

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?



promotion For business

Marketing MIX like

product, price, place promotion

communication between consumer and brand

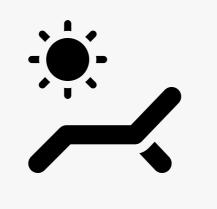
Brand awareness and make profit

> offers for the product

Company growth



marketing



maintain relationship with customer

> Brand creation

Audience Generation

too many competion

upfront cost is high,no promise of Future success

> intensive labour setup to implementation and execution

> > **Feels**

Does

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



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

