

**The TAPAS Model - Refer to this when writing copy to avoid becoming irrelevant**

**Sequence**

Series of messages that lead up to buying a product (nurture process)

The sequence is an element found in the middle of the sales funnel

Message should be appropriate for where the audience are in the sequence

Step 1- SEGMENT your target audience

Step 2- Create messages to build RELATIONSHIPS

Step 3- Ask for the SALE

TIP: Know exactly where your audience are in your sequence

SRS model

**Target Audience (TA)**

Who is it written for?

Segment target audience using demographics

Imagine talking one to one with a person who perfectly represents your TA

Message should resonate with your audience

TIP: When writing, keep a picture of somebody who represents your TA in front of you

**Action**

Be very clear on the action you wish for the TA to take

Assume TA do not know what you want them to do/ tell them what you want them to do with clear CTA

The confused do not buy

DO NOT make audience think

DO NOT give audience options

**Purpose**

Where are the TA on their journey?

Response to a pain point/ want

**AIDA Model**

- Awareness**
  - A wonderful sensory has taken possession of my entire soul.
  - Use these seven moments of being which I enjoy with my vehicle here.
  - Which was created for the bliss of soul-like ride.
- Interest**
  - But I must enquire to you how all this mysterious of arousing.
  - For the answer behind the word procedure, let from the creature's habits and characteristics, there live the blind hope.
- Desire**
  - Oh again to those engine who loves or purges or desires to obtain part of itself.
  - Because it's part, but from an essentially inconspicuous occur in this last and gain can produce him some great pleasure.
- Action**
  - But when has enough to feel that with a man who chooses to enjoy a pleasure that has no annoying consequences.
  - What avoids a pain that produces no resultant pleasure?

Purpose could be any element of the AIDA model

Ultimate purpose- should lead to a sale

**Articles related to The TAPAS Model**



A Complete Guide To Target Audience Analysis For Content Marketers - Point Visible | Content Marketing Agency



These Are The 3 Big Reasons Why Purpose Matters to Marketing | Marketing Insider Group



Marketing to the middle of funnel is where the magic really happens - CUBED Attribution

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# The TAPAS Model - Refer to this when writing copy to avoid becoming irrelevant

## 1. Purpose

- 1.1. Where are the TA on their journey?
- 1.2. Response to a pain point/ want
- 1.3. Purpose could be any element of the AIDA model
- 1.4. Ultimate purpose- should lead to a sale

## 2. Target Audience (TA)

- 2.1. Who is it written for?
- 2.2. Segment target audience using demographics
- 2.3. Imagine talking one to one with a person who perfectly represents your TA
- 2.4. Message should resonate with your audience
- 2.5. TIP: When writing, keep a picture of somebody who represents your TA in front of you

## 3. Action

- 3.1. Be very clear on the action you wish for the TA to take
- 3.2. Assume TA do not know what you want them to do/ tell them what you want them to do with clear CTA
- 3.3. The confused do not buy
- 3.4. DO NOT make audience think
- 3.5. DO NOT give audience options

## 4. Sequence

- 4.1. Series of messages that lead up to buying a product (nurture process)
- 4.2. The sequence is an element found in the middle of the sales funnel
- 4.3. Message should be appropriate for where the audience are in the sequence
- 4.4. SRS model
  - 4.4.1. Step 1- SEGMENT your target audience
  - 4.4.2. Step 2- Create messages to build RELATIONSHIPS
  - 4.4.3. Step 3- Ask for the SALE
- 4.5. TIP: Know exactly where your audience are in your sequence

## 5. Want more mind maps? <http://www.DigitalMarketingU.com>

**Link:** <http://digitalmarketingu.com/login/>

## 6. Articles related to The TAPAS Model

6.1. A Complete Guide To Target Audience Analysis For Content Marketers - Point Visible | Content Marketing Agency

**Link:** <https://www.pointvisible.com/blog/complete-guide-target-audience-analysis-content-marketers/>

6.2. These Are The 3 Big Reasons Why Purpose Matters to Marketing | Marketing Insider Group

**Link:** <https://marketinginsidergroup.com/strategy/3-big-reasons-purpose-matters-marketing/>

6.3. Marketing to the middle of funnel is where the magic really happens - CUBED Attribution

**Link:** <http://cubed.ai/marketing-middle-funnel-magic-really-happens/>