



Says

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

we do this by understanding their risks,identifying loss...

complementary product and service analysis...

one of first step for growth is identifying your target audience



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

marketting sources play a crucial role in generating brand awareness into customers

if a business find their target audience spends a amount of time in social media

marketting educate and inform the target audience about the new service



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unveilling market insights:analysing spending behaviour and identifying opportunitiess for growth

analysis use to maximize their marketting efforts

these insights can set themselves up for suces and achieve sustainable growth

it is important for business to regularly evaluate and analyze their marketting sources



Does

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

analysing marketting spend data is to find how its work

identifying opportunities for growth to develop effective marketting strategies

find out where and how customers spending their money



Feels

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