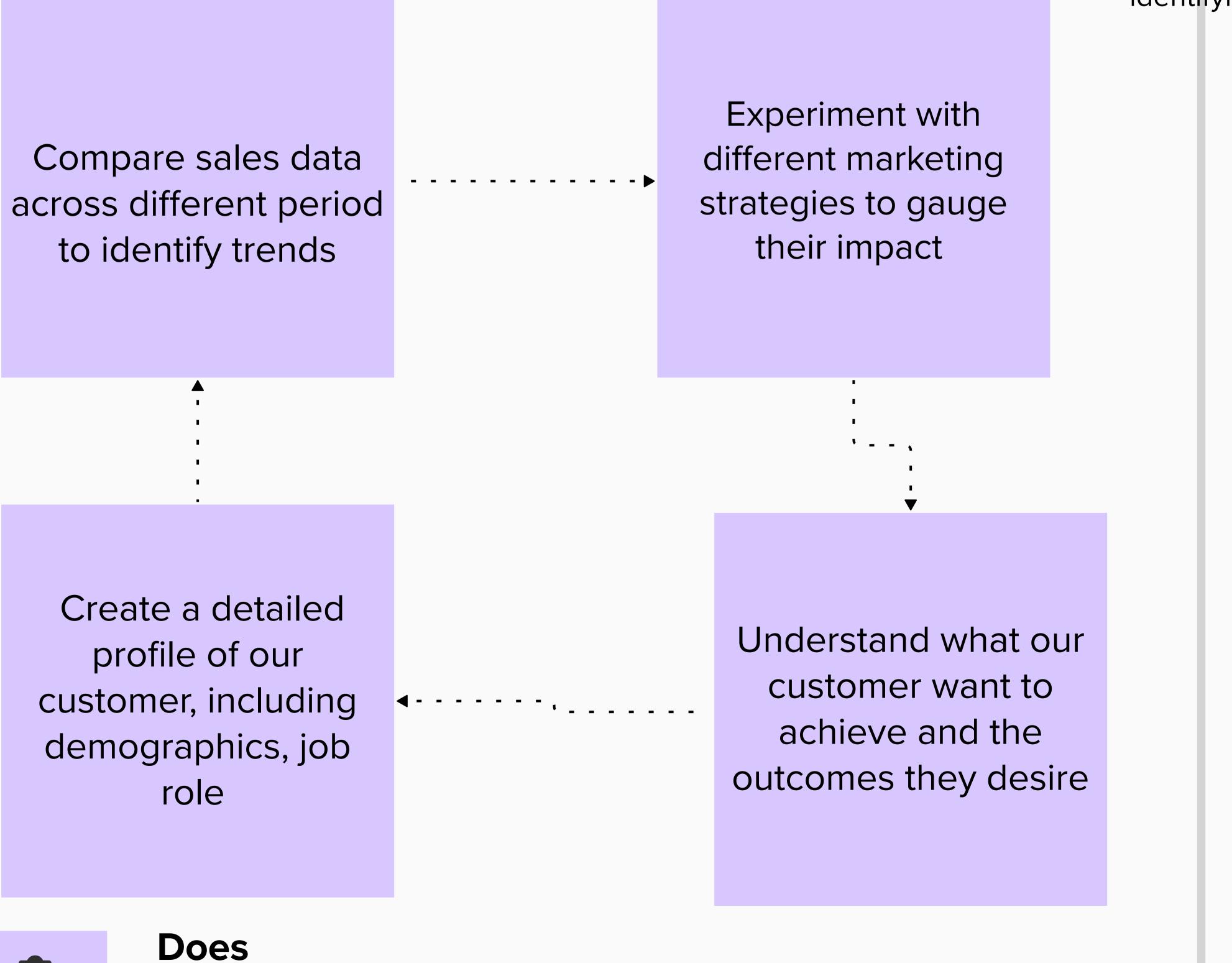
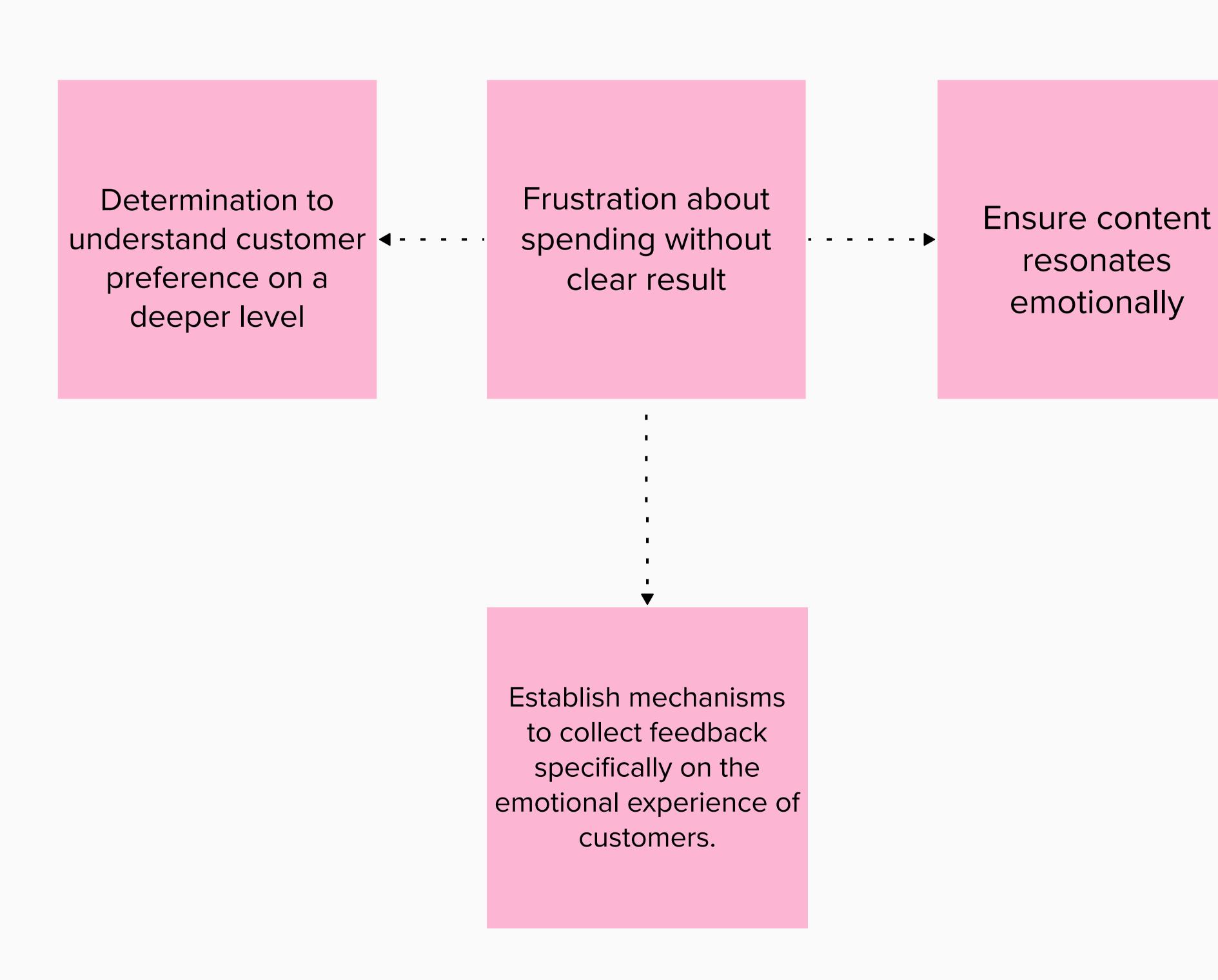
Thinks Says What are their wants, needs, hopes, and dreams? What have we heard them say? What can we imagine them saying? What other thoughts might influence their behavior? Identify the emotions Market research Conduct surveys, Determine what interviews, or focus begins with our audience groups to gather insights motivates our audience understanding our experiences at each directly from our potential to take action make a target audience. customers. stage of journey purchase Identify the I spend a lot on challenge, our products,but I'm not Identify where our audience faces Understand how our sure if it's effective audience gets audience perceives information, such as social media, blogs or competitors and what industry events they offer Unveiling rharket insights Analysis spending behaviour and identifying Experiment with Compare sales data different marketing Frustration about Determination to spending without understand customer ◀---strategies to gauge resonates preference on a clear result their impact to identify trends emotionally deeper level

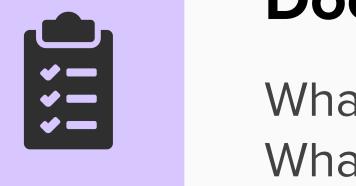




What are their fears, frustrations, and anxieties?

What other feelings might influence their behavior?

Feels



What behavior have we observed? What can we imagine them doing?

