

CONTENT MARKETING FRAMEWORKS



GUIDEBOOK OF
AIDA, PAS, BAB,
FAB, STAR FRAMEWORKS





CONTENT

- **AIDA FRAMEWORK**
- **PAS FRAMEWORK**
- **BAB FRAMEWORK**
- **FAB FRAMEWORK**
- **STAR FRAMEWORK**

AIDA FRAMEWORK



SALES CONTENT



1. ATTENTION



2. INTEREST



4. ACTION



3. DESIRE

*AIDA: guides content from Attention to Action-
perfect for quick reels/ads.*



AIDA FRAMEWORK

→ Grab attention, build interest, spark desire, drive clear action.

1. ATTENTION

A boutique shop in Kathmandu... surrounded by crowds, but invisible – just like making the first eye contact that never happens.

2. INTEREST

Your brand should feel like that one gem people notice instantly – with the right story, content and positioning.

3. DESIRE

Once we crafted story-based reels and authentic visual hooks, her boutique didn't just get views – it was packed without giving a single discount.

4. ACTION

If your message makes them stop and click without second think, you get the customer.

PAS FRAMEWORK



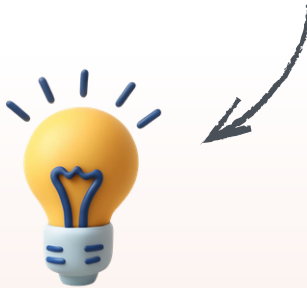
SALES CONTENT



1. PAIN



2. AGITATE



3. SOLUTION

PAS: highlights the audience's pain, amplifies it emotionally, then presents your offer as the solution.



PAS FRAMEWORK

→ Feel the pain. Then show the fix.

1. PAIN

One client once told me, 'Mero follower 10k bhayo, tara customer zero!' That's when I knew the real problem.

2. AGITATE

"That sleepless night when your phone doesn't ring – that's the pain point you must remind your audience of."

3. SOLUTION

We created lead generation ad campaign (not just random boosting) with proper shoot and edit – with education content followed by CTA.

Within a month & half, weekend crowd doubled.

BAB FRAMEWORK



CASE STUDIES/ TESTIMONIALS

BEFORE



AFTER



BRIDGE

BAB: transformation stories - before the struggle, after the success, and the bridge (how you got there)



BAB FRAMEWORK

➔ People buy transformation, not tools.

1. BEFORE

A doctor with clinic - with random content lacking branding - he was posting & just boosting - average views, negligible leads

2. AFTER

Now, he messages me saying, "Inbox ma ta din ko 10 inquiry aauchha! patients pani increase hudai cha" That's when I smile quietly.

3. BRIDGE

The bridge was simple – we used structured content– brand positioning, localized targeting, automation tools - Everything else followed.

FAB FRAMEWORK

PRODUCT FOCUSED CONTENT



1. FEATURES



2. ADVANTAGES



3. BENEFITS

FAB: shifts from “what your product does” to “how it helps.” It connects logic (feature) to emotion (benefit).



FAB FRAMEWORK

→ People don't buy systems. They buy peace.

1. FEATURES

We built automation for a business store – auto-replies with chatbot integrated & instant SMS.

2. ADVANTAGES

Owner no longer had to manually message everyone - could focus on growing business instead of babysitting DMs.

3. BENEFITS

The first morning he woke up to 5 confirmed leads – that's the power of automation that works even during sleep.

STAR FRAMEWORK

CASE STUDIES/ TESTIMONIALS



1. SITUATION



2. TASK



4. RESULT



3. ACTION

STAR: results into stories. It's perfect for showing proof – your process, challenges, and transformation.



STAR FRAMEWORK

➔ STAR = storytelling with receipts.

1. SITUATION

My client was talented, but digital silence had buried his voice.

2. TASK

He wanted to inspire, not just sell – that made the mission personal.

3. ACTION

We setup social media handles, website and craft, shoot, edit and posted constant awareness contents.

One single reel was like lighting a match – 1M views in 24 hrs - suddenly the world noticed him.

4. RESULT

Next month, Followers became fans, fans became leads & customers. Automation took over.

If you find it useful



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