SKIM

How to use AI to elevate your insights strategy

In today's fast-paced market, staying ahead with innovative approaches to market research is crucial. This **cheat sheet** introduces three transformative approaches utilizing artificial intelligence (AI) to enhance creativity, quality, and efficiency in your insight projects.

1

Generate unique and compelling product claims using large language models (LLMs).

Overview: Utilize LLMs (such as ChatGPT) to create compelling and diverse product claims. LLMs can process vast amounts of data, identify patterns, and generate creative claim suggestions that resonate with target audiences.

Benefits: Boost creativity by exploring new angles and perspectives. Enhance the appeal and differentiation of your products through innovative claims that capture consumer attention.
Application: Implement LLMs in brainstorming sessions for product development. Use them to refine messaging based on consumer insights and competitive analysis.

2

Increase the accuracy and speed of text analysis through natural language processing.

Overview: NLP technologies improve the interpretation of consumer feedback, social media conversations, and open-ended survey responses. They automate sentiment analysis, theme detection, and trend spotting.

Benefits: Increase efficiency by rapidly processing text data. Gain accurate insights from unstructured data, enabling quicker decision-making and more responsive market strategies.
Application: Integrate NLP tools in your feedback analysis process. Utilize them to monitor brand sentiment in real-time and to understand consumer needs and preferences deeply.

3

Gain deeper insights into emotional sentiment for more nuanced analysis.

Overview: Advanced sentiment analysis tools go beyond traditional positive, negative, or neutral classifications. They assess the emotional tones in consumer feedback, providing a nuanced understanding of consumer attitudes.

Benefits: Unlock a deeper level of insight into consumer sentiment. Tailor marketing strategies to address consumer emotions directly, enhancing engagement and connection with the brand.
Application: Use sentiment analysis in product reviews, customer service interactions, and social media monitoring. Apply emotional insights to refine marketing campaigns and product offerings.

AI is reshaping creativity, quality, and efficiency in market research.
Remember to experiment, test & learn!

Looking for a trusted market insights consulting partner to drive business success? Contact SKIM today at skimgroup.com/contact