

Title:

Aida And Dagmar - Models For An Advertising Agency

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Summary:

An ad agency or advertising agency is a business or service dedicated to planning, handling and creating advertising for clients. These agencies are independent of clients and provide their skills and views to sell client's services or products.

Advertising agencies can also manage branding strategies, marketing and sales promotions for its clients.

For an advertising agency, it is very important to realize that they can increase sales with their effort. Truly speaking,...

Keywords:

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Article Body:

An ad agency or advertising agency is a business or service dedicated to planning, handling and creating advertising for clients. These agencies are independent of clients and provide their skills and views to sell client's services or products.

Advertising agencies can also manage branding strategies, marketing and sales promotions for its clients.

For an advertising agency, it is very important to realize that they can increase sales with their effort. Truly speaking, advertising agencies are minds working on the other side of the internet to increase sales. For a person working as an advertising agent, it is very important to know about the buyer's psychology.

Those who are working in an advertising agency should know about the various thought processes that go in the mind of a reader or a viewer, a potential buyer. This will definitely help to build your business better.

There are ample of theories to explain the process that goes in the buyer's mind

when he/she goes to purchase anything.

The process is not the same for each buyer and it is sequential.

One of the popular features followed by ad agencies is AIDA.

AIDA is a acronym stands for:

A - Attention

I - Interest

D - Desire

A - Action

The AIDA model states that advertising agency should know how to draw attention of a buyer to get the customer interested by exhibiting its advantages, benefits and features. Interest is followed by desire. It is advertising agency's duty to create a desire in a buyer to buy a specific product. All three steps of the AIDA policy will help you to stimulate the action towards the purchase of a product. AIDA theory guides and leads you to build a better advertising business. BIG B's of advertising world have followed AIDA to generate good advertisement campaigns.

Another model called DAGMAR has now increasingly become more popular and comprehensive than AIDA. DAGMAR steps are more defined and easy to apply.

Term DAGMAR is an acronym for Defining Advertising Goals for Measured Advertising Results. According to DAGMAR, a sale must carry a potential customer through four stages:

I. Awareness

II. Comprehension

III. Conviction

IV. Action

Suppose you are having a service or product and your customer knows nothing about the product.

As your client is unaware of the product, the first step is to make him aware of your product by posting advertisement regarding your product on respective

websites.

Comprehension is the second step of DAGMAR. Try to know the answers to these following questions.

- a)What is your product about?
- b)What are product's potential features and benefits of product?
- c)What will your customer get from your product? And how?

Answers to all these questions will help you to get a potential customer.

Next stage is conviction and this is very important. Convince your customer by telling him the benefits of your product. After convincing, your next step starts i.e. action, which is not controlled by you. You have to depend on the customer. However, your previous actions will have a major role to play.

If you have been able to convince, the customer ad have answered him satisfactorily and then you will definitely be the winner of the day.