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Strategizing Marketing Intervention Using AIDA Model to Increase Revenue for Event Management Companies

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Abstract

The event management industry in Malaysia plays a crucial role in stimulating the creative economy, business tourism, and entrepreneurship. However, companies such as Murni Sahabat Sdn. Bhd. have faced significant revenue decline following the COVID-19 pandemic. This research investigates the phenomenon of declining revenue through the lens of strategic marketing and applies the AIDA model (Attention, Interest, Desire, Action) as a guiding framework. Drawing from qualitative interviews and quantitative data analysis, this study identifies key marketing gaps, including low brand awareness, weak lead conversion, and limited digital engagement. The research highlights theoretical, practical, and contextual gaps in the Malaysian context, underscoring the urgent need for tailored interventions. Through the implementation of two cycles of interventions—establishing a marketing unit and strengthening CRM and alliances. The findings demonstrate improved brand visibility, audience engagement, and customer retention. The study contributes to academic literature by contextualizing the AIDA model within the Malaysian event management industry, while offering practical guidance to companies navigating post-pandemic challenges.

Keyword: Event Management, Marketing Strategies, AIDA Model, Malaysia, Revenue Growth

Introduction

The event management sector in Malaysia has become an essential pillar of economic growth, cultural expression, and tourism development. Event management companies provide platforms for public engagement, cultural showcases, and commercial opportunities, but the sustainability of these companies has been challenged in recent years. The COVID-19 pandemic severely disrupted operations, forcing companies such as Murni Sahabat Sdn. Bhd. to halt services and endure declining revenue. As the industry seeks recovery, marketing strategies emerge as a crucial determinant of competitiveness and resilience.

The problem statement for this research highlights the inability of Malaysian event management companies to differentiate themselves effectively in a crowded market. Companies struggle to build brand awareness, generate leads, and convert them into paying clients. With consumer preferences shifting toward digital engagement, traditional marketing techniques alone are insufficient (Kotler & Armstrong, 2018). The urgent need to reconfigure marketing approaches underlines the relevance of this study.

The phenomenon of declining revenue due to ineffective marketing requires detailed investigation. While international literature provides insights into strategic marketing management, limited research specifically addresses the Malaysian context. As identified in the thesis, theoretical gaps exist in integrating offline and online marketing strategies cohesively, practical gaps emerge in the adoption of hybrid event models, and contextual gaps reflect the lack of studies tailored to Malaysia's cultural and regulatory. Addressing these gaps not only strengthens business performance but also advances academic understanding.

The motivation of this research stems from the urgent need to develop marketing strategies that sustain revenue while accounting for Malaysia's unique business environment. By applying the AIDA model, this study contributes to bridging the literature gap and provides event management companies with actionable strategies. The contribution of the study is threefold: (1) theoretical, by contextualizing the AIDA model in Malaysia, (2) practical, by offering evidence-based strategies for practitioners, and (3) contextual, by enriching research in an underexplored domain.

Literature Review

The literature on marketing strategies underscores their centrality in sustaining business growth. Among the many models developed to guide consumer engagement, the AIDA model remains one of the most widely applied frameworks. AIDA—an acronym for Attention, Interest, Desire, and Action—maps the customer's journey from awareness to purchase (Kotler & Armstrong, 2018). Its application in event management provides a systematic pathway to attract, engage, and convert clients.

Attention

Getting the audience's attention is the main goal of the AIDA model's initial step. Kotler and Armstrong (2018) assert that in the competitive world of event marketing, attention-grabbing is crucial. They support imaginative and captivating advertising, interesting event teasers, and social media material to create promotional efforts that stand out from the competition. To increase awareness and entice prospective attendees into the marketing funnel, event management businesses must stand out at this early stage. In this stage, McLeod (2018) provide a contribution by emphasising the importance of content marketing. Event management companies can use content to keep the audience engaged, offer useful information, and create a discussion that lasts the duration of the marketing campaign. This strategy emphasises the significance of not merely drawing attention but also offering relevant content to keep the audience engaged, in line with the shifting dynamics of consumer behaviour.

