

The Top 5 Ways

TO TELL IF AN INSIGHT REALLY MATTERS



1

INSIGHTS THAT MATTER DRIVE NEW IDEAS, THINKING AND BEHAVIOR WITHIN YOUR COMPANY

You will know you have an insight when you can envision the changes it will bring about.

INSIGHTS THAT MATTER TURN CONSUMER PAIN POINTS OR PROBLEMS INTO OPPORTUNITIES.

These insights can be especially fruitful, as they solve consumer's problems, even problems they don't know they have. Combining the solution with the problem is insight.



2



3

INSIGHTS THAT MATTER SAY MORE ABOUT THE CONSUMER THAN ABOUT THE PRODUCT OR SERVICE.

A wise marketer once said of technology marketing, "They need to stop talking about what the product does and start talking about how it benefits the consumer." That sums it up for all categories!

INSIGHTS THAT MATTER REVEAL MORE ABOUT HOW PEOPLE WANT TO FEEL BUT CAN'T ARTICULATE, RATHER THAN WHAT THEY THINK.

Consumers are not very good reporters of the history of their behaviors or thoughts, but they do remember and can tell you how they feel. And that's fortunate because insights about consumers' feelings are much more powerful than facts about what they did or what they thought. (Check out IIM's Marketing to Women eBook for more detail on this.)



4



5

INSIGHTS THAT MATTER FOCUS MORE ON WHAT IS ENDURING AND SLOW TO CHANGE.

Insights deal with the deep-seated characteristics of the consumer, which don't change rapidly. If what you are seeing is not going to be around tomorrow, it probably is a fad and not an insight.



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