

PLUS Hypnosis



Market Research for Hypnosis Plus

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4. Target market
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PLUS **Hypnosis**

1. **Company goals**

- **Our main goal is to support the hypnotherapists by providing them with the required content so that they can be updated**
- **Helping the hypnotherapy students by publishing the required content**
- **Publishing the content which is useful for people who are suffering from mental health conditions.**

2. Marketing goals

- **To increase brand awareness**
- **To generate high-quality leads**
- **Boost brand engagement**
- **Establish authority in the industry**
- **To increase revenue**
- **Improve customer lifetime value (CLV)**
- **To Make smarter business decisions with marketing data**

3. Marketing Initiatives

Marketing initiatives are the new strategies to solve the existing problems and reach new goals. During the process, many first things are to be initiated. The marketing initiatives are the key, in order to achieve the goals that have been set.

Ensure that you are following these steps while initiating a marketing campaign

- 1. Have a motive and goal for your initiative**
- 2. Generate the plan to measure your campaign - like what metrics you're going to use to measure**
- 3. Know your target audience**
- 4. Select the channels to run your campaign**
- 5. Track your campaign by setting up a timeline**
- 6. Make sure that your campaign is driving new users.**

4. Target market

- **The UK, mainland Europe, Asia, and the USA. are our target markets**
- **We are targeting the practitioners and students of clinical hypnotherapy, psychologists, motivational coaches, and educators. It is also read by people who are interested in the subject.**

5. Demographic segmentation

- **Our target consumers age will be between 25-56 years**
- **Our target consumers are at all levels of the organization**
- **Our target consumers also include students**
- **Our target consumers are from middle-income and upper-income households**
- **The average salary of our targeted consumers is £31,285 per year**
- **The majority of our targeted consumers are unmarried**

6. Target consumers analysis

- **Our majority of consumers need is to know the latest happenings in hypnotherapy. So, understanding their need, we have come up with the content which suits their interest**
- **Our other set of consumers' needs is to find the solutions for their mental health problems. Understanding the same, we have come up with the content which is useful for them to clarify their doubts and myths.**

7. Market analysis

Porter's 5 forces

1. Buyer's power -

Consumers can exert on businesses to get them to provide higher quality products, better customer service, and lower prices.

2. Alternative solutions -

Consumers might start looking for alternative sources to tackle their challenge of affordability if the price is not affordable.

3. Existing competitors -

There are no magazines that are exclusively focusing on clinical hypnotherapy. But the Journals published on clinical hypnotherapy can be the major competitors, as there is a possibility among the target audience to shift towards them.

7. Market analysis

Porter's 5 forces

4. New rivals -

There is very little scope for the new entrants to enter into the market we are currently in.

5. Partner leverage -

We are not dependent on any partners.

8. Growth Projection

- In the coming five years, we would like to publish two times a year physical copy and two times electronic, flipbook/ebook versions
- We would like to get on board with up to 300 subscribers and become partners of educational events
- We would like to distribute a physical copy in China.

9. *SWOT* analysis

Strengths -

- **Our strong content**
- **Simplification of complex topics, so that the consumer or reader can easily understand**
- **Our monopoly presence in the market**

Weaknesses -

- **Fewer readers or consumers when compared to other commercial magazines.**
- **New to the market**

9. *SWOT* analysis

Opportunities -

- **Scope to enter the other markets as well**
- **Establishing a well online presence and reaching towards a more number of consumers or readers**
- **Enhancing our capabilities to target larger consumers**

Troubles -

- **Troubles from major magazine companies, as there is a higher chance of them entering towards the uncaptured segment**

10. Positioning strategy

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"A positioning strategy is a strategic marketing plan that helps you determine where your business stands in the market and how it should be positioned to attract more customers," - Paul Writer

1. Who am I? -

We are a UK-based educational magazine that mainly focuses on clinical hypnotherapy. We also deliberate articles on issues related to mental health, psychology, and motivational topics. We have our sister representations in the Czech Republic and China. Our magazine is circulated to practitioners and students of clinical hypnotherapy, psychologists, motivational coaches, and educators. It is also read by people who are interested in the subject. The magazine is circulated in the UK, mainland Europe, Asia, and the USA.

10. Positioning strategy ^{PLUS} Hypnosis

2. Why buy me? -

- We are unique from others in terms of providing content
- We make sure our content is easy to read and understand
- We always make sure our price is affordable to the readers or consumers
- We not only come up with the topic on clinical hypnotherapy, but we also publish useful and most required need-of-the-hour topics.
- One can access our magazines online as well

3. Why not buy someone else's?

- We are responsible for our content
- We are someone who's constantly focusing on research and trying our level best to provide you with the appropriate content.
- We are known for our trustworthiness

11. Marketing mix

The 4 Ps of Marketing

1. Product - Hypnosis Plus

Hypnosis Plus is a UK-based educational magazine that mainly focuses on clinical hypnotherapy. It also deliberates articles on issues related to mental health, psychology, and motivational topics. It has sister representations in the Czech Republic and China.

