

UNVEILING MARKET INSIGHTS

1 INTRODUCTION

1.1 Overview

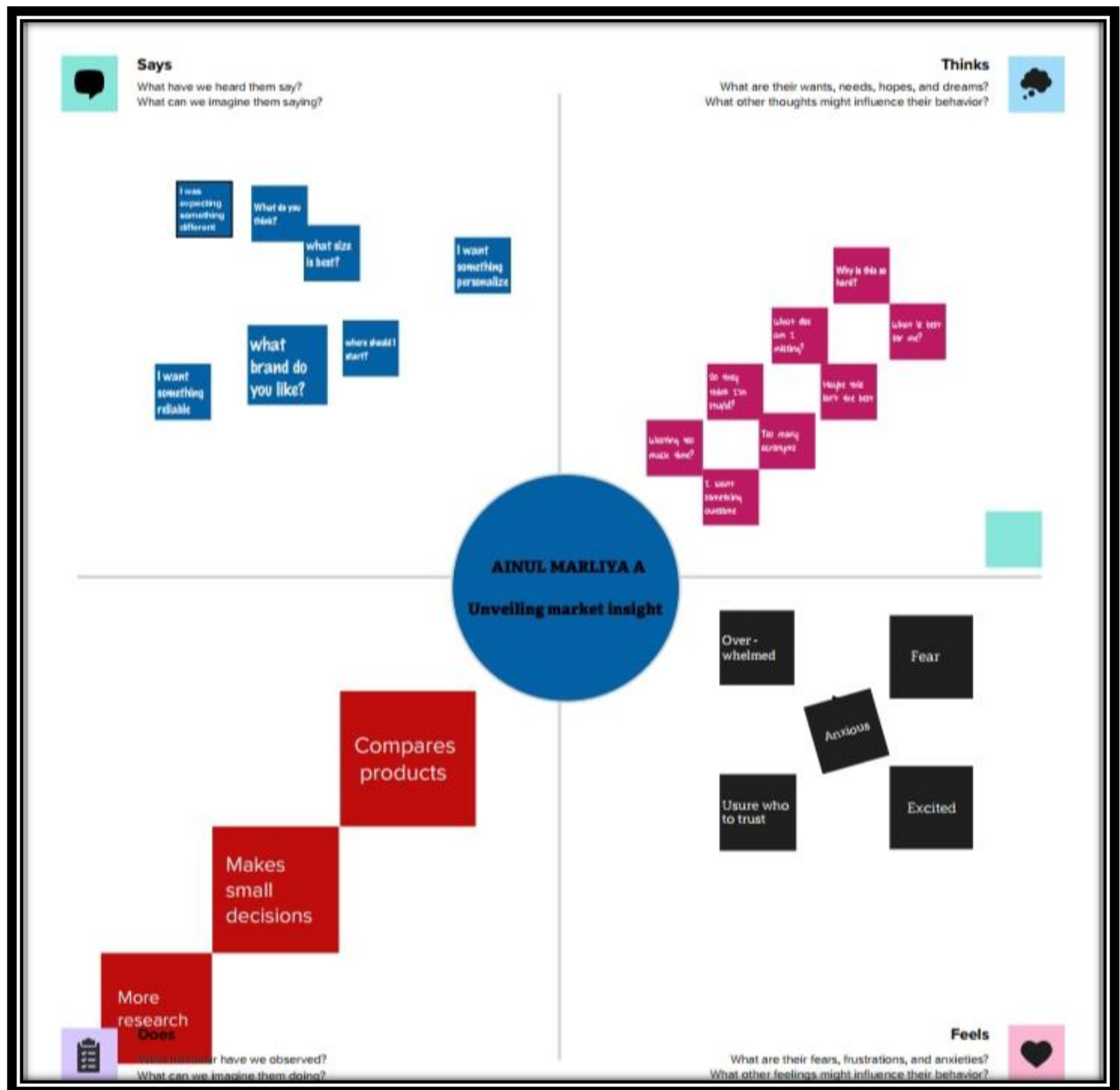
- ❖ Marketing insight integrates personal and professional experiences with precisely gathered and analyzed data. You can't accomplish anything worthwhile if you don't know what you should do with the data you already have.
- ❖ It is essential to monitor the effectiveness of a marketing campaign at every stage of its development. By doing this, you'll be able to create better campaigns in the future based on what you see, and you'll be able to track the success of these campaigns through insights.
- ❖ Utilizing market insights is crucial because it aids in predicting potential changes in the market or industry. Finding patterns in customer behavior, such as spending patterns or levels of content engagement, can be done very effectively by [analyzing data](#).

