



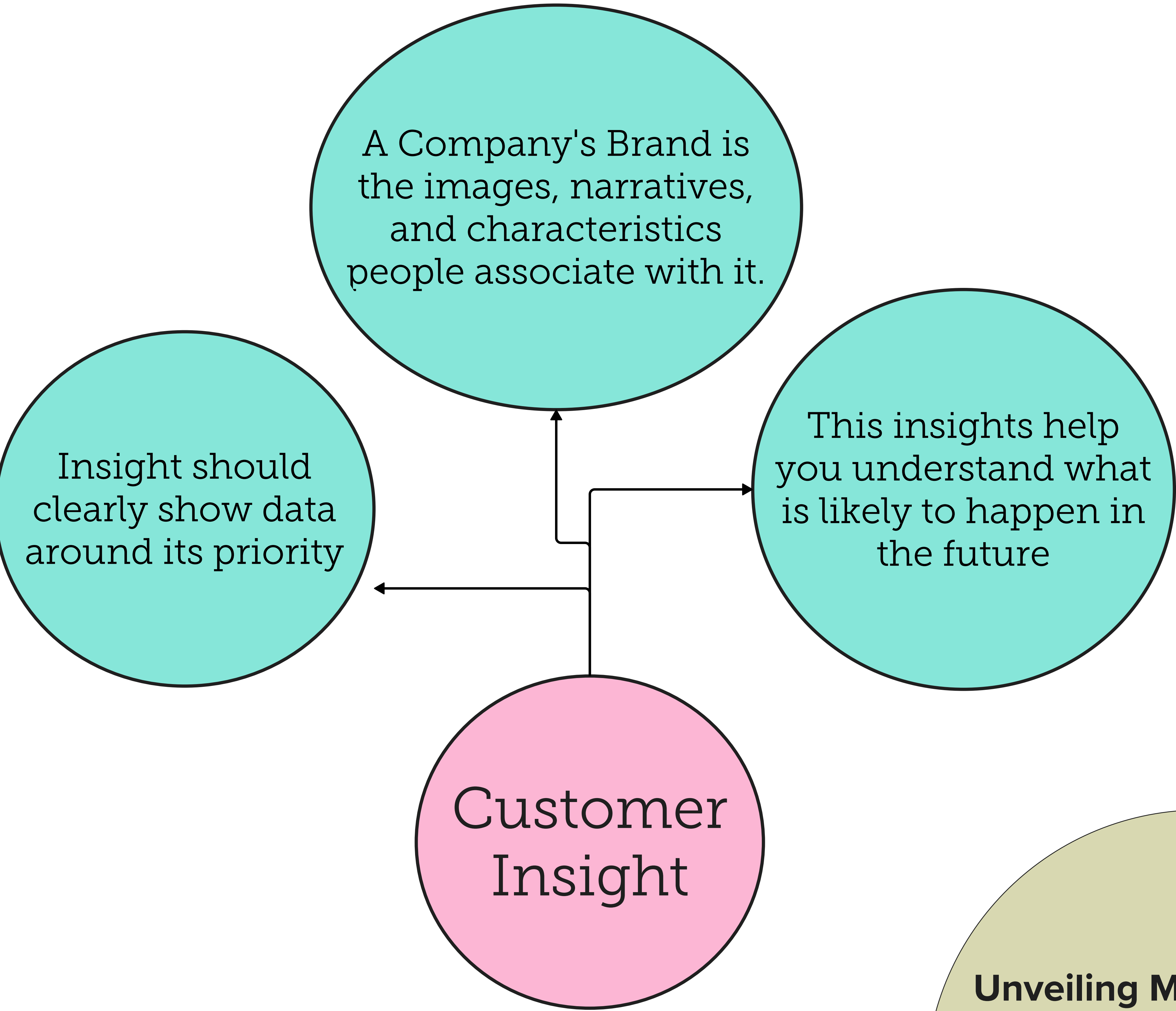
Says

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?



