

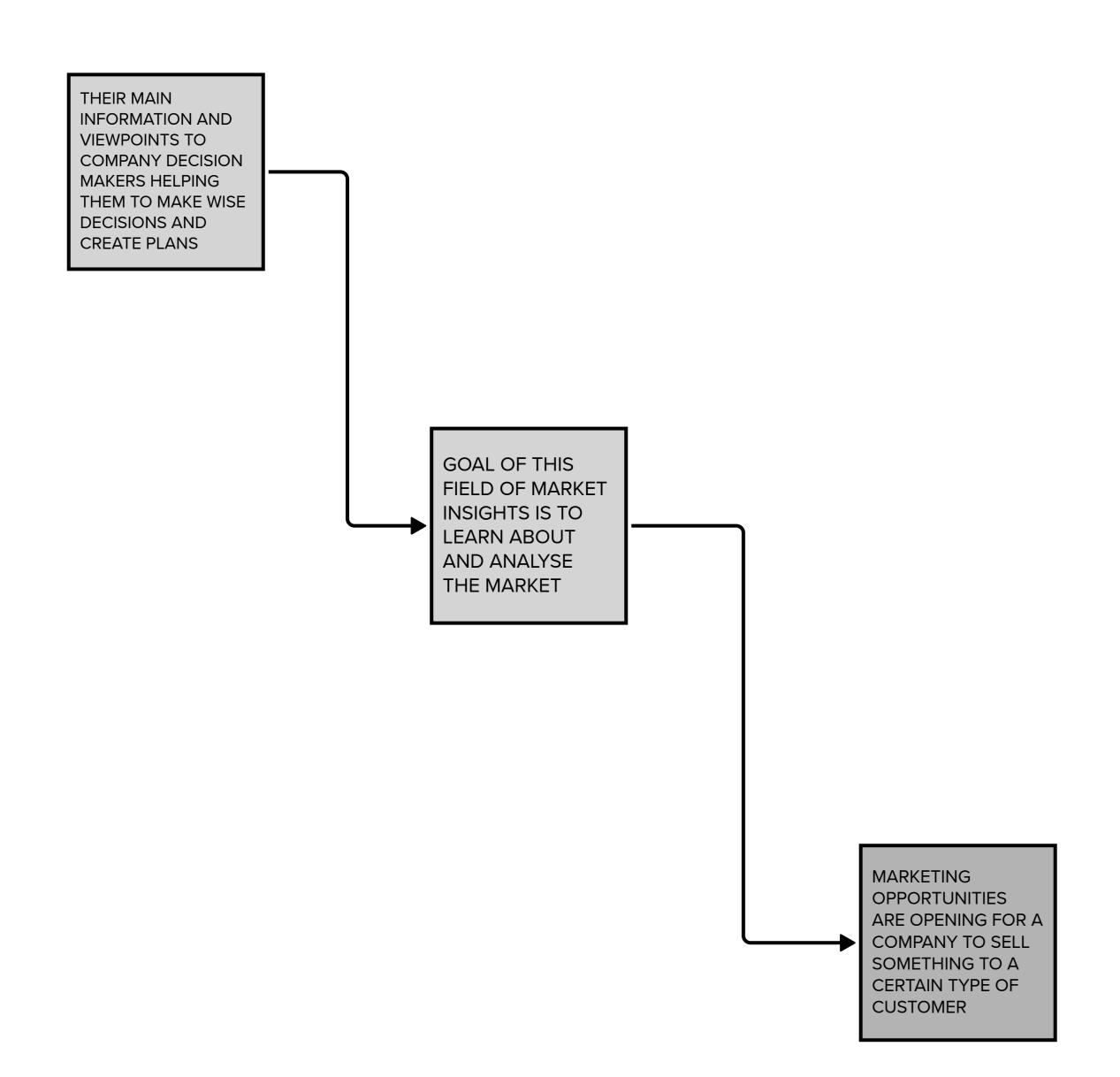
## Says

What have we heard them say?
What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