Interest

Once attention is secured, the next stage involves cultivating interest among potential attendees. Doolan (2018) insights into content marketing also extend to this phase, emphasizing the role of informative and engaging content in sustaining interest. They argue that by providing valuable information about the event, its value proposition, and what attendees can expect, event management companies can create a sense of anticipation and sustained engagement.

Desire

Transitioning from interest to desire, Schultz (2018) stress the need for event management companies to create an emotional connection and communicate the unique value proposition of their events. In the desire stage, potential attendees should feel a strong emotional pull towards participating in the event. Schultz also suggest that by showcasing the distinct features, benefits, and exclusive experiences associated with the event, companies can evoke a strong desire among potential attendees to actively seek participation.

Action

The final stage of the AIDA model is action, where interest and desire are converted into concrete actions such as ticket purchases or event registrations. Smith (2019) contribute to this stage by highlighting the importance of a clear and user-friendly call-to-action. They argue that an effective call-to-action, combined with incentives such as early-bird offers, can seamlessly guide potential attendees towards taking the desired actions. This aligns with the fundamental goal of event management companies, to convert the interest generated through marketing efforts into tangible revenue.

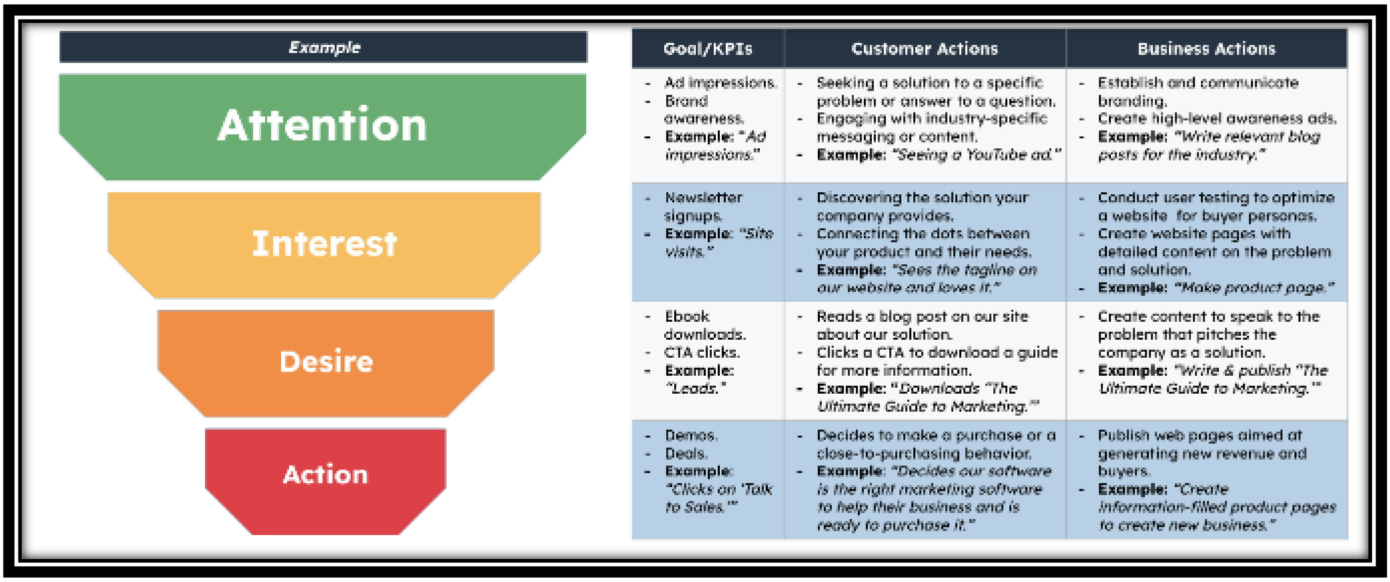

Figure 1: AIDA Model (Source: Sellers, A. (2022, February 4). The AIDA Model: A Proven Framework for Converting Strangers into Customers. https://blog.hubspot.com /marketing/aida-model)

Beyond AIDA, configuration of marketing theory provides a complementary perspective. It highlights the role of organizational structures, task allocation, and strategic decision-making in shaping marketing success. The absence of a marketing unit in Murni Sahabat Sdn. Bhd. demonstrates a structural weakness that inhibits systematic marketing planning.

