

# **AN END TO END GUIDE FOR STARTING AN ONLINE ASTROLOGER CONSULTATION MARKETPLACE**



**Looking to start a marketplace on your own?  
Astrology is the sector you should be in. Here  
is an end-to-end guide on how to start an  
online astrologer consultation marketplace.**



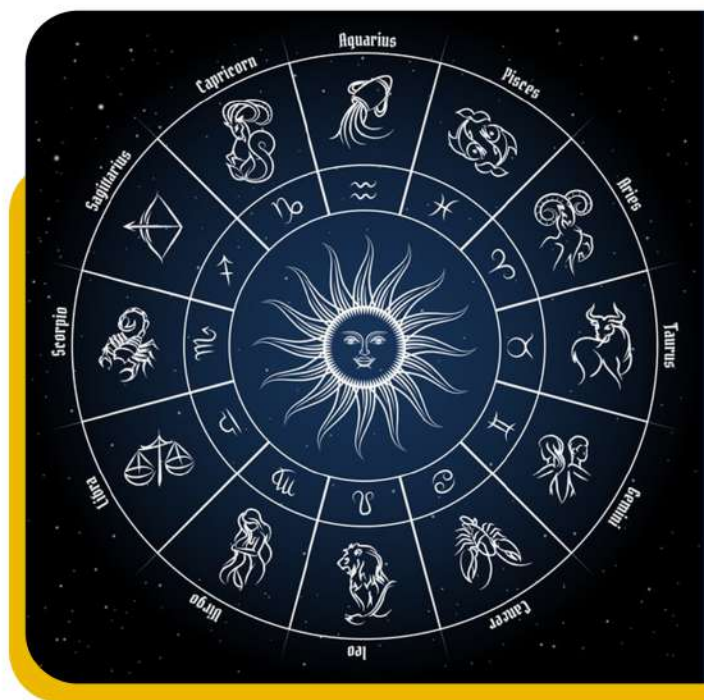
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## Astrology

An ancient art, first believed to be practised by the Babylonians, is making a rebound lately. This trend of new age spirituality has caught up in the minds of the younger generations who are embracing it whole-heartedly. The astrology market has skyrocketed in recent times as there is a constant increase in the number of people fiddling with horoscopes to know about their future.



People usually consult astrologers before doing anything important to ensure success. Some people even depend on astrology for all the life or career choices they make. For example, some visit astrologers to guide them on naming their business or choosing a number for their vehicle.

With the pandemic rampaging the world and most people cocooning inside their homes, consulting the astrologers in person has become highly impossible. This puts the focus on the online astrologer consultation marketplace. It is connecting astrologers and people to go about their astrology-related activities from the comfort of their homes.

A study by Sensor Tower Store Intelligence has revealed that astrology app revenue grew to \$40 million in the US in 2020, a 64% increase from the previous year. With lives entangled in vulnerability and uncertainty, more people are searching for answers with the help of astrology. Astrologers are in high demand due to a booming client base.

So, if you are a budding entrepreneur, the time is perfect to start an online astrology consulting business on your own. This e-book takes you through the different steps involved in starting such a marketplace along with the key trends in it.

## WHY START AN ONLINE ASTROLOGER CONSULTATION

### MARKETPLACE?



Astrology isn't something that sprouted recently. It has been practised for ages. Especially if you look into our ancient mythologies, astrology and astrologers have held important positions in society. Even if the present world is technologically advanced, people still pray to their guardian deities when doing something new and special to ensure good luck. Let us now understand why an online marketplace for astrology is a good option in this modern world.

## **HIGH GROWTH PROSPECTS**

According to a study, the market size for astrology and other related services is valued at \$2.2 billion. This is a huge market that is yet to reach its true potential as the number of organised players and competitors is still low. Given the increasing interest of people in astrology and related services, the market for online astrology consultation seems to be on the verge of rapid growth in the coming days.

## **POTENTIAL AUDIENCE- MILLENNIALS**

A report from the Science Foundation has revealed that most young people believe astrology is scientific. Also, the percentage of people who oppose the idea of astrology hasn't been so low since 1983. According to many experts, astrology is more relatable to the millennials with narcissistic personalities. When we look closer, it is actually true - astrology appeals to the people's basic need of feeling special.