Advertising, selling, and delivering products to consumers or other businesses

your marketing goals must relate to the specific business objectives your company wants to achieve

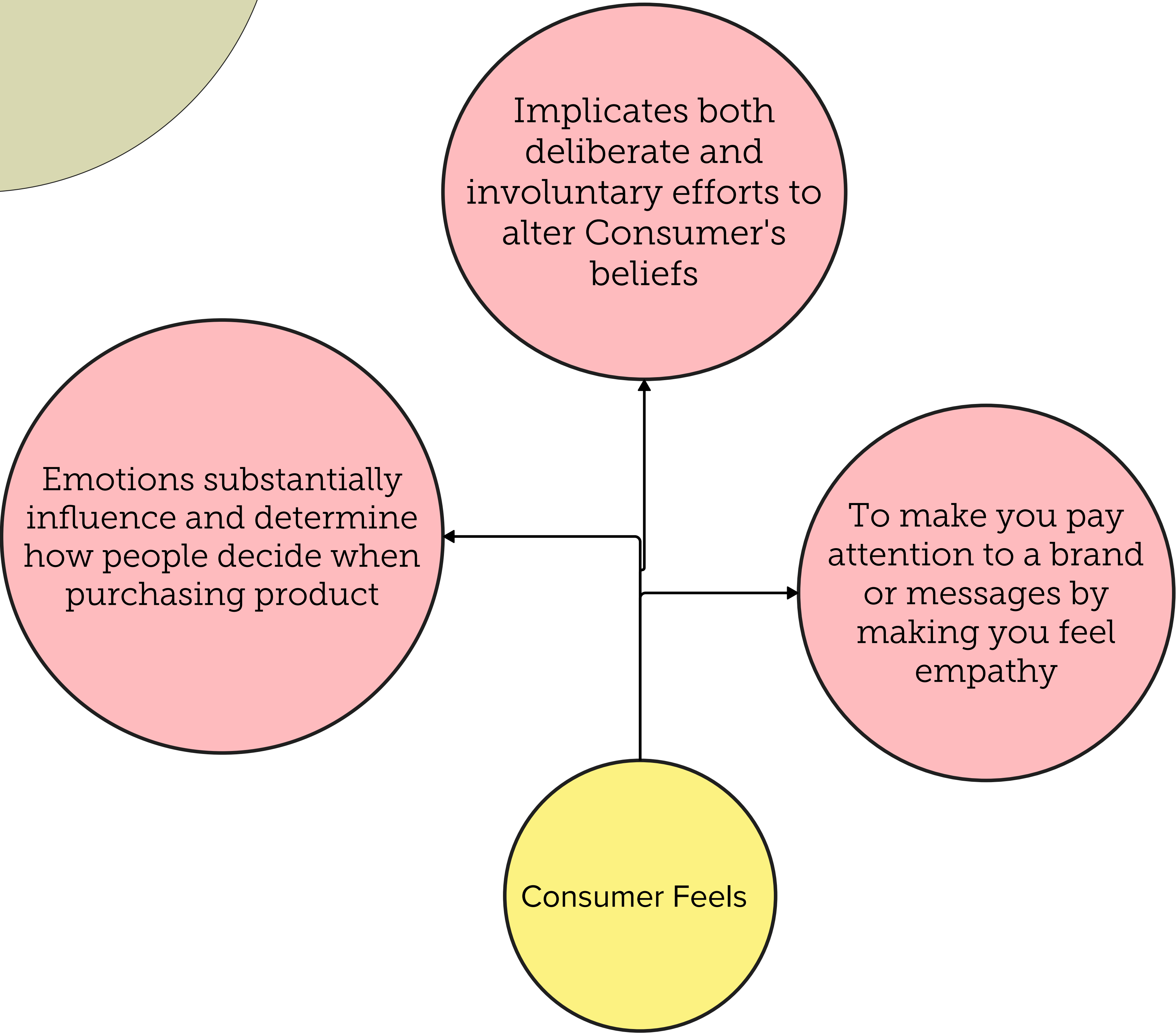
the purpose of marketing is to reach your target audience



Business can determine how best to market their products and services

The Process of watching and recording consumers behaviours

Helps you identify how your customers decide on a product or a service



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?