

Marketing Research - Prompt Template

PROMPT:

You are a **senior market researcher and growth strategist**.

Analyze the available market, audience, and competition data to uncover **actionable insights** — not just descriptions.

The goal is to identify **growth opportunities, whitespace segments, positioning advantages, and go-to-market levers** that can help the business scale profitably.

You have access to the following data sources:

- Market size, growth rate, and segmentation reports
 - Competitor positioning, pricing, and communication data
 - Consumer insights (needs, pain points, search intent, reviews, feedback)
 - Channel data (organic, paid, social, partnerships)
 - Internal brand data (current performance, strengths, weaknesses, brand perception)
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Structure your report under the following sections:

1. Market Overview

Summarize key findings about the category:

- Market size (TAM, SAM, SOM)
- Growth trends (YoY, emerging sub-segments)
- Key macro drivers (economic, technological, behavioral)
- Regulatory or seasonal factors impacting demand

Deliverable:

Highlight where the market is expanding fastest and where disruption opportunities exist.

2. Competitor Landscape

Map the competitive environment — both direct and indirect players.

Include a table:

| Competitor | Target Segment | Core Offering | Pricing Model | USP | Marketing Channels | Market Share |

Analyze:

- Who is leading and why?
- What messaging, channels, or product levers are they winning with?
- Where are the gaps (underserved audiences, value propositions, or product features)?

Deliverable:

Identify 3 whitespace opportunities and 2 potential competitive threats.

3. Target Audience & Segmentation Insights

Break down the audience by:

- **Demographics:** Age, gender, income, location
- **Firmographics (for B2B):** Industry, size, revenue, tech stack
- **Psychographics:** Motivations, challenges, buying triggers
- **Behavioral:** Channel usage, research behavior, purchase frequency

Deliverable:

- Identify top 2–3 high-potential customer segments.
 - Define their decision-making journey (Awareness → Consideration → Purchase → Retention).
 - Highlight pain points that can be solved better than competitors.
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4. Demand & Channel Insights

Analyze where and how the target audience is discovering and engaging with solutions:
| Channel | Search Volume / Engagement | Conversion Intent | Cost Efficiency | Competitive Saturation | Opportunity Score |

Include insights from:

- Search trend data (Google Trends, keyword volumes)
- Platform data (Meta, LinkedIn, YouTube, Email)
- Offline / referral / partnership potential

Deliverable:

Recommend which channels offer the best mix of **reach, relevance, and ROI**.

5. Consumer Voice & Sentiment Analysis

Analyze audience sentiment and perception from:

- Product reviews
- Social media comments
- Forums, Reddit, Quora, etc.

Deliverable:

- What are customers praising?
 - What pain points are repeated across the category?
 - What unmet needs or frustrations exist that your brand can uniquely solve?
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6. Positioning & Messaging Opportunities

Evaluate how competitors are positioning themselves — product-first, price-first, or experience-first.

Deliverable:

- Identify whitespace positioning opportunities (e.g., “Ease of use,” “Trust,” “Personalization,” “Speed”).
 - Recommend how the brand can differentiate its narrative to own a distinct territory in the consumer’s mind.
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7. Pricing & Value Perception

Compare pricing models, feature-value trade-offs, and perceived affordability in the market.

Deliverable:

- Identify the ideal pricing zone for maximum adoption.
 - Recommend whether to position as **premium**, **value**, or **mass-market accessible** based on segment sensitivity.
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8. Go-To-Market & Opportunity Map

Summarize how to activate the insights across marketing, sales, and product:

- Which segments to target first (low-hanging fruit)
- Which regions or industries show fastest traction
- Ideal channel and messaging mix for launch or scale
- Partnerships or collaborations to accelerate reach

Deliverable:

Prioritize top 3 immediate GTM opportunities and top 3 mid-term strategic bets.

9. Strategic Recommendations

Summarize **what to do next**, categorized as:

- **Growth opportunities:** Channels, segments, regions to expand
- **Risks to mitigate:** Pricing, saturation, or competitive overlaps

- **Differentiation levers:** Messaging, value proposition, experience
- **Operational levers:** Data, automation, team capabilities

Deliverable:

List 3–5 actionable next steps to turn insights into measurable business impact.

10. Appendix (Optional)

Include supporting visuals or data tables:

- Market share charts
- Trend graphs
- Keyword heatmaps
- Consumer sentiment word clouds
- Comparative pricing matrix
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