

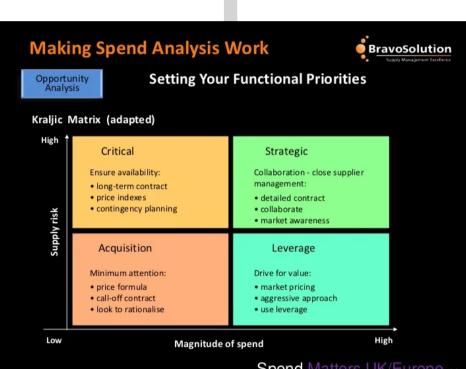
## Says

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

> Market insights are crucial for businesses to make informed decisions.

Market insights are gathered from various sources, including customer surveys, social media data, sales figure, competitor analysis, and economic indicators.

Understanding how customers spend their money is a vital component of market insights.



Allocate marketing resources to most effective channels.

Use predictive models to forecast future market trends and customer behaviors.

**Thinks** 

What are their wants, needs, hopes, and dreams?

Optimize

based on

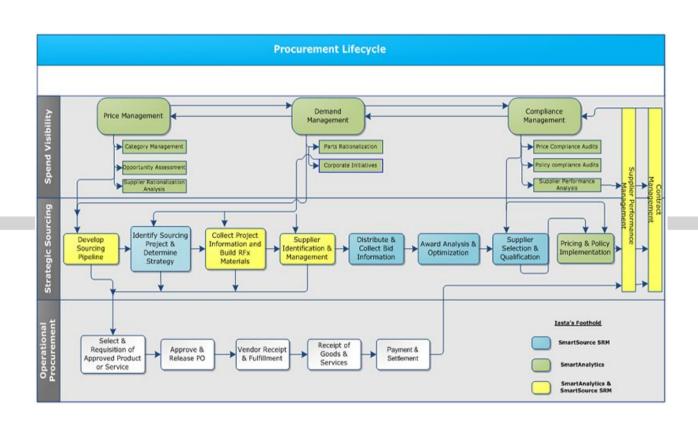
historical

sales and

market trends.

stock levels

What other thoughts might influence their behavior?

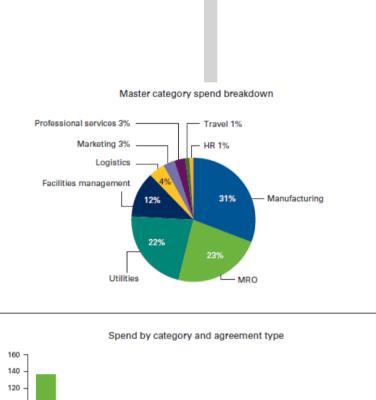


Highlighting realworld examples and case studies can illustrate the power of market insights in driving business growth.

Market insights help in recognizing opportunities for business expansion.

collecting and using market insights must be done ethically and within legal boundaries.





Set prices based on customer willingness to pay and market conditions.



Use insights to create or improve products and services that meet customer needs.

> Craft content that resonate with your target audience.

## Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