2. Price -

Our price is most affordable to our consumers. The price is £ 7 including delivery.

11. Marketing mix

The 4 Ps of Marketing

3. Place -

The magazine is circulated in the UK, mainland Europe, Asia, and the USA.

4. Promotion -

- We have a plan to advertise on billboards, newspapers, etc...
- We have digital marketing plans, which we will be executed very soon.

12. Buyer personas

The buyer personas are practitioners and students of clinical hypnotherapy, psychologists, motivational coaches, and educators. It is also read by people who are interested in the subject and the persons suffering from mental health issues.

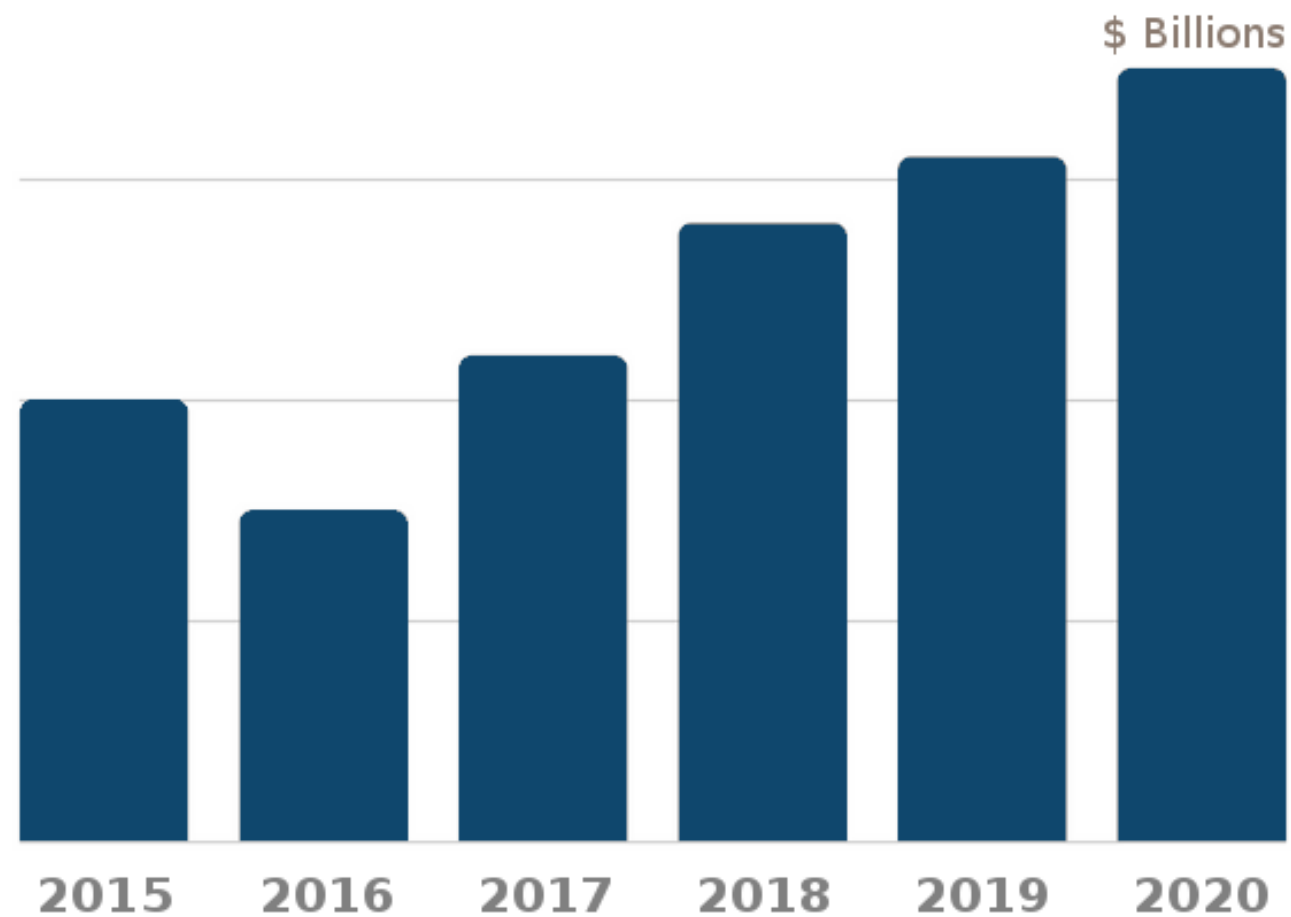
13. Competitor analysis ^{PLUS} Hypnosis

There are no magazines that are exclusively focusing on clinical hypnotherapy. But the Journals published on clinical hypnotherapy can be the major competitors, as there is a possibility among the target audience to shift towards them.

