



Says

What have we heard them say?
What can we imagine them saying?

A marketer may identify potential customers, develop campaigns and organize focus groups for clients and companies.

Marketing is not a waste of time or money. You have to be a real cynic to believe marketing has no place in business.

Marketing informs and audience using relevant helpful content that solves problems and answers questions.



NEEDS:
Product, Price,
Promotion,
Place, and
People

In marketing, a **need** is the consumer's desire to get functional utility out of an offering.

Many people think of marketing only as **selling and advertising**. Every day we are bombarded with television commercials, newspaper ads, direct-mail offers, sales calls and internet pitches.



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



UNVEILING MARKET
INSIGHTS
Analysing Spending Behaviour And
Identifying Opportunities For Growth

we observed :
Marketers do **tactics and strategies that a business employs to encourage customers to buy goods or services.**

Marketers manages to make everything look easier, useful and challenging.

Moreover, going viral on social media is another marketing challenge and going viral for negative reasons like customer negative feedback or poor experience.

One of the biggest workplace frustrations for employees is having a boss who makes decisions without consulting employees about the real problems and how to solve them.

A marketing employee will **plan and coordinate marketing activities, develop and follow a marketing schedule, and perform the tasks required to meet overall marketing strategy.**

Unpriced risk and uncertainty in response to changing economic conditions, economic shocks, or negative market psychology all play a role in marketers.



Does

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



Market

[mɑː-ket]
A place where parties can gather to facilitate the exchange of goods and services.

Investopedia

Feels

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



[See an example](#)