**Thinks** 

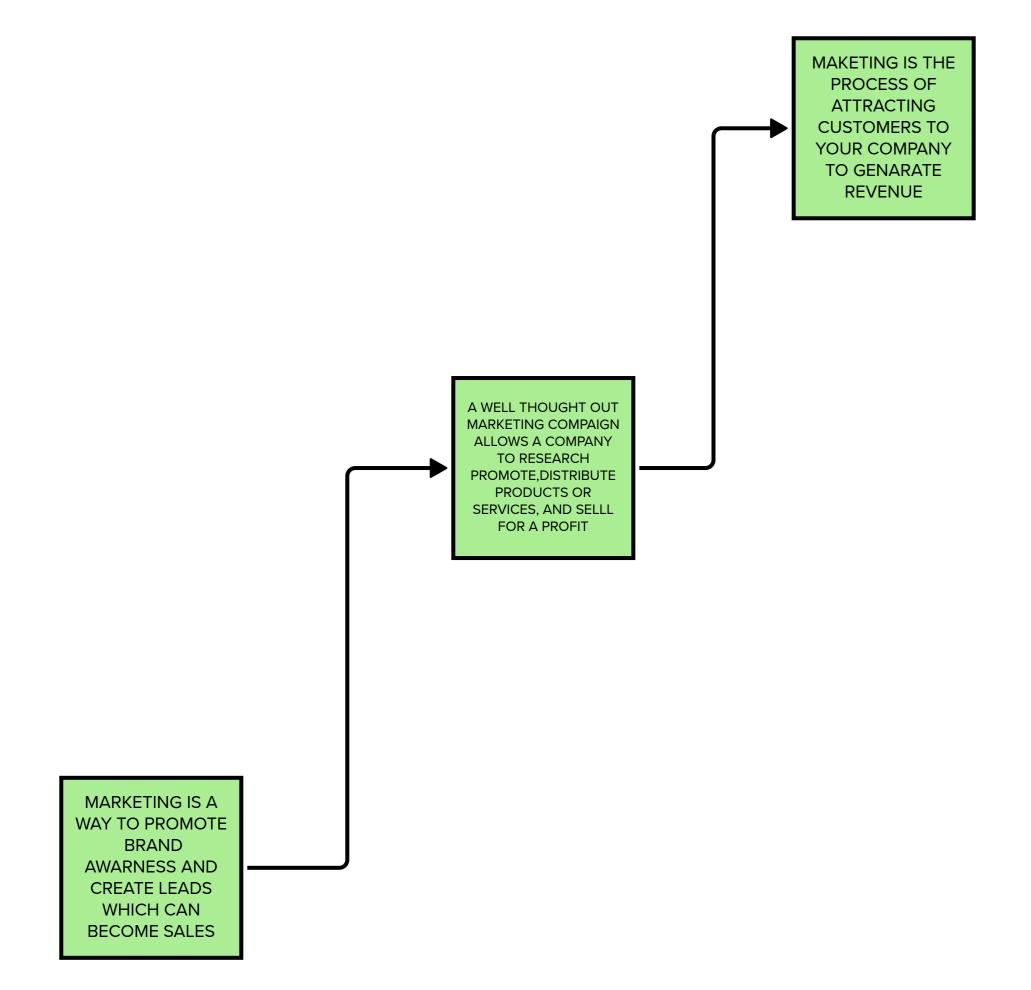


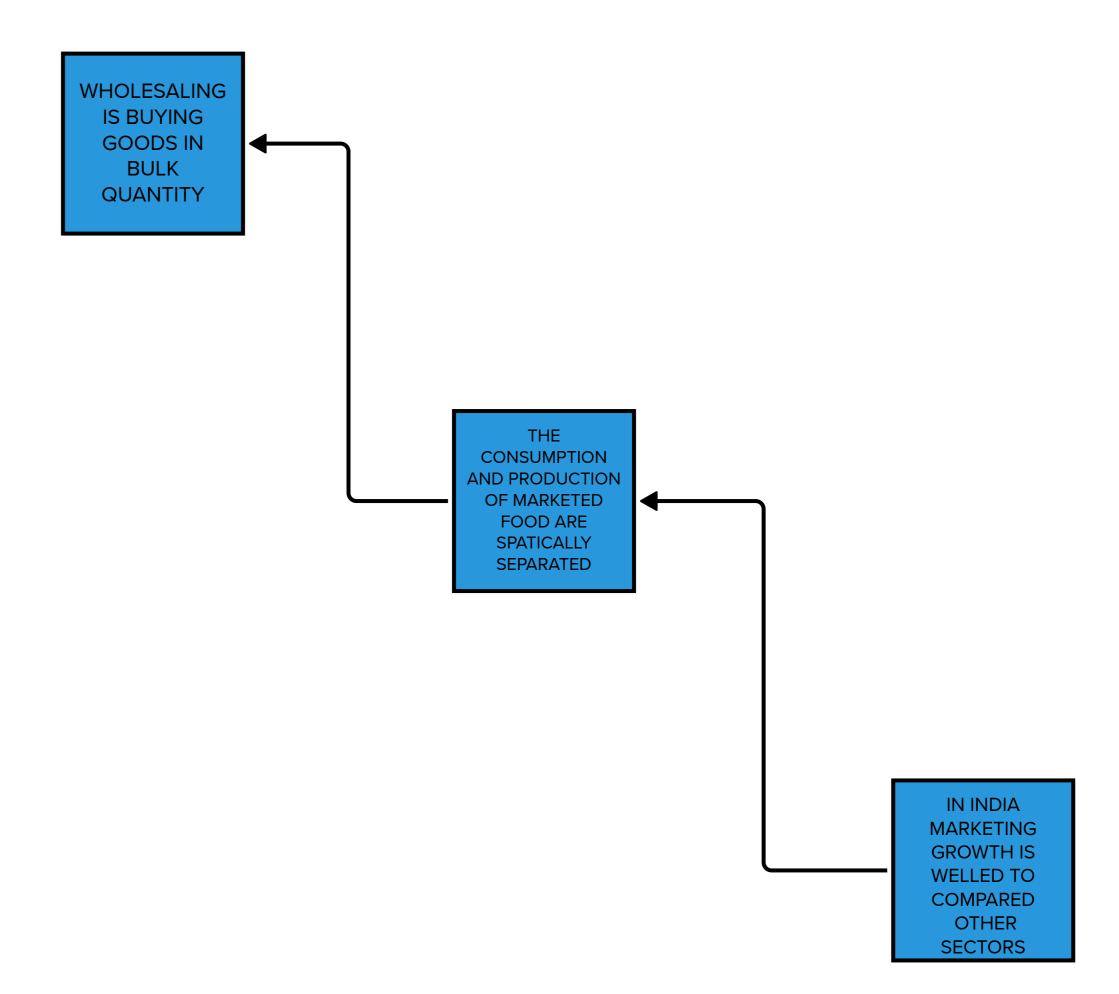
MARKETERS WILL
NEED A CLEANDING OF
WHERE BLYERS GO
AS THEY RESEARCH
AND VALIDATE
PURCHASSING
DECISIONS ONLINE

MOST PEOPLE WHEN
THEY THINK OF
MARKETING THINK
OF ADVERTISING
OR POSSIBLY PUSHY
SALESPEOPLE

AITHOUGH
GROWTH CANNOT
HAPPEN WITHOUT
THEM CUSTOMERS
ARE THE NEXT
MOST COMMONLY
STATED TERM

UNVEILING MARKET INSINGHTS ANALYSIS SPENDING BEHAVIOUR AND IDENTIFIYING OPPORTUNITIES FOR GROWTH





## Does

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





