Gap Analysis Simplified

MARKETING GAP ANALYSIS

1 PORTFOLIO STRENGTH

It's essential to highlight your best offerings, demonstrate their value, and differentiate them from competitors.

80%

- Landscape not clear
- Roadmap not finished
- Weak pipeline
- Limited product diversification applied
- Outdated products
- Poor competitive analysis

2 PRODUCT MANAGEMENT PROCESS

Ensures that your offerings meet customer needs, are well-positioned, and evolve over time.

40%

- Undefined product lifecycle
- Inconsistent feedback loop
- Insufficient market research

3 BRAND & MESSAGING

Develop a consistent brand voice, visual elements, and messaging that resonate with your target audience.

75%

- Inconsistent brand voice
- Lack of emotional connection
- Neglected brand reputation
- Off-target message

4 STRATEGIC TARGETING

Define buyer personas, segment your market, and tailor your marketing efforts accordingly.

60%

- Undefined buyer personas
- Overgeneralization
- Missed cross-selling opportunities
- Territory information

5 DATA ANALYTICS & INSIGHTS

Data-driven decision-making is paramount. Track performance, measure KPIs, and gain insights into customer behavior.

25%

- Lack of KPI alignment
- Underutilized data
- Absence of predictive analytics

6 INNOVATION & ADAPTIBILITY

Foster a culture of innovation within your team. Encourage experimentation and stay abreast of industry trend.

90%

- Resistance to change
- Ignoring emerging channels
- Slow response to trends

EMPOWERING GROWTH: FROM PRODUCT INNOVATION TO BRAND RESONANCE

- Conduct market research to identify underserved niches or emerging trends.
- Evaluate underperforming products and allocate resources to power successful products.
- Analyze competitors' portfolios.
- Establish a cross-functional team (product, marketing, customer support).
- Craft narratives that evoke emotions. Share customer success stories.
- Monitor online reviews and social media mentions.

INNOVATE, CONNECT, AND ADAPT: FUELING MARKETING EXCELLENCE

- Encourage idea-sharing, experimentation, and cross-functional collaboration.
- Investigate platforms like TikTok, Clubhouse, or VR experiences.
- Monitor market shifts (consumer behavior, technology).
- Analyze existing data (website analytics, customer behavior, conversion rates).
- Stay informed about industry trends and emerging technologies.
- Regularly update buyer personas based on evolving customer needs.