



Says

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

Artificial intelligence , machine learning and blockchain these all makes insights more efficient

International and domestic trade shows are a great way to gather information and to meet competitors ,customer and prospects

Industry association often supply research data



Thinks

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

Understanding and interpretation of customer data,behaviour and feedback into conclusion that can be used to improve product development

Analytical thinking ,curiosity, excellent communication skills, creativity are the most needed skills in this field .

Unveiling market insight is the power of marketing research in marketing informed decisions.



Unveiling market insights

Frequently need to come up with solutions for problem and find new perspective

The pressure of generating ROI on their marketing and advertising spending is more than ever.

The key is to success in this industry involves possessing a strong drive to unique trends.

Marketers go through a massive pile of data to ensure the efficacy of their marketing efforts

You must be an effective communicator , verbally and in writing

Marketers thrive when they are sure to reach the right audience at the right time and with the right message.



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?