

Enhance your knowledge of customer motivations to gain competitive advantage

Market Insight

- Develop useful market analytics
- Use a mixed-metrics approach to gain insight
- Tools for better advertising and promotional ROI
- Use the recession to gain a better understand customer behavior
- Marketing with a reduced budget

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Online, DVD, LMS & Handheld



Market Insight

Gaining Market Insight:

Understanding customer motivations for competitive advantage

Customers are taking a more conservative approach to spending more than ever before. This is true for corporate buyers as well as consumers. In order to maximize sales potential, marketers are realizing a growing need for understanding the motivations of their customers. This is no easy task and often involves time consuming and expensive market research in order to choreograph the right advertising and promotional campaigns.

Marketers need to be closer to their consumers to better understand their motivations.

New tools and methodologies have been established for gaining market insight that are much more cost-effective and time efficient. These include:

- Behavioral – analytical measures of customers' behavior
- Financial – determining a per customer marketing cost
- Dialogue – direct communication tells some of the story
- Economic – how economic downturn effects your customers
- Competitors – analyze the competition and their customers
- Transactional – what do past purchase details reveal

Through accurate data collection and analysis, marketers can gain better insight into their customers' behaviors and attitudes. Furthermore, making good use of marketing analytics will help establish marketing ROI, resulting in the development of the best marketing mix.

Market Insight offers a cutting-edge tutorial on gaining market insight in this hard-hit economy. Going beyond surveys and focus groups, this workshop will present an innovative mix of analytics that will paint the best possible picture of current and potential customers. This course is developed for service and product based companies.

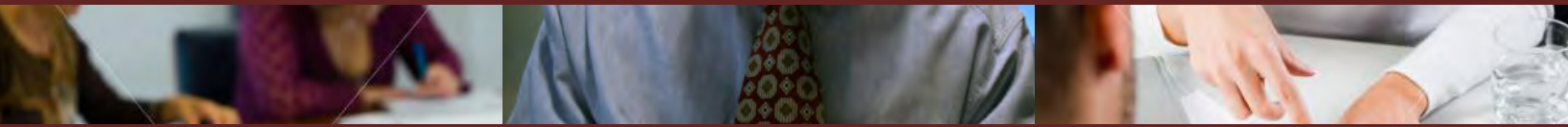
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Market Insight

Gateway Management offers a full-service portfolio of resources including training, staffing and consulting to deliver innovative solutions for complex business issues. We believe that the business landscape is rapidly changing, and that innovative solutions will determine your organization's success moving forward. Gateway Management's mission is to help organizations achieve their goals through the utilization of talent and management expertise. Our solutions are customized to address the challenges of today's evolving marketplace.

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Fees:

- Online:** \$ 299
- Additional Attendee(s): \$ 99/ea.
- DVD:** \$ 399
- LMS:** \$ 999

Please call to inquire about LMS or Intranet licensing, or email Josh Powell at jpowell@gmi-solutions.com.

This course is also available for use on **smart phones** and **handheld** devices. Please inquire for more information.

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