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(60 second Tip of The Month)

AIDCAS Marketing Model

MARKETING TIP OF MONTH (60 SECOND READ)

Marketing is in charge of Product, Price, Distribution and Promotion. Selling is just part of Promotion, however the 'CAS' part is the most important for a consulting professional, and is most effectively achieved face-to-face. For instance, a website and brochure are not a replacement for good direct selling skills, excellent service and word-of-mouth (WOM).

Direct marketing is a system of marketing where an organisation communicates directly with targeted Customers to generate a response or purchase, and is the easiest marketing vehicle to work out the ROMI (Return on marketing investment vis-à-vis net profit vs. the marketing investment cost).

Marketing & Sales' job is to take the Customer from Brand Non-recognition through to **Brand Insistence** i.e. *'I'll walk a mile for your product or service'*. The most effective way to do this is by face-to-face selling.

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AIDCAS Model for Explaining Marketing

In their article, *'Ending the war between Sales & Marketing'*, P Kotler, N Rackham, S Krishnaswamy (HBR – July 2006), addressed the classic dilemma between Sales & Marketing. To avoid mud-slinging matches between the two functions, they set out to separate where Marketing & Sales responsibilities lay. The below AIDCAS Model is a powerful tool to communicate the pecking order of what marketing and sales needs to accomplish. Marketing does **AID**, whereas Sales does the crucial **CAS**. Of course there is also an overlap, but when there is a debate, it's important to rank and know who does what.

Key Steps to Successful Marketing

Hierarchy of Effects (A Marketing & Sales Tool)

	Key Steps	How
A	Grab Attention	Great creative, hard-hitting headline, strong colours, strong images. Create Awareness .
I	Hold Interest	Appealing & persuasive proposition that the opposition will battle to match. Knowledge .
D	Stimulate Desire	Go from persuasive to irresistible , highlight even more benefits and value added benefits. Liking .
C	Gain Conviction	Summarise benefits, and...and that's not all! Even more reasons to believe . Preference .
A	Push for Action	Urge customer to Act now . Conviction to Action after a world-class presentation .
S	Service (creates Insistence)	The relationship is only consummated when the sale occurred. The real relationship starts after the sale! Keep the relationship alive .

The novice thinks that 'marketing' is all about above-the-line advertising, i.e. mass media like radio, TV and print. However, business-to-business (B2B) marketing practitioners eventually discover that 80% of their ad-spend should be below-the-line in the form of direct/addressable marketing. Above-the-line advertising is more of a 'spray & pray' approach vs. the rifle approach of direct selling and direct mailing.

Quote for the AIDCAS Model:

"A Marketers' task is to self-destruct by making themselves unnecessary, because they have succeeded in making the whole organisation market-oriented." Tom Bowman