

# **UNVELLING MARKETING INSIGHTS: ANALYSING SPENDING BEHAVIOUR AND IDENTIFYING**

## **OPPORTUNITIES FOR GROWTH**

### **1.INTRODUCTION**

- \*It helps businesses strengthen their position.

- \* It minimises any investment risk.

- \*It identifies potential threats and opportunities.

- \*It helps to discover your's and your competitor's strengths and weakness.

- \*It facilitates strategic planning.

- \*It helps in spotting emerging trends.

### **1.1 OVER VIEW**

1. \* In the fast-paced world of digital marketing, understanding the intricacies

- of a well-crafted marketing strategy is essential for driving meaningful results and achieving business success.

- 2.\* A marketing strategy serves as a compass, guiding companies

- through the ever-evolving digital landscape to connect with their target audience,

- promote their products or services, and ultimately achieve their marketing goals.

### **1.2 PURPOSE**

1. \*The key purpose of marketing is to get people interested in the products or services of a company.

2. \* This happens through market analysis, research, and contemplating the interest of a business's ideal customers and

attracting them through messaging which would be educational and helpful

to a business's target group.

3. \* The purposes of marketing Can be define as

- \*Creating brand awareness.

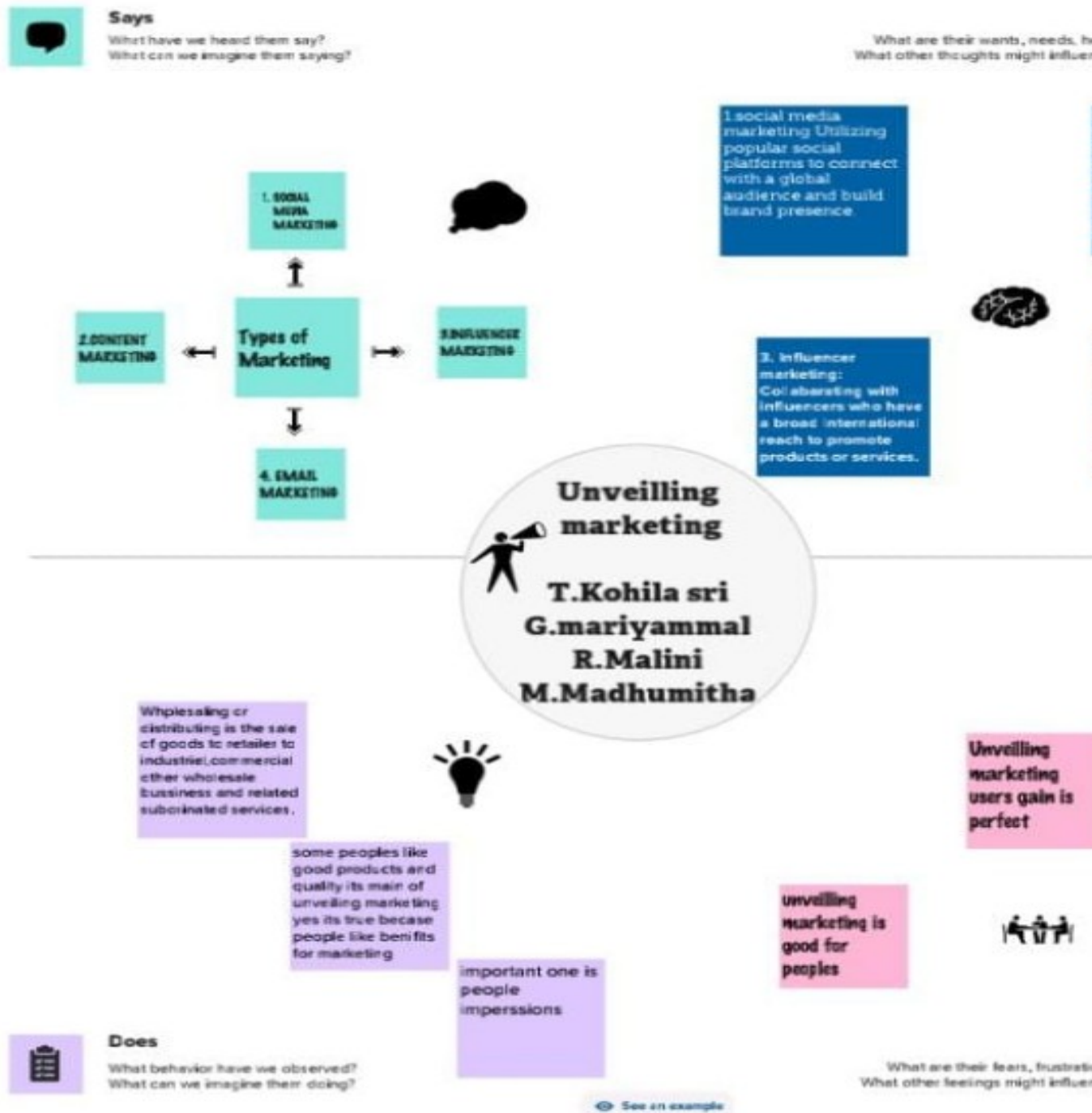
- \*Retaining existing customers.

