

Practice Activity

Purpose: Provide hands-on practice in conducting market research, understanding the target audience, and using the insights to inform marketing strategy. The goal is to develop a customer-centric approach to marketing that is based on a deep understanding of the target audience's needs and behaviors.

Instructions

1. Choose a product or service to research.
2. Define the target audience for the product/service.
3. Identify the key challenges and pain points the target audience faces.
4. Conduct online research to gather information on the target audience's needs and preferences.
5. Analyze the data and identify trends and insights.
6. Conduct a series of customer interviews to validate the findings from the online research.
7. Use the insights to develop personas, which are fictional representations of the target audience based on their behaviors, motivations, and goals.
8. Create a customer journey map that outlines the steps the target audience takes when considering the product/service.
9. Use the customer journey map and personas to inform the development of the marketing strategy