

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	25-october-2023
Team ID	NM2023TMID06924
Project Name	Leveraging Data Analysis For Optimal Marketing
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.


Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference:

<https://app.mural.co/t/college4590/m/college4590/1698933384508/6c296df3dab0aa8b107b32c29fc11097d020deda?sender=u75d022ee646a299d0b375229>

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

⌚ 10 minutes to prepare
🕒 1 hour to collaborate
👥 2-8 people recommended

➡

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⌚ 10 minutes

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) ➡

1

Define your problem statement

"Leveraging Data Analysis for Optimal marketing Campaign success" The purpose of this project is to explore the application of data analysis in the context of marketing campaigns and demonstrate how it can be leveraged to achieve optimal success. By harnessing the power of data, marketers can go beyond traditional intuition-based strategies and adopt a data-driven approach to create more targeted and personalized campaigns. This project aims to provide insights into various data analysis techniques, tools, and methodologies that can be employed to uncover hidden patterns and trends in marketing data, enabling marketers to make informed decisions and optimize their campaigns for maximum impact.

problem

Leveraging Data Analysis for Optimal marketing Campaign success

Key rules of brainstorming

To run an smooth and productive session

🗨️ Stay in topic.

💡 Encourage wild ideas.

🕒 Defer judgment.

👂 Listen to others.

🗨️ Go for volume.

👁️ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

[illegible]

Step-3: Idea Prioritization

1

Prioritize

Your team should sit on the 20/80 rule about 80% of the time, making the most important decisions on the 20% of the ideas that are most important. This is the 20/80 rule, also known as the Pareto principle.

30 minutes

2

After you collaborate

When you have a team of 20 people, it's important to have a team of 20 people who are not in the team. This is the 20/80 rule, also known as the Pareto principle.

30 minutes

3

Quick add-ons

- Share the result**
Share the result of the 20/80 rule with the team. This is the 20/80 rule, also known as the Pareto principle.
- Export the result**
Export the result of the 20/80 rule to a file. This is the 20/80 rule, also known as the Pareto principle.

4

Keep moving forward

- Strategy blueprint**
Define the strategy blueprint. This is the 20/80 rule, also known as the Pareto principle.
- Customer experience journey map**
Create the customer experience journey map. This is the 20/80 rule, also known as the Pareto principle.
- Organizational chart**
Create the organizational chart. This is the 20/80 rule, also known as the Pareto principle.
- Strategy, business model, organization**
Create the strategy, business model, organization. This is the 20/80 rule, also known as the Pareto principle.