



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?

promotion
for
business

marketing MIX like
product,price,place
promotion

company
growth

brand
awareness
and make
profit

offers for the
product

communication
between
consumer and
brand



marketing

maintain
relationship
with
customer

brand
creation

Audience
generation

too many
compition

intensive labour
setup to
implementation
and execution

upfront cost
is high,no
promise of
future
success



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?

[See an example](#)