

# Marketing intelligence - the management of marketing information

## Staples Press - Marketing Intelligence: Why is It Important?

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### Marketing Intelligence: Why is It Important?

So would a little bit of market intelligence. For example, a marketing team aiming to guide consumers to follow a call-to-action, can closely observe how the user interacted with their page, and test iterations to improve engagement and conversion.

### Marketing Intelligence: Why is It Important?

Gathering market intelligence involves a number of activities, including scanning newspapers, trade magazines, and economic data produced by the government to find out about trends and what the competition is doing. The Centers for Disease Control CDC uses sentiment analysis to track the progress of flu; as people post or tweet how sick they are, the CDC can determine where the flu is increasing or decreasing. What questions will the research answer, and will knowing the answer result in the firm earning or saving more money than the research costs? Firms are also constantly gathering information related to their Web sites, such as clickstream data.

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For example, designers are using search engines like WhosTalkin. Keep in mind marketing research can be expensive. Take Tim Hortons, a popular coffee chain in Canada, which has been expanding in the United States and internationally.

### Marketing Intelligence System

Will you initially look to newspapers and magazines to figure out why? Consequently, getting hold of the right information can be hard. Is Marketing Research Always Correct? Trade Shows and Associations Trade shows are another way companies learn about what their competitors are doing.

### Marketing Intelligence: Why is It Important?

In contemporary marketing practices, we find the formal use of an intelligence system instead of an informal or casual one.

#### **4.1 Marketing Information Systems**

Even within departments, it can be a problem. Step-2: Taking measures to involve marketing intermediaries and using other techniques to have intelligence information.

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