



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?

Social media  
marketing

Marketting in  
Transition

Video  
marketing

Content  
marketing

Flashy  
buzzwords,glitzy  
campaigns,  
magically  
opening

Impact of  
digital  
technology

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

A business's overall game  
plan for reaching  
prospective consumer and  
turning them into customers  
of there products

The best  
marketing doesn't  
feel like  
marketting

Define your  
unique value  
proposition &  
key  
differentiators

Identify the  
marketting  
aproches&  
media to reach  
your target  
audience

Great  
marketing  
makes tha  
customer feel  
smart.

Good  
marketing  
makes the  
company  
look smart



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?