



# Consumer/Customer-Centric Marketing

Increasing relevance and return of your marketing activities through superior customer understanding

When entering a new region or creating a new business category, it is essential to understand your target group. Societal trends, cultural preferences and the existing market offer impact significantly on consumer preferences as well as on communication triggers to unlock their interest in the new offering.

enable2grow conducts qualitative consumer research to develop a superior understanding of your target group. Based on solid consumer insights supporting the desired behaviour change within the target group, we develop a marketing strategy suggesting relevant messaging as well as a suitable media mix for the implementation of an effective marketing mix.

Through in-depth consumer interviews, as well as market and competitive analysis, we ensure you receive:

- A comprehensive report with facts and insights for your defined target group
- Key messaging (what to communicate)
- Media proposal (where to communicate)

**“Effective marketing is based on a superior understanding of your target groups. Strong insights lead to increased relevance, consideration and hence purchases throughout the marketing funnel.”**



**Maike Buhr** | Senior Enabler, Human-centered Business Strategies

Maike focuses on the development of company and marketing strategies, positionings, and growth strategies often linked to digitization and innovation. She combines over 20 years of experience in companies (P&G, L'Oréal, Mittelstand, Start-ups), analytical thinking and in-depth consumer/target group understanding (customer-centricity) and transfers her knowledge into strong strategic digital and non-digital growth concepts with recommendations on how best to move to market. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).