UNVEILLING MARKET INSIGHTS ANALYSING SPENDING BEHAVIOURS AND IDENTIFYING OPPORTUNITIES FOR GROWTH

- Market intelligence is the actual data or information that relates to your business's overall market.
- The goal of collecting market intelligence is to help drive data driven decisions about your company and not just your marketing efforts.





- Market intelligence essentially analyzes the external environment (or market) that a brand is a part.
- What are you trying to achieve by gathering market intelligence?
- What are your opportunities for improvement?



 What is market intelligence?

- The most effective way to use market intelligence is to let that data answer key business question.
- ONLION RESEARCH; This can involve reviewing or purchasing specific business journals or reports related to your market.
 - E-Marketing Direct

Marketing

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Web Marketing

- How does our price point campare to the market as a whole?
- How can marketing increase growth?

- Hone your pricing strategy you might try a price increase.
- Adding new locations, investing in customer acquisition, or expanding a product line.



- The process of uaing data gained through marketing compaigns and experimentation to drive growth.
- Look at the market sizes, shares, growth rates, unit prices, per capita sales and brand positioning.



Understanding

customer

experience.

 If your work offers some kind of mentorship program, try to take advantage of it.

 Evaluate your work procedures to know how organized you are and where to improve.

 Growth marketing is all about creating and implementing stratagies to boost a business's growth.

 Leaderhip development programms.

 Reveal motivational patterns and other psyhological aspects of your larget market including customer perceptions values and opinions.