UNVEILLING MARKET INSIGHTS ANALYSING SPENDING BEHAVIOURS AND IDENTIFYING OPPORTUNITIES FOR **GROWTH**

 Market intelligence is the actual data or information that relates to your business's overall market.

· The goal of collecting market intelligence to help drive data driven decisions marketing efforts.



intelligence essentially analyzes the external environment (or market) that a brand is a part

• What are you

trying to achieve by gathering market intelligence? · What are your opportunities for improvement?

Thinks

What is market intelligence?

How can

marketing

increase growth?

way to use market intelligence is to let that data answer key business question

RESEARCH: This can involve reviewing or purchasing specific business journals or reports related to vour market.

 Hone your pricing strategy you might try a price increase.

 Adding new locations. investing in customer acquisition, or expanding a product line.



 Growth marketing is all about creating and implementing a business's

· Look at the

and brand

positioning

Malathi. K

 How does our price point campare to the market as a whole?

> Understanding customer

experience.

market sizes, shares, growth **Feels** rates, unit prices per capita sales



• If your work offers some kind of mentorship program, try to take advantage

• Evaluate your work procedures to know how organized you are and where to improve.

stratagies to boost

The process of

uaing data gained

through marketing

experimentation to drive growth.

compaigns and

 Reveal motivational patterns and other psyhological aspects of your larget market including customer perceptions values and opinions.