- \* Developing new customers.

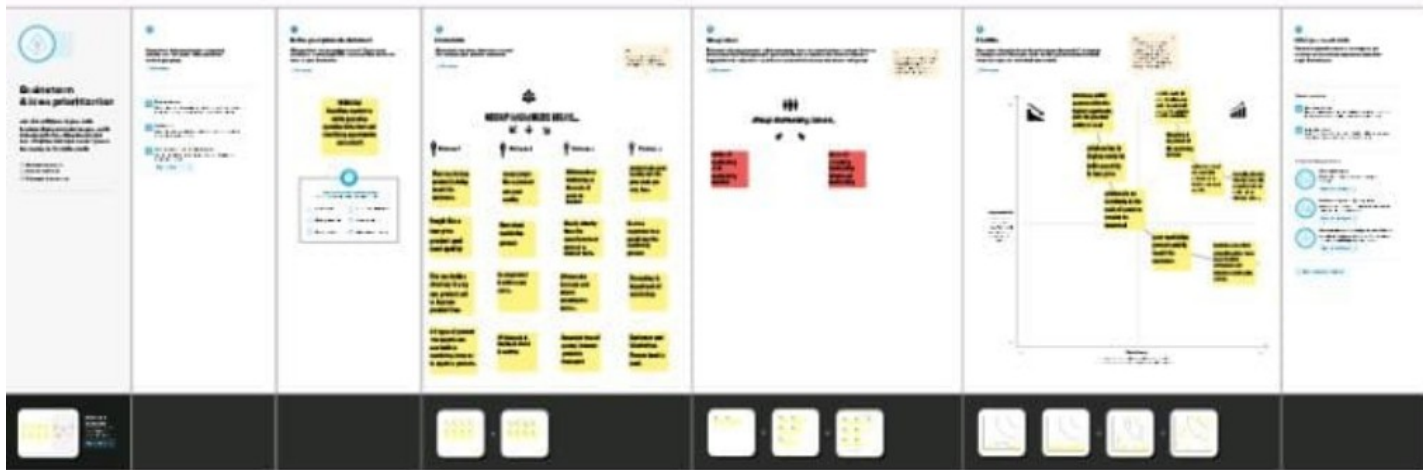
- \*Strengthening brand association and recall.

