

AIDA

Awareness

Capture attention with emotional, relatable messaging.
(Why Messaging)

Interest

Build trust with education, testimonials, and clarity.
(How Messaging)

Desire

Show the benefits of choosing your
company over competitors.
(Why and What Messaging)

Action

Make it easy to convert
with clear next steps
(call, demo, consult).

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RACE

Reach

Use SEO, ads, and social media to
connect with your ICP.

Act

Encourage engagement through
educational content and helpful tools.

Convert

Drive contact form fills, phone calls,
webinars, downloads and consultations.

Engage

Build long-term loyalty through follow-up,
care consistency, and communication.

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Why-How-What

Why

The emotional reason your audience should care

How

The unique way you deliver value

What

The services or goods you offer