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|  |  | **Gap Analysis Simplified** | | | | | |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | **MARKETING GAP ANALYSIS** | | | | | | | | | | | | | | | |  |  |
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|  |  | PORTFOLIO  STRENGTH |  |  | PRODUCT MANAGEMENT PROCESS |  |  | BRAND & MESSAGING |  |  | STRATEGIC TARGETING |  |  | DATA ANALYTICS & INSIGHTS |  |  | INNOVATION & ADAPTIBILITY |  |  |
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|  |  | It’s essential to highlight your best offerings, demonstrate their value, and differentiate them from competitors. |  |  | Ensures that your offerings meet customer needs, are well-positioned, and evolve over time. |  |  | Develop a consistent brand voice, visual elements, and messaging that resonate with your target audience. |  |  | Define buyer personas, segment your market, and tailor your marketing efforts accordingly. |  |  | Data-driven decision-making is paramount. Track performance, measure KPIs, and gain insights into customer behavior. |  |  | Foster a culture of innovation within your team. Encourage experimentation and stay abreast of industry trend. |  |  |
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|  |  | 80% |  |  | 40% |  |  | 75% |  |  | 60% |  |  | 25% |  |  | 90% |  |  |
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|  | ► | Landscape not clear |  | ► | Undefined product lifecycle |  | ► | Inconsistent brand voice |  | ► | Undefined buyer personas |  | ► | Lack of KPI alignment |  | ► | Resistance to change |  |  |
|  | ► | Roadmap not finished |  | ► | Inconsistent feedback loop |  | ► | Lack of emotional |  | ► | Overgeneralization |  | ► | Underutilized data |  | ► | Ignoring emerging channels |  |  |
|  | ► | Weak pipeline |  | ► | Insufficient market research |  |  | connection |  | ► | Missed cross-selling |  | ► | Absence of predictive |  | ► | Slow response to trends |  |  |
|  | ► | Limited product |  |  |  |  | ► | Neglected brand reputation |  |  | opportunities |  |  |  |  |  |  |  |  |
|  |  | diversification applied |  |  |  |  | ► | Off-target message |  | ► | Territory information |  |  |  |  |  |  |  |  |
|  | ► | Outdated products |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ► | Poor competitive analysis |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  | **EMPOWERING GROWTH: FROM PRODUCT INNOVATION TO BRAND RESONANCE** | | | | | | |  |  | **INNOVATE, CONNECT, AND ADAPT: FUELING MARKETING EXCELLENCE** | | | | | | |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ► | Conduct market research to identify underserved niches or emerging trends. | | | | | | |  | ► | Encourage idea-sharing, experimentation, and cross-functional collaboration. | | | | | | |  |  |
|  | ► | Evaluate underperforming products and allocate resources to power successful products. | | | | | | |  | ► | Investigate platforms like TikTok, Clubhouse, or VR experiences. | | | | | | |  |  |
|  | ► | Analyze competitors’ portfolios. | | | | | | |  | ► | Monitor market shifts (consumer behavior, technology). | | | | | | |  |  |
|  | ► | Establish a cross-functional team (product, marketing, customer support). | | | | | | |  | ► | Analyze existing data (website analytics, customer behavior, conversion rates). | | | | | | |  |  |
|  | ► | Craft narratives that evoke emotions. Share customer success stories. | | | | | | |  | ► | Stay informed about industry trends and emerging technologies. | | | | | | |  |  |
|  | ► | Monitor online reviews and social media mentions. | | | | | | |  | ► | Regularly update buyer personas based on evolving customer needs. | | | | | | |  |  |
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