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WORKSHOP

ELEVATE YOUR BRAND THROUGH AUDIENCE RESEARCH

📅 Tuesday, May 30th 2023

🕒 12.30 - 2.30 PM

📍 Rymsgade 106A, 2, Copenhagen

MCO MEMBER: 600 DKK PR. PERSON

MCO NON-MEMBER: 995 DKK PR. PERSON

As a company, it's crucial to understand your target audience in-depth to develop products and services that resonate with them. Do you know who your customers are beyond generalizations and demographics? Do you understand their habits, aspirations, and pain points?

In this workshop, we'll dive into the world of audience research and explore how it can help your team gain a better understanding of your customers. We'll take a deep dive into the various techniques for gathering and analyzing data and developing a clear set of user needs.

By the end of the workshop, you'll have a better understanding of how audience research can help you unlock insights about your target audience, refine your marketing strategies, and create products and services that truly meet your customers' needs.

The following topics will be covered during the workshop:

- The importance of audience research and how it can benefit your business
- Techniques for gathering and analyzing customer data
- Developing a clear set of user needs to guide product development, editorial, and marketing efforts
- Using customer insights to grow your brand and improve customer retention

This workshop is perfect for marketers, product developers, business owners, or anyone looking to improve their understanding of their target audience.

Join us to learn practical strategies for unlocking customer insights and driving business growth!



31 MAY - 1 JUNE 2023
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