

Knowing Your Consumer - Initial Steps.

GAIN KNOWLEDGE

STEP 01

Allocate the role of research to a member of your marketing team

The person is the point of contact for the consumer research in your organisation



STEP 02

Get an overview of all consumer touch points and gather the required information

- What are the consumer pain points that you want to know more about?
- What do you wish, you knew? Which pieces of information are missing?



STEP 03

Align with your business objectives

Prepare the question(s) and align with your objectives for our team to identify the right strategy.



STEP 04

Contact Us

Cooperate with us to gain knowledge from your consumers to optimise your marketing -and sales strategies.



STEP 05

Sell & Optimize

Communicate Consumer sentiments and knowledge via audience platforms



NEOTRIGEN