

Says

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

i want something unique

our industry is too regulated to make marketing videos

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

i want to learn more about this

don't have the budget tor marketing

Thinks

we need some video about this topic

P ARPUDHAVADHANA Unveiling Market Insights:Analysing Spending Behaviour and Identifying Opportunities for

Growth

curiosity about consumers behaviour

Goes to networking events

Attends professional education and webinars

To busy to focus on growth

Nervous about being in marketing

want more speech about marketing in webinars

Excited about new marketing directions

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?