Empirical studies reinforce the role of marketing in revenue growth. Research shows that promotional tools directly influence consumer behavior (Ali & Muhammad, 2021), digital strategies enhance customer engagement (Hashem, 2020; Widiastuti, 2021), and branding strategies cultivate loyalty (Hussain et al., 2020). Despite these insights, studies specific to Malaysian event management remain scarce. This highlights the contextual gap addressed by the current study.

Methodology

This research employed a mixed-methods action research design, integrating both qualitative and quantitative approaches (Creswell & Clark, 2011). The qualitative component involved in-depth interviews with event managers to capture lived experiences, challenges, and expectations. The quantitative component analyzed secondary data comparing the number of projects before and after marketing interventions.

Two cycles of interventions were implemented:

Cycle One: Establishing a marketing unit, hiring qualified marketers, and monitoring their performance through biweekly KPIs.

Cycle Two: Expanding into new markets, strengthening CRM systems, and building strategic alliances with industry partners.

This cyclical design allowed continuous reflection, adjustment, and improvement in line with action research principles. It also ensured that interventions were contextually relevant and adaptable to company needs.

Conceptual Framework

The theoretical structure directs the investigation and examination of the crucial components of the marketing strategies. AIDA model can be categorised into several subgroup such as; utilisation of social media, cooperation & alliances and customer relationship management (CRM). Fundamentally, the framework incorporates essential ideas from consumer behaviour, marketing theory, and event management techniques. In the first place, it incorporates the fundamentals of digital marketing, placing special emphasis on the utilisation of social media, online platforms, and search engine optimisation to increase the company's exposure and reach. This is consistent with current marketing practices and the impact of the digital environment on customer interaction. Second, the concept of customer relationship management (CRM) is incorporated into the framework, emphasising how crucial it is to comprehend and address consumer demands. It acknowledges that in the events industry, individualised interactions and client satisfaction are critical to building loyalty and repeat business. Additionally, the conceptual framework includes cooperation and alliances as a crucial component, recognising the ability of influencer marketing and strategic collaborations to boost the company's reputation and increase the size of its clients. By embracing these ideas, the conceptual framework functions as the article's road map, offering an organised method for examining how these components can be strategically used to analyse how targeted marketing interventions might raise income for event management companies.