14. Statistics and insights

USA

Market Size



Source: AnythingResearch Magazine & Periodical Publishers Report

EUROPE

CONSUMER MAGAZINE CIRCULATION REVENUE IN WESTERN EUROPE

15.6bn USD

CONSUMER MAGAZINE CIRCULATION REVENUE IN CENTRAL AND EASTERN EUROPE

1.2bnUSD

CONSUMER MAGAZINE PUBLISHING REVENUE IN WESTERN EUROPE

25.44bn USD

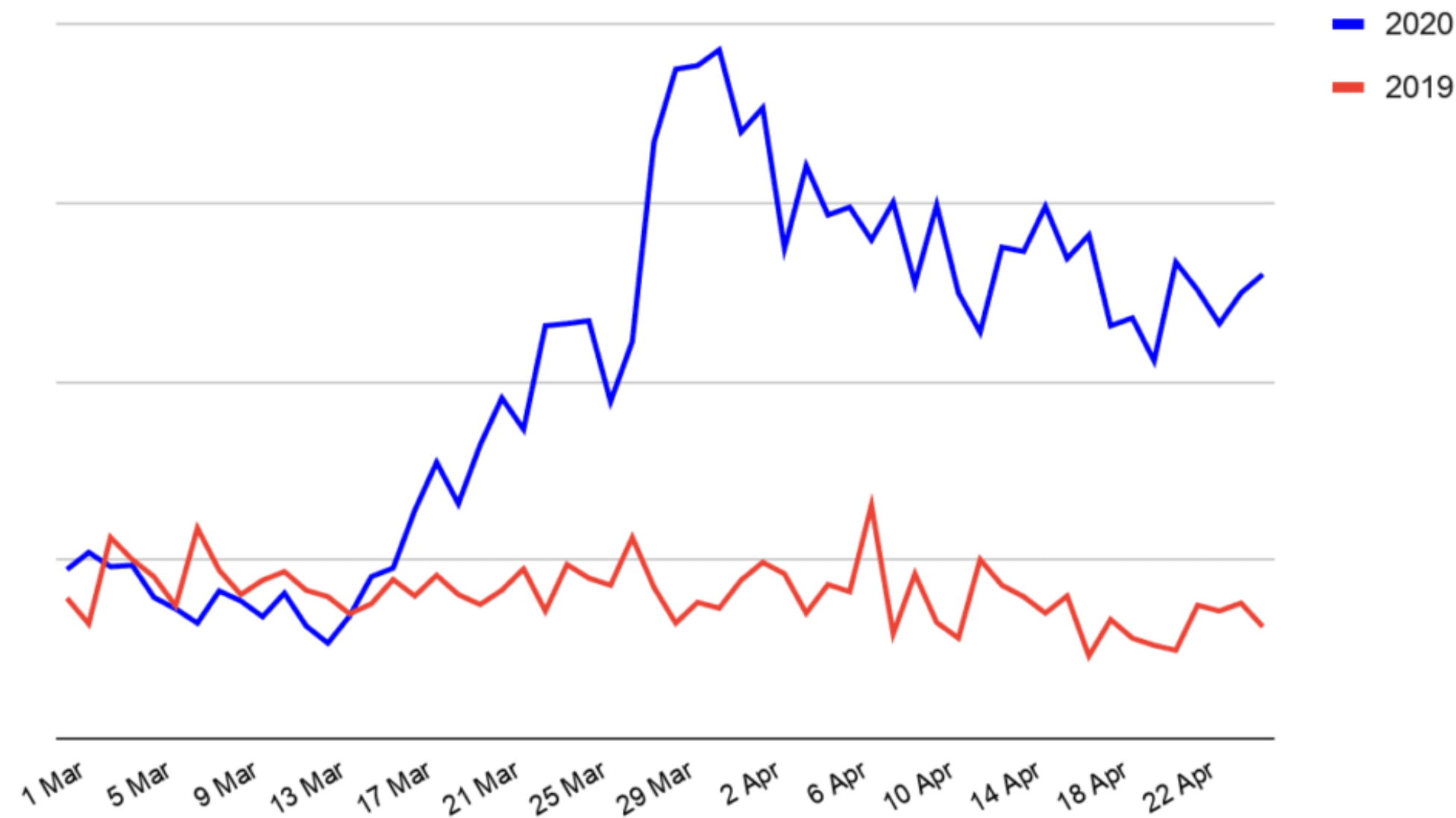
Source: statista.com

14. Statistics and insights



14. Statistics and insights

Magazine subscriptions boom amid the covid crisis



Source: magazine.co.uk page views 23 March to 26 April, 2020 vs 2019