



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?

Industry associations often supply research data.

Insights are a crucial part of developing and implementing marketing campaigns.

By using market insights, companies can benefit both their own interest and those of the consumer.

Markets are very useful to the consumers.

International and domestic trade shows are a great way to meet competitors, customers and prospects.

The discovery of a relevant, actionable and previously unrealized reality about a target market as the result of deep, subjecting data analysis.



USER

Starting with a question, a statistic, or a story that will pique their interest.

Marketing insights are collection of data that provide marketers as valuable information on the wants and needs of the brand's target demographic

Findings in a clear and concise way.

There are many advantages to incorporating insights into your marketing strategy.

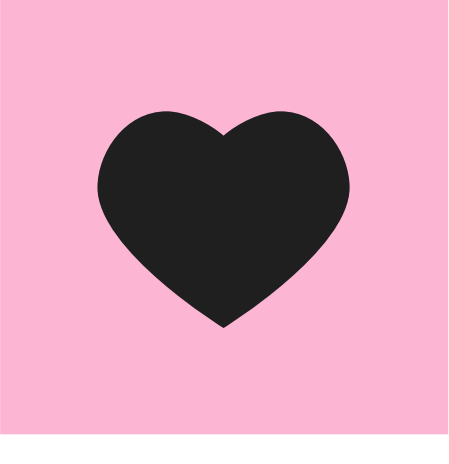
Better qualified leads and marketing materials

Avoid using jargon or technical terms where the audience cannot understand.



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?