



Says

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



Thinks

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

We need a video for our new website

I don't want to be on video

We don't have the budget for video marketing

Video takes too much time

Our leadership team aren't interested in video

We are too busy to do videos

Our competition are marketing better than us

We've tried it and it didn't work for us

UNVEILING MARKET INSIGHTS:
ANALYSING SPENDING BEHAVIOUR AND IDENTIFYING OPPORTUNITIES FOR GROWTH

What they have always done

Gets overwhelmed by the options

Too busy to focus on growth

Nervous about being on camera

Attends PO / education webinars

Goes to networking events

Less than his competitor

Excited about new marketing directions



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?