If the startups realise that anything that appeals to the millennials is a wise investment today. This is primarily because the millennials are the population group that has higher disposable income and much time to spare for other activities. According to research, by 2030, millennials are estimated to be five times wealthier than they are today. That's why they are the most valued customer segment for any business, including the astrology consultation marketplace.



## THE INTEREST OF VENTURE CAPITALISTS

Astrology is an excellent area to invest your money in as it is yet to reach its peak, and the future looks very bright for this industry. Such trends are drawing venture capitalists towards investing in various astrology-related applications. Also, the startups that are getting funded today can continuously innovate and bring in more advanced features to their astrology-related product.



For example, Co-Star, an AI-powered astrology app, sends quirky one-liner predictions to users daily. The astrology startup was started in 2017 and has bagged three million+ downloads and more than one million followers on Instagram. This massive growth of Co-star has attracted \$5 million in VC funding from Maveron and Aspect ventures, one of the most significant players in the venture capital world.

## WHAT ARE THE RECENT TRENDS IN AN ONLINE ASTROLOGER

### CONSULTATION BUSINESS?

### CHANGE IN TREND DUE TO PANDEMIC

The pandemic has triggered some major changes in people's behaviours. As much as people enjoy visiting their favourite astrologers, the greater risk of infection and strict lockdown protocols has made them shun the idea of physically visiting an astrologer today.

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## COMBINING MULTIPLE ASTROLOGY RELATED SERVICES INTO A SINGLE PLATFORM

The whole astrology sector consisted of several services, and they were quite fragmented when it was delivered in person. Some of these services include -

- ✓ Creating and reading horoscopes
- ✓ Predicting stars and planets
- ✓ Reading fortunes from tarot cards
- ✓ Selling semi-precious stones
- ✓ Chinese astrology and crystal ball prediction
- ✓ Vastu Shastra, numerology, and Palmistry



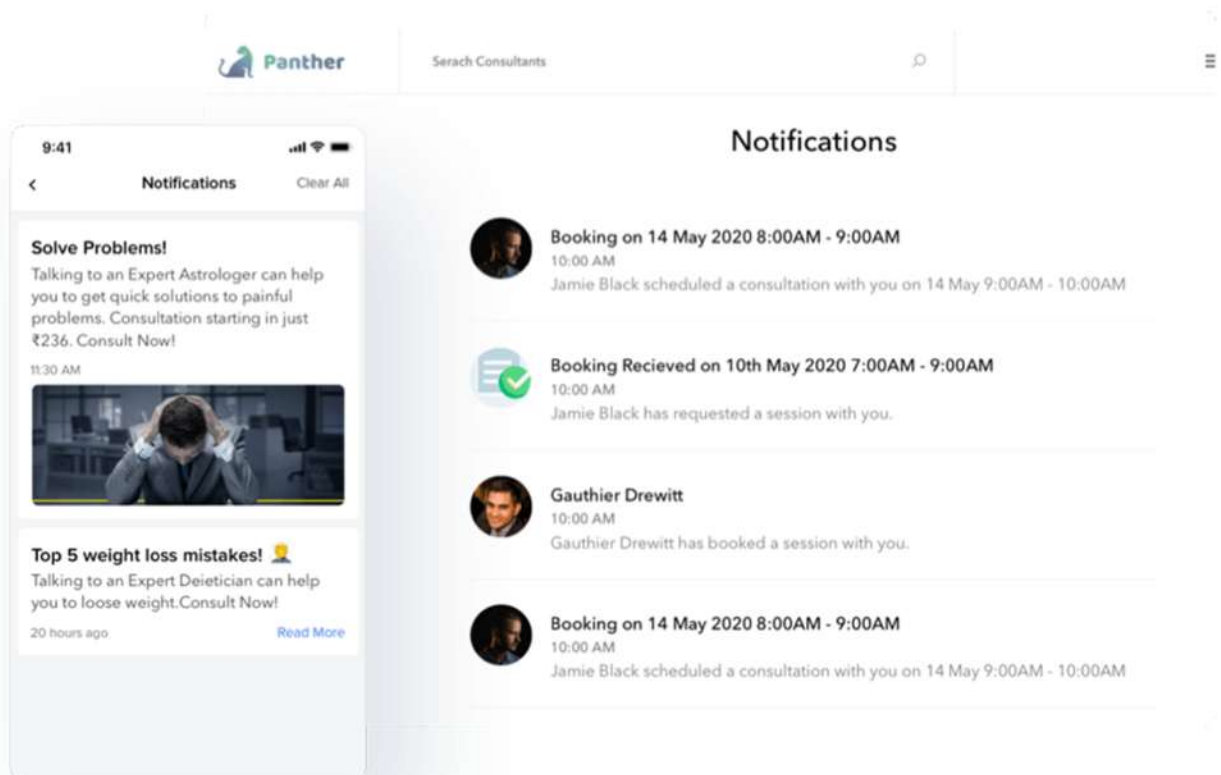
With the advent of marketplaces, these fragmented services are properly organised and integrated onto a single platform (online marketplaces).

