



Says

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

marketing message is the words you use to communicate with your audience to convince them to do business with you. Your message is extremely influential in helping you meet your business goals, as it can be the difference between a new acquisition or sending a customer on to your competitor.

Talk about career highlights and how they've prepared you to move forward. Share your career vision, and end by offering where you think this company and, more particularly, this role fits in.

Price, Promotion, Place, and People – are a framework that helps guide marketing strategies and keep marketers focused on the right things. Let's take a deep dive into their importance for your brand.



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Unveiling market insights
· analysing spending
behaviour and identifying
opportunities for growth

Thinks

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



Wants are requests directed to specific types of items. Demands are requests for specific products that the buyer is willing to and able to pay for. In a consumer market examples are usually very clear to identify.

Market demand describes the demand for a given product and who wants to purchase it. This is determined by how willing consumers are to spend a certain price on a particular good or service. As market demand increases, so does price. When the demand decreases, price will go down as well.

Market needs refer to the functional needs, desires and goals of a target audience. A company may identify an area of the market with unmet needs and create a product or service that addresses them. If that audience has a large amount of need, the company may receive a significant profit

Marketing behavior, also known as behavioral marketing, is a strategy that companies can use to create targeted marketing strategies based on their evaluations of consumers' metrics, including their online actions, interests and geolocation.

The imagination manages to make everything look easier, useful and challenging, thus eliminating the feelings of limit and failure that some challenges create.

Optimizing websites for the search engines.
Writing engaging sales copy.
Capturing sales leads.
Building email campaigns.

marketing, fear is mostly viewed as a dirty tactic. It's associated with the sly, money-hungry marketer who uses devious psychological tricks to scare our grandparents into buying scams.

feeling tense, nervous or unable to relax, having a sense of dread, or fearing the worst, feeling like the world is speeding up or slowing down.

Lengthy approval email chains. Endless requests for files (from sales teams, clients, etc.) Brand crime by people who have no business creating their own marketing collateral.



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?