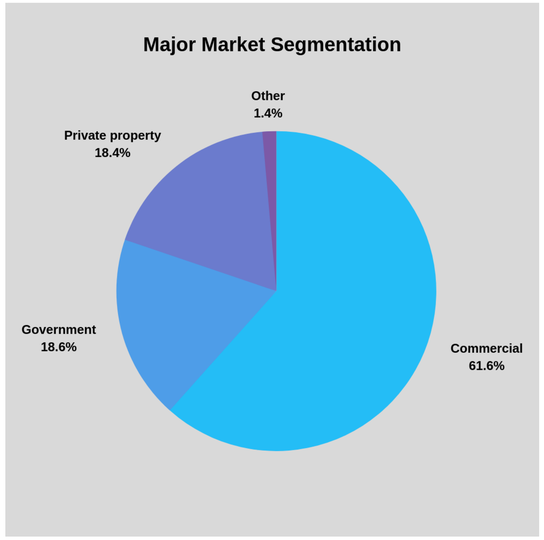
Says

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



We need actionable data to drive our marketing strategies.

How can we better understand our target audience?

What are the latest trends in the market?

We want to stay ahead of the competition

Thinks

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

Are there new tools or technologies we should be using?

How do we turn data into meaningful insights

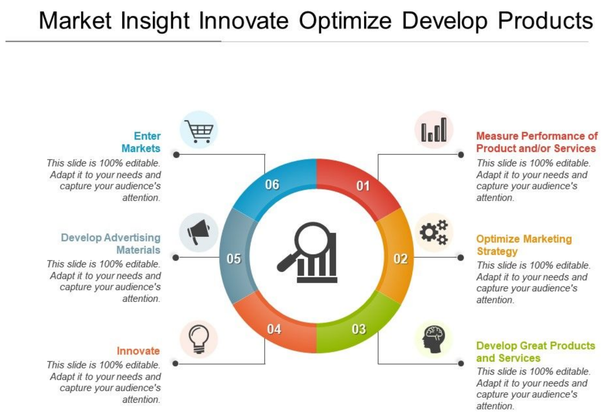
We should be proactive, not reactive

What are the pain points our customers are facing?"

MARKET INSIGHTS

Research: They actively seek out information on market trends.

Analyze: They regularly analyze data to make informed cisions



Curious: They want to explore new methods and ideas.

Anxious: They might be concerned about missing out on opportunities.

Collaborate: They work as a team to brainstorm and execute strategies

Competitive: They aim to outperform their rivals.

Focused: They are dedicated to improving their marketing efforts.

Does

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

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example