

WHO are we empathizing with?

The specific segment of the market you are targeting,

You want to understand the characteristics and behaviors of this group



What do they HEAR?

Sales reports, customer records

How well

the

product

performs

Shopkeepers

Marketing executives

GOAL

Identify untapped markets: demographics that are overlooked such as senior citizens

GAINS

Effective marketing can lead

to higher sales and revenue,

which is one of the primary

goals for most businesses.

Enhance

customer loyalty

and satisfaction

by marketing

curated products

Improve Efficiency: Businesses often hire software or tools to improve their operational efficiency and productivity.

What do they need to DO?

Market Trends: They

track current market

trends, including shifts

in consumer demand,

emerging technologies,

and changes in

industry practices.

They need to stay ahead of the competition and are always looking for ways to do better than their rivals.

Return on Investment

(ROI): ROI measures the

profitability of a

marketing campaign by

comparing the revenue

generated to the

marketing costs. A

positive ROI

indicates success.



Customer reviews and feedback for improvement

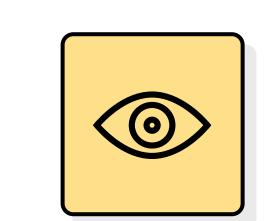
Strengths, weaknesses, opportunities and threats of product

Feedback

on

customer's

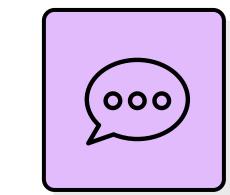
expectations



What do they SEE?

Marketing professionals often follow industryspecific news websites, blogs, and publications to stay up-to-date on the latest trends, best practices, and case studies in marketing.

> What is our target audience?



What do they SAY?

They emphasize the importance of understanding the target audience's needs, preferences, and pain points.

> What are the customer's expectations?

Devise the utmost selling points (USPs) of your product and what sets it apart from rivals.

What do they THINK and FEEL?

Customers

Sometimes a product is aimed at the wrong demographic and incurs losses. This is caused by poor research.

PAINS

Confusion over which demographic

to market to.

Competitive advantage over rivals

Losing market share to competitors

Other Factors

Declining sales

> Changing trends

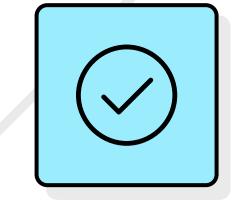
Conduct marketing campaigns to spread brand awareness and value

Research your target audience to understand their needs, wants and demands.

Sales figures, audience

reach, customer ratings

Opinions on the product through customer reviews and feedback



What do they DO?

Analyze consumer data and insights to understand their needs, preferences