



Says

“Recruiting great marketers should be your number one priority.”



Thinks

What Is a Technically Strong Market? The stock market or a segment of the market is said to be technically strong.

Market Insights:

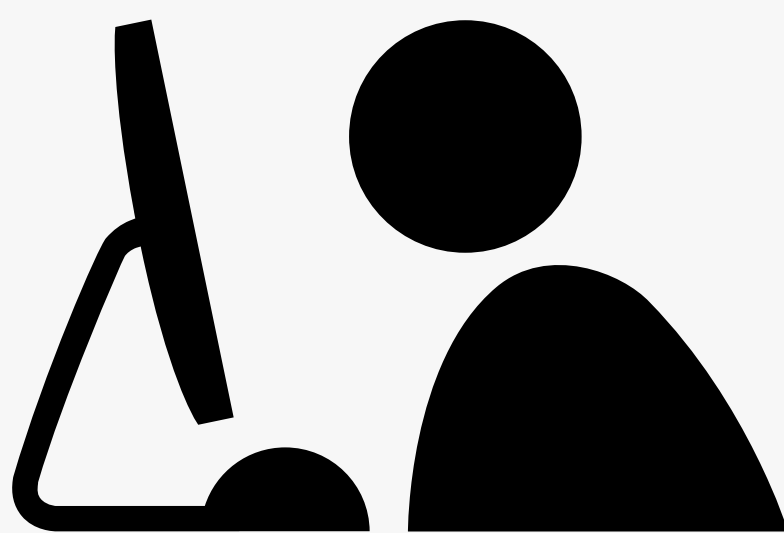
Main Characteristics for Market Insights

The goal of the field of market insights is to learn about and analyse the market. Data on the market, consumers, and competitors must be gathered, analysed, and interpreted by individuals in this role.

Their main objective is to give important information and viewpoints to company decision-makers, helping them to make wise decisions and create plans.

Working in the field of market insights requires a special set of skills which allow both efficient market research

The effective marketing research is based in the scientific method which is used to conduct the research.



Unveiling Market Insights

Analysing Spending Behaviour and Identifying Opportunities for Growth

**Analytical Thinking:** A Market Insights expert must be able to break down data and draw out relevant information. It's essential to have the ability to differentiate between hidden patterns and a broader context.

**Creativity:** You'll frequently need to come up with solutions for problems and find new perspectives. Your ability to be creative will enable you to examine data and information from various perspectives, revealing new possibilities and approaches.

**Curiosity:** This quality is maybe the most crucial. The key to success in this industry involves possessing a strong drive to investigate unique trends, go into unknown territories, and understand customer behaviour.

**Excellent Communication Skills:** You must be able to clearly and persuasively present your findings while working with company decision-makers and data. You must be an effective communicator, verbally and in writing.

Marketing insights are **collections of data that provide marketers with valuable information on the wants and needs of the brand's target demographic**. It differs from regular data science in that the numbers themselves are only representative of the insights.

- 1. Find new revenue sources.
- 2. Ensure messaging is reaching the precise customers for which it was tailored.
- 3. Develop marketing campaigns and pricing strategies.
- 4. Measure current performance against market potential.
- 5. Monitor brand awareness and customer sentiment.



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?