



Says

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

As marketers, we should be changing the mantra from always be closing to always be helping.

If you are not measuring, you are not marketing.

Amazing things will happen when you listen to the happen.

Stop interrupting what people are interested in and be what people are interested in

A moment's insights is sometimes worth a life experience.

Thinks

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



What are the 7 basic questions in market research?

What are different types of market insights?

What are the 4 pillars of market research?

How do you present market insights?

What are the 5P's of market research?

unwilling market insights

Outline the actionable steps your organization should take based on the findings you discover your research.

The study of data to evaluate the performance of a marketing activity

Target market, customer needs, integrated marketing and profitability

Give you the data and information to make informed decisions

It helps you understand what and why something is happening

The value obtained through the use of analytics

The marketing department's knowledge of a product need for a uniform target segment

Look at and analyse trends

Provides you with essential information about your competitors and existing products

The functional needs, desires and goals of a target audience



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?



[See an example](#)