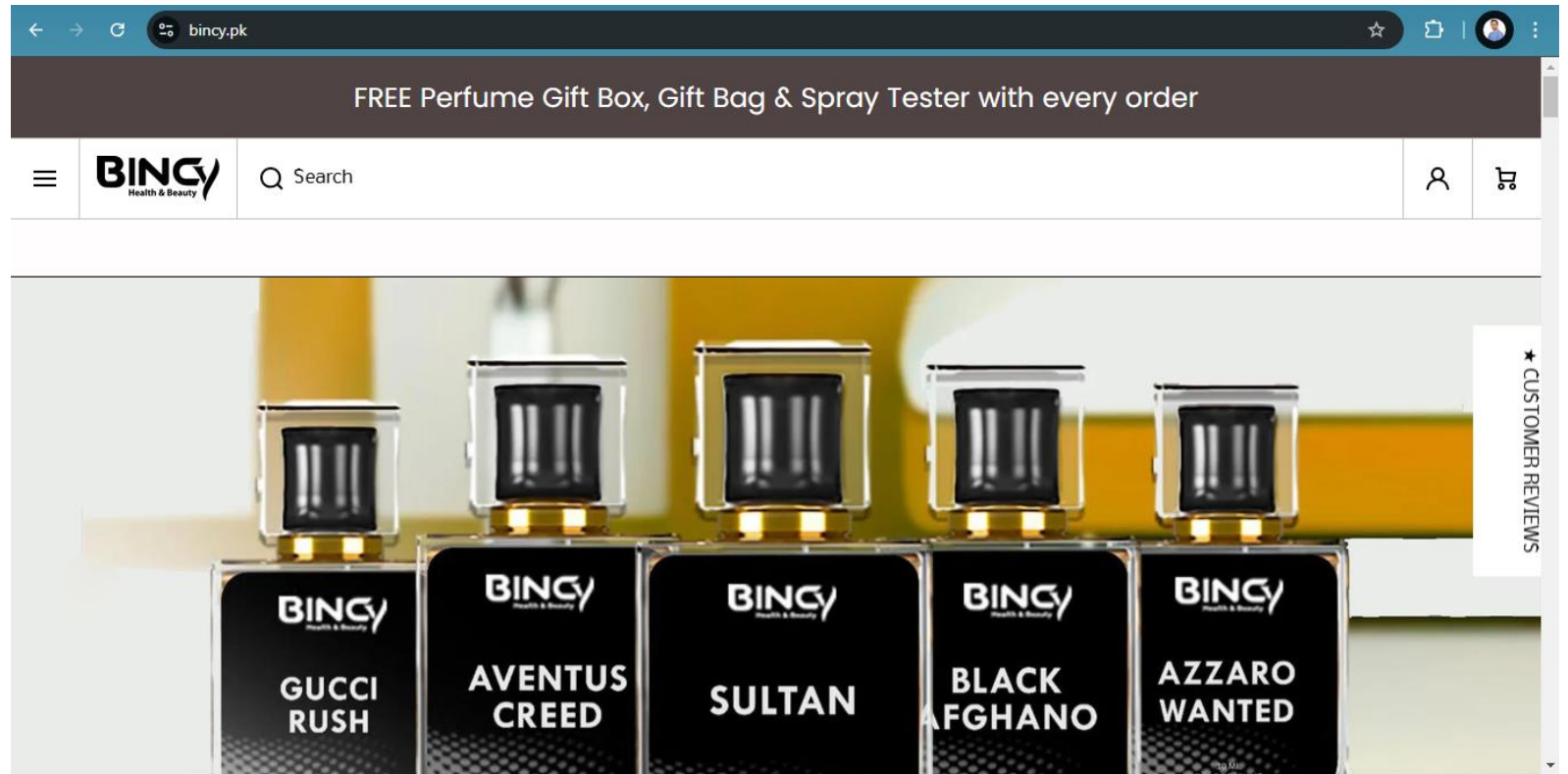




Digital Marketing Strategies: Owned Website

Let's make an example of one of Fragrances Brand including its Digital Marketing Strategies:

