

Using NLP to Classify Subreddits as a Tool for Targeted Marketing

Problem Statement

Meredith's National Media Group reaches more than 180 million unduplicated American consumers every month, including over 80 percent of U.S. millennial women. Meredith is the No. 1 magazine operator in the U.S., and owner of the largest premium content digital network for American consumers.

MNMG is interested in marketing to parents, especially given that *Parents Magazine* is one of their most popular publications. It is believed that differentiating between pregnant people and those beyond pregnancy will help the marketing team to develop future campaigns that can be more directed - including directed email marketing campaigns. My work aims to come up with a way to distinguish between these two groups and the types of things that people in those groups post about to give information to the Marketing team at Meredith's Corporation.

Proposed Solution

The more information we have about consumers and their needs, the better we can market to them. The needs and desires of parents have seen shifts and swings throughout the decades and staying up-to-date on what parents need and want will ultimately drive magazine sales and allow us to better target advertisements in all publications.

We believe that by being able to classify posts from Reddit, we will be able to create a model that will be able to classify posts from other online sources and thus be able to gather a wide array of data about parents and their needs for specific goods and services. There are slight differences in marketing toward pregnant families and families who have already welcomed a child into their lives and we will build a model that can detect these differences.

Final Thoughts and Next Steps

Now that we know accurate classification is possible we will shift to Phase Ib, working to identify which types of posts are being misclassified.

Phase II of the work will come in the form of analyzing the posts in each category to determine which products or services families are likely to need and want. We will work to further drill down to what stage of pregnancy or what age their child is when folks begin asking about specific products and services. This could be developed into a personalized email marketing campaign for future use.