

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

Opinions on the

product through

Shopkeepers

Marketing executives

GOAL

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

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

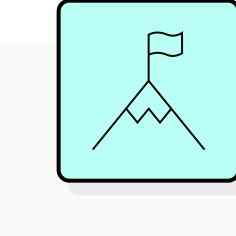
What do they need to DO?

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

marketing costs. A

positive ROI

indicates success.



on customer's expectations

Feedback

Return on Investment Customer (ROI): ROI measures the profitability of a marketing campaign by comparing the revenue generated to the

Market Trends: They

track current market

trends, including shifts

in consumer demand,

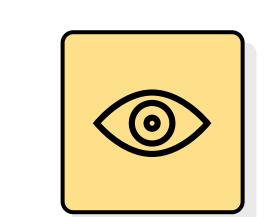
emerging technologies,

and changes in

industry practices.

reviews and feedback for improvement

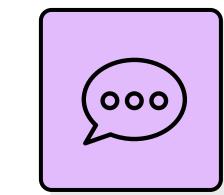
Strengths, weaknesses, opportunities and threats of product



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?

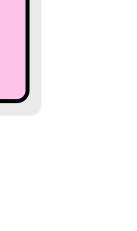
Devise the utmost selling points (USPs) of your product and what sets it apart from rivals.

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



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

Competitive advantage over rivals

Confusion over which demographic to market to.

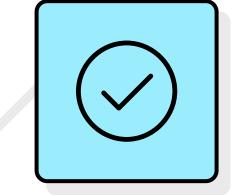
Losing market share to competitors

Other Factors

Declining sales

> Changing trends

customer reviews and feedback



What do they DO?

Sales figures,

audience

reach,

customer

ratings

Analyze consumer data and insights to understand their needs, preferences

Conduct marketing campaigns to spread brand awareness and value

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