What are the Benefits of Integrating Consumer Insights into the Strategic Planning Process?

THE BENEFITS ARE CLEAR

When consumer insights are the foundation of a company’s strategic plan and marketing initiatives, a business is more likely to achieve growth goals, reestablish priorities and allocate resources more efficiently.

An in-depth understanding of consumer motivations can help you tailor your products and/or services so they resonate with your target audience. This crucial insight reveals market trends, new and/or changing motivations and behaviors, as well as product and/or service issues.

Integrating consumer insight with the strategic planning process produces three clear benefits:

INCREASED COLLABORATION: Insights about consumers, their behavior and their motivations keep the strategy discussion rooted in a consistent and cohesive understanding of the market. A consistent fact foundation for the strategic plan facilitates acceptance and implementation of the plan.

FASTER AND EASIER BUY-IN: With so many competing priorities, a clear understanding of what matters most to consumers enables the business to prioritize and focus on those insights/initiatives that most positively impact the consumers and the bottom line.

MORE THOUGHTFUL DIALOGUE: Without this base of information, participants in the strategic planning process can only rely on the past for information about the future, and increasingly, the past is not a good predictor of what the future will bring.
Keeping the consumer’s voice in your strategic planning process also means that executive bias, a spouse’s opinion or the “brilliant at the time” thoughts of a golf buddy won’t influence the strategic insights you’ve crafted over the past months. It’s only through the advice and opinion of your consumers that your key stakeholders will have the true insight needed to make informed decisions about future marketing efforts.

By having a thorough understanding of consumer inclinations, you can uncover insights that, if executed against effectively, can attract more consumers and increase sales. Simply listening to consumers and translating their requirements into true insights is the best way to influence strategy and beyond.

In short, strategy without consumer insight is bound to fail.

Want to learn more about consumer insights and the strategic planning process?

Take the next step and request a copy of our e-book: Capturing Competitive Advantage: Using Insights to Tame the Strategic Planning Beast. This e-book will help you understand the consumer insights process with…

- A consumer information roadmap
- A guide to aligning the right customers with the right benefits
- Steps to developing a consumer insights culture
- How to measure success

Get a copy of the e-book today

847.853.0500
www.insightsinmarketing.com
630 Dundee Rd, Suite 300
Northbrook, IL 60062