## THE ROLE OF TECHNOLOGY

The advent of mobile applications and software in astrology has reduced the time taken to provide accurate predictions without any errors in calculation. Such technologies are greatly helping the astrology market prosper irrespective of geographical boundaries.

Astrology is a science based on mathematical calculations. As a result, technologies like artificial intelligence are extensively utilised to optimise the entire process of astrological predictions using data. As astrology is mainly associated with a better understanding of human behaviour and patterns, technologies like machine learning and deep learning are sought to deliver accurate predictions based on a higher level of understanding of human beings. This helps in generating intelligent responses thanks to the deep analysis of voluminous amounts of data and charts.

## WHAT ARE THE KEY FEATURES OF AN ASTROLOGER CONSULTATION MARKETPLACE?





In this chapter, we will look at some of the basic features that can be included in your astrology online consultation marketplace -

## **EASY SIGN-UP AND PROFILE CREATION**

The first step in an astrologer marketplace is user sign-up and the creation of a personal profile for the astrologers. The sign-up process should be seamless, and you should ask only a handful of details such as phone number/email address and password. You should also offer social login features to let them sign in to your marketplace conveniently. Adding features such as 'forgot password' will make your entire marketplace more trustworthy.

After signing in, the astrologers can create a separate profile for themselves with the basic details such as their area of expertise, services they offer, hourly rates and availability.

## **LISTING FEATURE**

For an online astrology consultation marketplace, the primary function it should serve is to allow astrologers to publish and manage the information about the services they are offering. An easy and excellent listing feature in your app can be a game-changer. If astrologers find it hard and time-consuming to list and manage their services, they will switch over to your competitors. Try to make your platform more enticing for astrologers as they are the cornerstone of your business.

## **CATEGORIES AND FILTERS TO SIMPLIFY THE SEARCH**

Users or customers on an online astrology consultation marketplace often have diverse requirements. For beginners, offering customers different search and filter options will simplify their search. The filters could be related to the various services offered by astrologers. This will help the customers easily navigate between different categories to find the astrologer they are looking for.

## LIVE CONSULTATION

A good astrology consultation marketplace should have features such as chat, phone support, and video call. This is to enable real-time consulting services. You can even offer group chat or group video calls if the event is much bigger, like a wedding. This will allow the users to have a fully immersive experience.

## MULTIPLE PAYMENT GATEWAY INTEGRATIONS

A marketplace is dysfunctional without a payment option. You need to offer payment services in your marketplace by integrating with various payment gateway partners. This will also bring a level of trust to your marketplace and add to the users' convenience. Otherwise, it tends to be difficult to monitor every payment manually. Also, providing a payment dashboard and analytics to astrologers will help them keep track of all their payments and audit them in the future if needed.