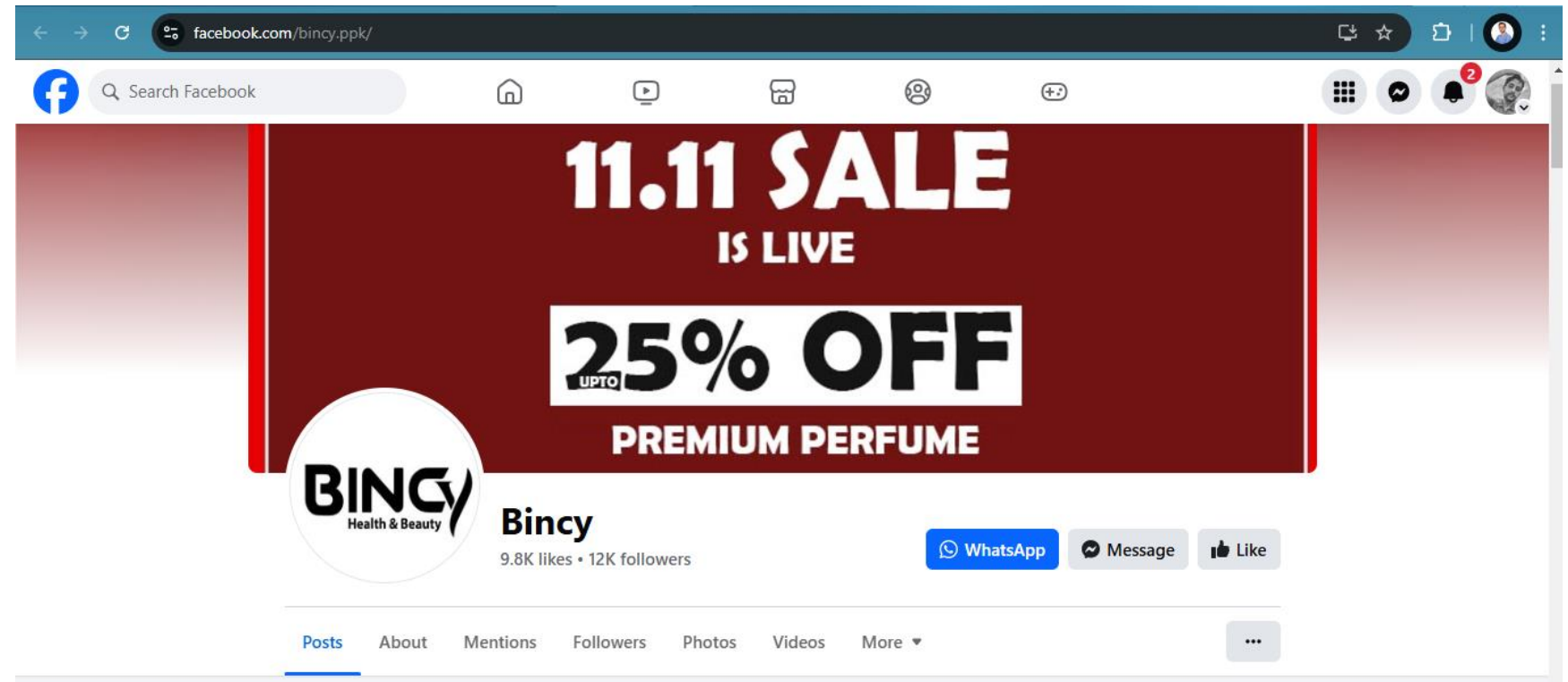
An **owned website** is a business's central digital hub in a marketing strategy, enabling full control over content, branding, and user experience. It supports key strategies like SEO, content marketing, email campaigns, and PPC by driving traffic, generating leads, and facilitating conversions, making it essential for building credibility and driving results.





Digital Marketing Strategies: **Social Media**

Using platforms like Instagram, **Facebook**, **LinkedIn**, or **Twitter** to promote products and engage with customers.





Digital Marketing Strategies: Social Media

Using platforms like Instagram, Facebook, LinkedIn, Instagram or YouTube to promote products and engage with customers.