1.2 Purpose

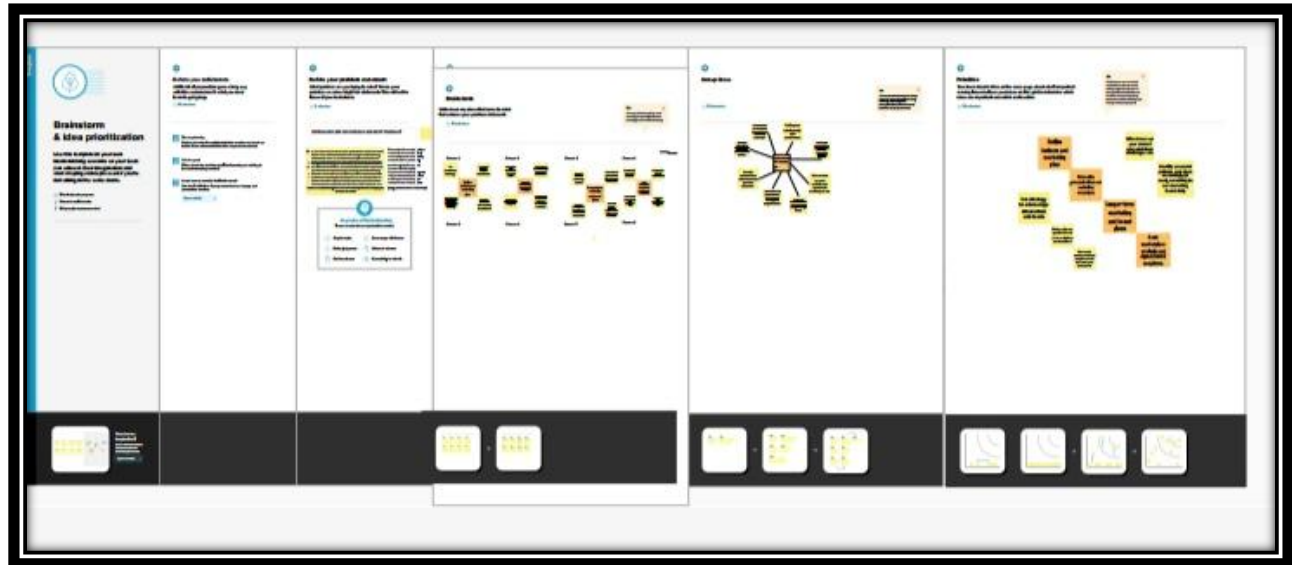
- ❖ The goal of a market insight is to bring understanding and clarity through the conveyance of fresh perspectives. Further, market insights shouldn't be confused with consumer insights market insights address not individuals, but professionals in a field directly impacted
- ❖ There are many definitions for marketing insights, but they all relate to exploring an important, actionable, and previously unrealized truth about a target market.

2. Problem Definition & Design Thinking

2.1 EMPATHY MAP



2.2 Ideation & Brainstorming Map



3. RESULT



Story 1

Region Wise
Detergent
paper and G.

Region Wise Milk

Channel Wise Process
and Delivered

Region Wise
Delivered and
Detergent paper

Channel Wise Grocery
and Detergent paper

Region Wise
Delivered

Unveiling Market
Insight Dashboard

UNVEILING MARKET INSIGHT

Measure No. ■ Detergent Paper ■ Gro. ■ Region ■ 1 ■ 2 ■ 3 Milk ■



4.ADVANTAGES & DISADVANTAGES

Advantages

- Choosing the appropriate magazine or newspaper to advertise and market your business allows you to appeal to a specific audience and demographic. Targeting your adverts at the right audience to maximise its effectiveness.
- Often an advantage of marketing via print media is the flexibility. The size, placement and type of advert can be adopted and changed according to your needs.
- Another advantage marketing this way is the repeated display of your advert over time. Multiple appearances in various issues of the paper or magazine will improve chances of your brand sticking with the customers and also the results you will see in terms of sales leads.

Disadvantages

- Cost can be prohibitive. The bigger the advert the more the cost. Magazines and newspapers with a wider audience generally cost more to advertise in and marketing over time in this manner may be too expensive for some businesses.
- Competition in the marketing space may be another disadvantage. You want your advert to stand out, but unless you can afford to pay for a full page spread you will be competing with the other businesses scrambling for attention.
- Magazines are often released on a monthly basis, meaning it can take longer for your advert to take hold in a potential customers mind.

5 . APPLICATIONS

- Communicating the value of a company's product to potential customers. This value communication seeks to justify the price of the product. Customers satisfied with the features and benefits are more likely to purchase the product.
- Marketing analytics can provide valuable information on various metrics, such as customer behavior, conversion rates, return on investment (ROI), customer acquisition costs, and overall campaign performance
- Customer analytics allows companies to create personalized experiences by providing insights into customer behavior, preferences, and needs. Companies can analyze the data and identify patterns and trends that help them understand what customers are looking for and how they interact with their products or services.
- Mobile marketing, email marketing, search engine marketing, social media marketing, and web advertising.

6. CONCLUSION

- For companies performing at the top of their industry, the use of marketing insights are not token efforts, they're embedded into the business and are acknowledged at every level of employee.
- The Millward Brown Vermeer's study showed that although insight tends to sit in and around the marketing function, for the higher-performing businesses the leaders of these teams report to the top end of the organisation.
- Learning how to use a marketing insight can mean the difference between meeting your customer's beliefs, feelings and behaviours, or missing out on the chance to expand your business.

7.FUTURE SCOPE

- ❖ The future scope of marketing is increasing exponentially. It involves researching, planning, and coordinating. The growth of digital technologies and the Internet boom have positively impacted marketing scope.
- ❖ The scope of marketing includes all activities involved in the creation, promotion, and distribution of products and services
- ❖ The future of marketing is way beyond the traditional marketing and now, marketing is majorly based on the Digital Sphere. The scope of Digital Marketing provides some of the most powerful techniques of marketing where traditional modes of marketing fail.
- ❖ The Indian digital marketing market is expected to grow at a CAGR of 32% between 2023 and 2028. The digital marketing industry size in India is expected to reach 24.1 billion by 2028