



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?

Who are our biggest competitors?

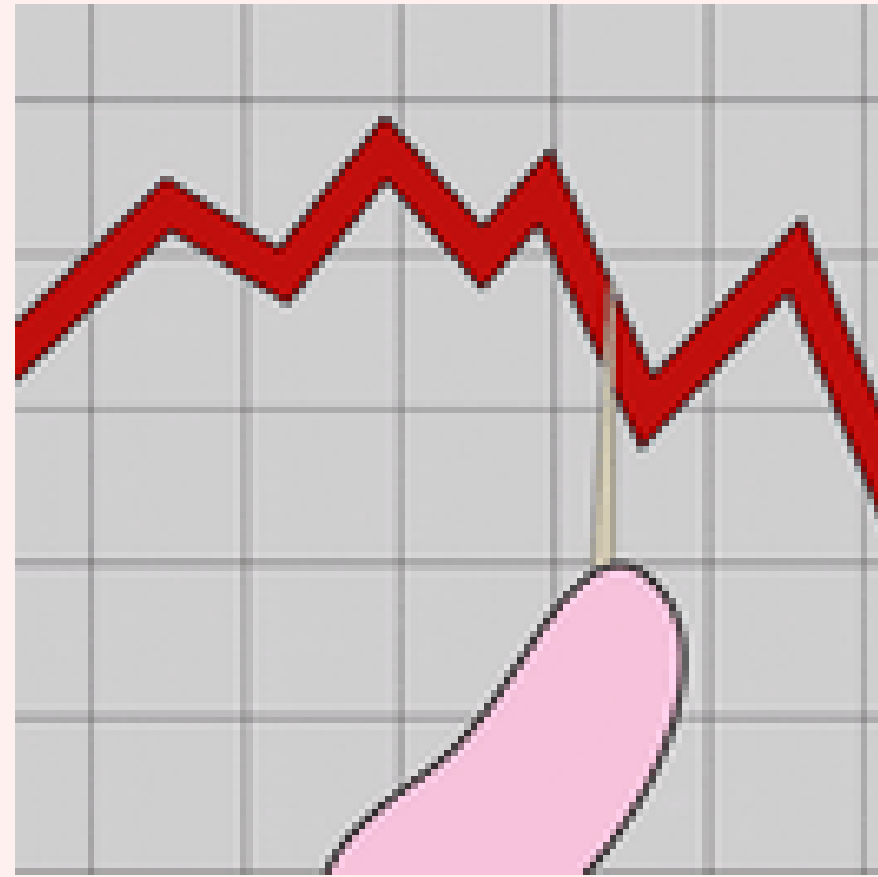
Where can we take more of a share ?

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How dynamic is our market?

What is our market share ?

What do think about our product ?



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Business has only two functions -
MARKETING and INNOVATION

customer may want a smartphone with a high-resolution camera for capturing quality photos.

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a commuter might need a reliable and affordable mode of transportation to get to work.



These are aspirational desires and long-term goals that customers envision achieving in the future. Understanding these hopes and dreams can help you position your products as tools to help customers fulfill their aspirations

Price and Value:
Perceived worth and price sensitivity.

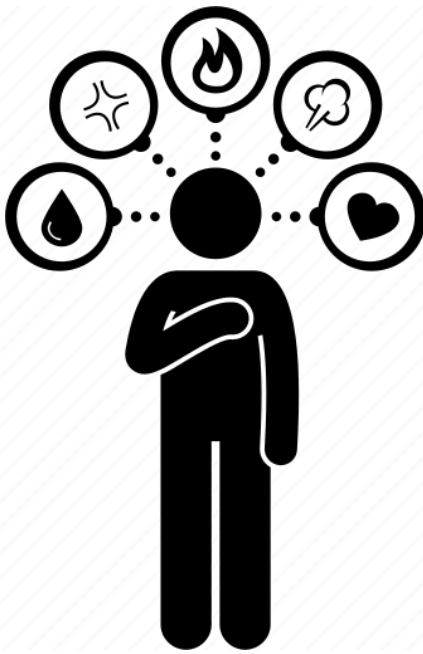
Marketing behavior, also known as behavioral marketing, is a strategy that companies can use to create targeted marketing strategies based on their evaluations of consumers' metrics, including their online actions, interests and geolocation.



Postures, movements, nonverbal and verbal behavior - all can be observed. Watching people, seeing their behaviors, looking at their performance, is interesting for many reasons.

Look for details. Take some time each day to pause what you're doing and try to pick out as many details as you can from your surroundings. ...
Avoid distractions. ...
Keep an observation journal. ...
Quantify things as you notice them.

Fear
This emotion is a powerful motivator, especially in social media. It triggers our sense of self-preservation and compels us to act, and has a lot to do with our purchasing decisions. Your customers could react to fear of missing out on something great, fear of not measuring up, or any number of anxieties that could be relieved by your brand. Expensive items are no longer viewed as unreachable because everyone has a credit card, but it's also about WOM and customer loyalty



Anxiety
If you're like me, anxiety plays a big part in your life and you will do almost anything to alleviate it.

Worried about that job interview? Our coaching session will make sure you're prepared to ace it.

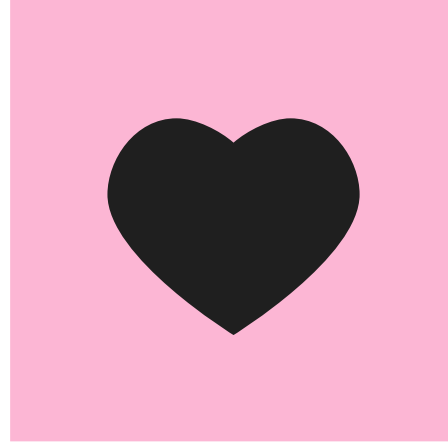
Concerned about not getting enough sleep? Our brand will solve that problem in no time.

Boredom
How many ads have you seen that promise to shake up your boring existence and add some excitement? That's the power of aspirational marketing, whether one aspires to have a more fulfilling job, a social life, or simply an escape from the same boring fare meal after meal.



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?