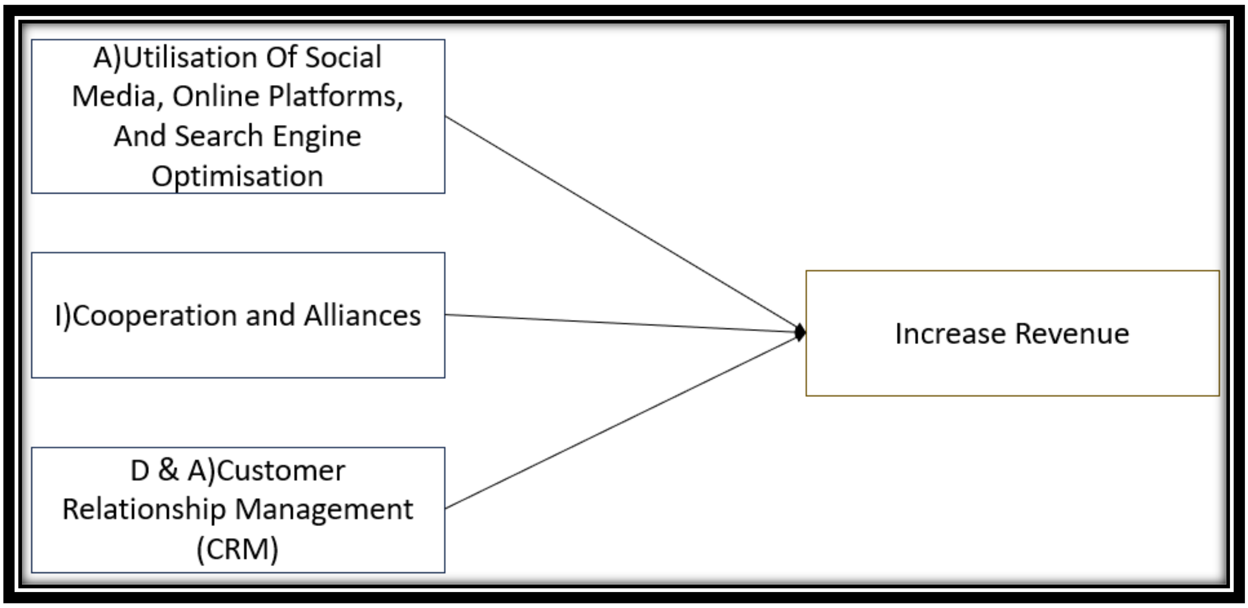

Figure 2. Conceptual Framework

Discussion

The expected outcome after intervention being done as establishing a marketing unit within the company can be a strategic move to increase turnover, improve profits, and expand market share (Calle,2020). Here is a brief explanation of how this can be achieved. By establishing a marketing unit and implementing these strategies, a company can increase its turnover by attracting more customers, improve its profit margins through effective pricing and cost management, and expand its market share by targeting and capturing new markets. With the help of new marketing unit helps build and strengthen the company's brand image. It can develop a consistent brand identity, create compelling brand messaging, and implement branding strategies that resonate with the target market. The findings confirm that establishing a marketing unit had significant positive effects on the company's performance. The unit improved brand visibility through consistent online campaigns, resulting in increased inquiries and project opportunities. The adoption of digital strategies enhanced audience engagement, aligning with the 'Attention' and 'Interest' stages of the AIDA model. A strong brand presence can increase customer loyalty, enhance credibility, and support premium pricing. Dedicated marketing unit of a company can explore new markets, both domestically and internationally. It can identify opportunities for market expansion, develop market entry strategies, and establish partnerships or alliances to leverage existing distribution networks and increase market share. (Bialkova,2020)

The intervention enables the company to track and measure the effectiveness of marketing initiatives. Key performance indicators (KPIs) such as sales growth, customer acquisition and retention rates, brand awareness, and market share can be monitored to assess the success of marketing efforts and make informed decisions for future strategies.

Through market analysis and customer insights, the marketing unit can identify gaps in the market and develop new products or enhance existing ones to meet customer needs better. This can lead to increased sales, higher margins, and a competitive advantage in the market (Hashem,2020). CRM initiatives, such as personalized communication and loyalty programs, improved customer retention and satisfaction. This outcome reflects the 'Desire' stage by deepening client-company relationships. Strategic collaborations with industry stakeholders expanded networks, creating new revenue streams and strengthening brand credibility (Bialkova & Paske, 2020). The intervention will make marketing unit analyze market dynamics, competitive pricing, and promotional strategies to optimize pricing decisions and maximize profitability. (Hecht,2020) This may involve identifying pricing strategies that balance revenue generation with market demand and implementing effective promotions to drive sales.

The theories being used in this research are AIDA Model and configuration of marketing theory. This both theory and model are very important to analyse what have been missing in the marketing scope of the current company situation. In the future, researcher can study more about event management company in terms of targeted marketing used in Malaysia scenario because there is not much academic papers and research done in this area.

Conclusion

This research concludes that strategic marketing interventions are vital for sustaining revenue in Malaysian event management companies. By adopting the AIDA model, companies can systematically guide clients from awareness to action. The establishment of a marketing unit, integration of CRM practices, and alliances with industry partners significantly enhanced brand recognition, engagement, and revenue growth.

There are several contributions of this study which is from theoretical aspect by extending the AIDA model's application to the Malaysian event management context. Secondly, from practical aspect which is offering actionable strategies for event managers navigating post-pandemic challenges; and lastly, contextual aspect which is bridging literature gaps by focusing on Malaysia's cultural and regulatory environment.
Future research should replicate this framework across multiple companies to validate its generalizability and enhance resilience in the event management industry.

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Declaration of Conflicting Interests

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Originality of This Article

The author(s) acknowledged that this is the original work and has not been submitted to nor published anywhere else.

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