Instagram

Home

Search

Explore



bincy.ppk

Follow

Message

140 posts

10.8K followers

Bincy

PECHS Block 6 Karachi., Karachi, Pakistan 7

POSTS

REELS

T



YouTube PK



Home



Shorts



Subscriptions



You



History



Playlists



Your videos



Your courses



Watch later



Liked videos



Your clips

Subscriptions



Aryan Singh

Search



Vincy

@vincy1991 · 29 subscribers · 42 videos

More about this channel ...more

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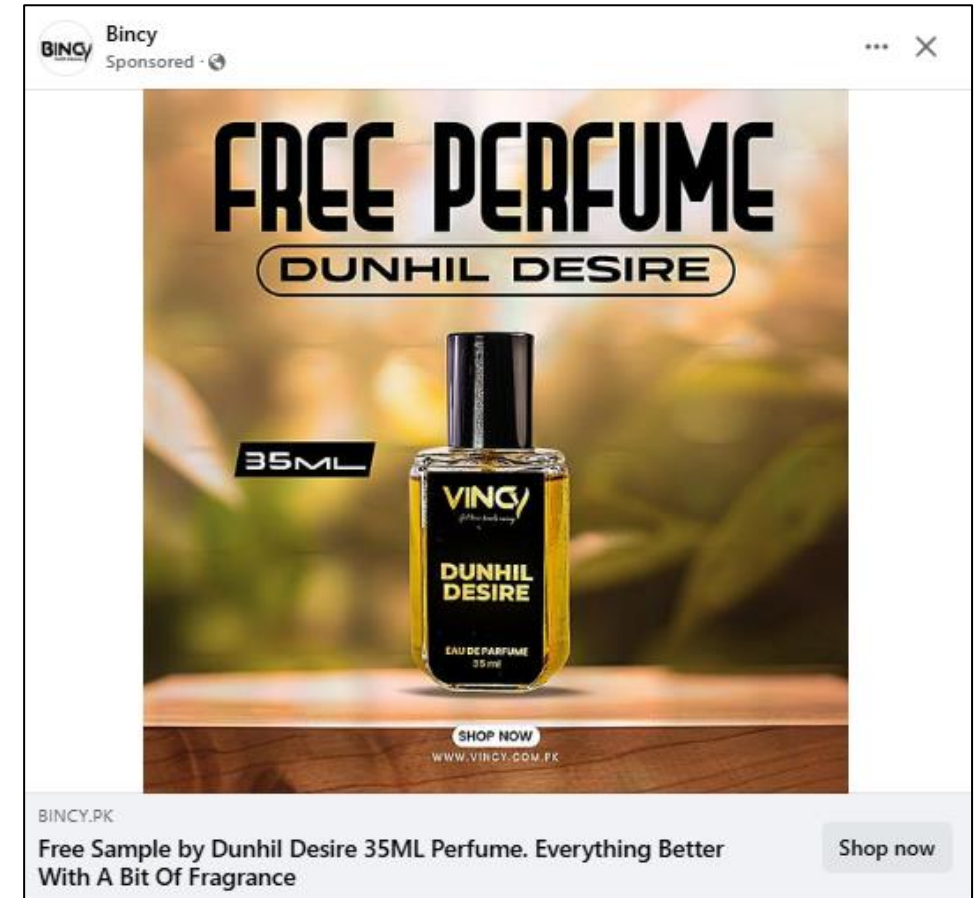
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Digital Marketing Strategies: Ads

Running targeted **Ads Campaigns** and engaging with followers through interactive posts.

Ads can run on all social media channels including youtube.

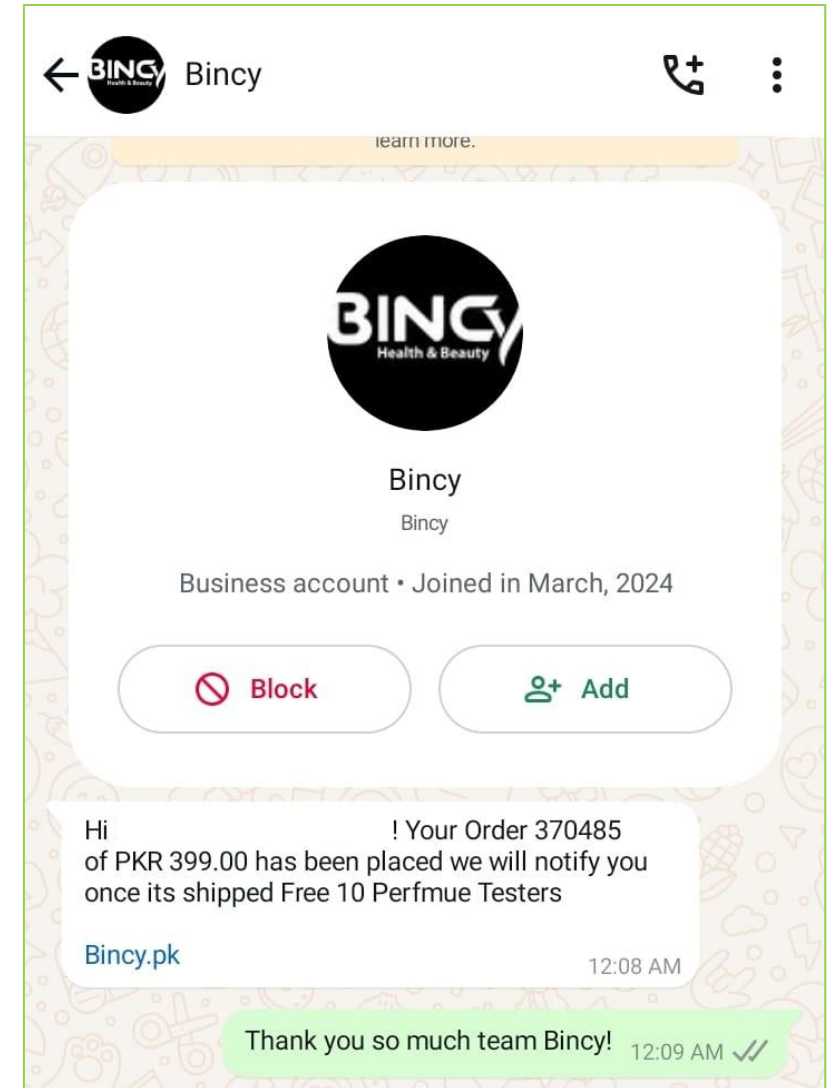




Digital Marketing Strategies: WhatsApp Marketing

WhatsApp Marketing include

- Engage with customers one-on-one for personalized interactions.
- Send promotional messages to multiple users simultaneously.
- Use features like catalogs, quick replies, and automated messages.
- Send images, videos, documents, and links to make promotions interactive.





Digital Marketing Strategies: Email Marketing

Email Marketing include

- Sending personalized emails to nurture leads, build relationships, and drive conversions.
- Example: Weekly newsletters or exclusive discount offers sent to subscribers.

