**Marketing Analytics**

**for**

**Horoscope.com**

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**Background/Motivation**

Horoscopes are a popular form of astrology that many people turn to for guidance and entertainment. With the rise of mobile technology, people are increasingly using their smartphones and other mobile devices to access information and stay connected with the world around them.

The motivation for conducting a marketing analysis of a horoscope app is to understand the potential market for the app, identify the needs and preferences of potential customers, and develop a targeted marketing strategy that effectively reaches and engages with the target audience.

The analysis will provide insights into the current market landscape for horoscope apps, including competitor analysis and industry trends. It will also help identify key customer segments and their needs and preferences for horoscope predictions, allowing for the development of a positioning strategy and messaging that resonates with the target audience.

The ultimate goal of the marketing analysis is to increase customer acquisition, engagement, and retention rates for the horoscope app. By understanding the motivations and behaviors of potential customers, the marketing strategy can be tailored to effectively communicate the unique features and benefits of the app, driving user engagement and ultimately leading to increased success for the app.

**Problem Statement**

Despite the popularity of horoscopes, finding accurate and personalized astrology readings can be challenging. Many people turn to generic horoscopes found on websites or social media platforms, which may not be tailored to their unique astrological chart or life circumstances.

The horoscope mobile app market is saturated with generic apps that provide impersonal and inaccurate predictions, leaving users feeling overwhelmed and unsatisfied with their experience. This creates a challenge for new horoscope apps that want to enter the market and differentiate themselves from the competition. Additionally, identifying the target audience and understanding their needs and preferences is crucial to the success of the app.

Therefore, the problem statement for conducting a marketing analysis of a horoscope app is to develop a comprehensive understanding of the market landscape and identify opportunities for differentiation and market penetration. This involves analyzing the current market trends and competition, identifying the target audience and their needs and preferences for horoscope predictions, and developing a marketing strategy that effectively communicates the unique features and benefits of the app to the target audience. By addressing these challenges, the marketing analysis aims to increase user acquisition, engagement, and retention rates for the horoscope app.

**Proposal**

Overview:

The purpose of this marketing analysis is to evaluate the potential market and target audience for a new horoscope mobile app that provides accurate and personalized horoscope predictions tailored to the user's specific needs and interests. The analysis will explore the current market landscape for horoscope apps, identify key customer segments, and provide insights into how to effectively reach and engage with these segments through targeted marketing efforts.

Methodology:

1. Market Research: Conduct market research to identify current trends and demand for horoscope apps, and analyze competitors in the market to identify strengths and weaknesses in their products and marketing strategies.
2. Customer Segmentation: Use demographic and psychographic segmentation to identify key customer segments that are likely to be interested in the new horoscope app. This will involve analyzing factors such as age, gender, income, education, family status, and geographic location to identify common characteristics and needs among potential customers.
3. Customer Needs Assessment: Conduct surveys and focus groups with potential customers to understand their needs and preferences for horoscope predictions. This will help to identify specific features and functionality that would be most valuable to users of the app.
4. Positioning and Messaging: Develop a positioning strategy and messaging that resonates with the identified customer segments, highlighting the unique features and benefits of the new horoscope app.
5. Marketing Channels: Identify the most effective marketing channels for reaching and engaging with the target audience, including social media, email marketing, search engine optimization, and paid advertising.
6. Metrics and Measurement: Define key performance indicators (KPIs) to measure the effectiveness of the marketing campaign, including customer acquisition, engagement, and retention rates.

Deliverables:

1. Market Research Report: A detailed report summarizing the findings from the market research, including competitor analysis and industry trends.
2. Customer Segmentation Analysis: A report identifying key customer segments and their needs and preferences for horoscope predictions.
3. Positioning and Messaging Strategy: A document outlining the positioning strategy and messaging that will be used to promote the new horoscope app.
4. Marketing Plan: A comprehensive marketing plan outlining the marketing channels and tactics that will be used to reach and engage with the target audience.
5. Performance Measurement: A report detailing the KPIs and metrics that will be used to measure the effectiveness of the marketing campaign.

Conclusion:

By conducting a comprehensive marketing analysis of the horoscope app market and identifying key customer segments and their needs, we can develop a targeted marketing strategy that effectively reaches and engages with the target audience. The insights and recommendations provided by this analysis will inform the development of the new horoscope app and ensure that it meets the needs and preferences of its users, leading to increased customer acquisition, engagement, and retention rates.

Data Source Reference:

https://www.semrush.com/website/horoscope.com/overview/