## **2.PROBLEM DEFINITION AND DESIGN THINKING**

### **2.1 EMPATHY MAP**

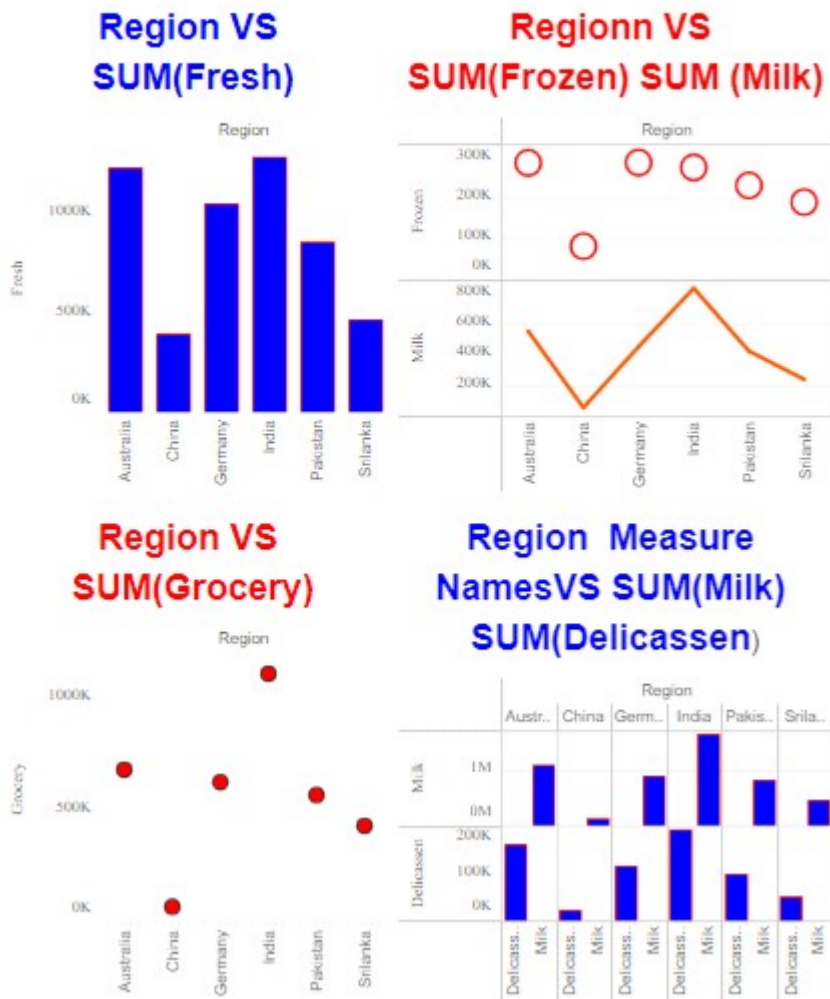


## 2.2 IDEATION & BRAINSTORMING MAP



### 3.RESULT

Marketing is the process of identifying customer and creating communicating delivering and exchanging goods and service . the marketing are the higher in the scales of product in the region vs fresh and frozen, grocery ,measure name vs sum milk sum delicassen they are the story of the unvellling marketing .



## 4. ADVANTAGES &DISADVANTAGES

### 4.1 ADVANTAGES

- \*It increases your reach.
- \*You can target your audience at the right time.
- \*It improves communication at all stages of the buying process.
- \*It's cost-effective.
- \*It's easy to tack and monotor.
- \*It lets the customer come to you.

\*Marketing can increase your revenue.

## **4.2 DISADVANTAGES**

\*Marketing can be expensive and drain profits, especially for smaller businesses.

\*It's difficult to accurately assess the cost benefit of a marketing campaign.

\*Not all campaigns are successful because they were not carefully researched and planned.

## **5. APPLICATION :**

\*Marketing, eThis type of marketing refers to the process of promoting a mobile application

to reach a larger audience and increase downloads.

\*The process happens through various channels, such as social media,

online advertisements, app store optimization, influencer marketing, email tc.

## **6.CONCULSION**

\*In conculsion, marketing is not simply about advertising and selling ,marketing is about identifying

a need and fulfilling that need.

## **7.FUTURE SCOPE**

\*The scope of marketing includes all activities invollid in the creation ,promotion,and distribution

of products and services.

## **8.APPENDIX**

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