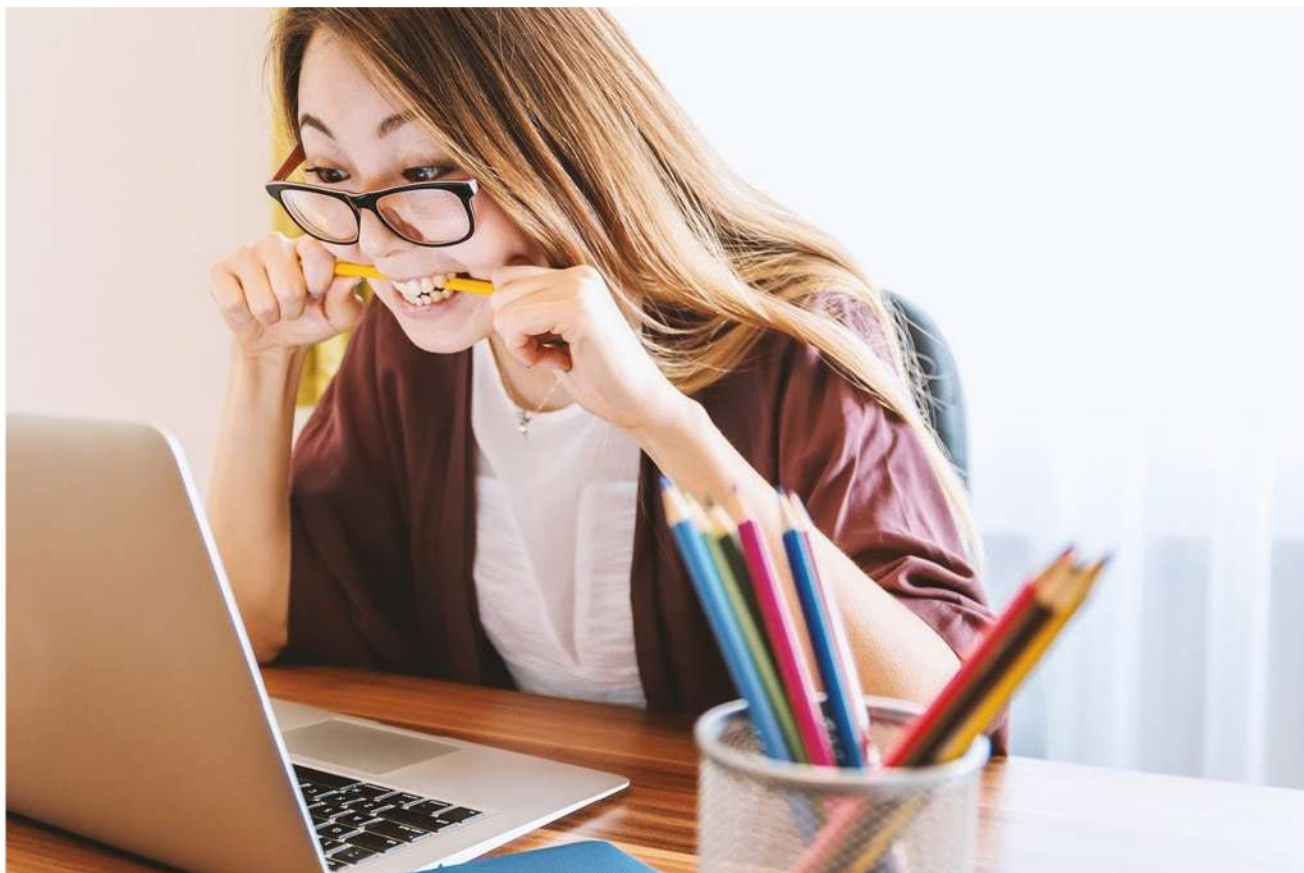
## AI-BASED NOTIFICATIONS

To improve the overall user experience and engage your users in the long run, you can consider sending AI-based push notifications frequently to your customers. When a customer enters their personal details, such as birth time, date, and place, the application automatically calculates other data such as planetary positions and prepares the birth chart with the help of AI. This helps the marketplace to offer daily forecasts to the users through these notifications.





## THE MAJOR CHALLENGES IN SETTING UP AN ONLINE ASTROLOGER CONSULTATION MARKETPLACE



Here are a few of the most common challenges you may encounter when you are building an online astrology consulting marketplace -

### **LACK OF EXPERTS**

Building a marketplace all on your own is nearly impossible. You need to be an expert at multiple things like design, programming, testing, subject knowledge(astrology), etc. Alternatively, you can hire a skilled team comprising experts in these domains. Even with all the resources in place, developing a marketplace can be challenging because the target audience



of astrology is very dynamic. Also, your application will need the help of several complex algorithms for AI-enabled astrological services. Getting people with such a wide range of expertise is difficult, especially when there is a massive demand for skilled people.

## **COMPLETING PROJECTS ON TIME**

Anyone who has experience in building a marketplace or any application for that matter knows how difficult it is to oversee the project and complete tasks on time. Poor managing of deadlines will result in overspending on the project and might even result in poor product quality. Hiring a devoted project manager can help you tackle this issue. A dedicated project manager will streamline all your development processes, setting and maintaining deadlines, and manage the entire application development process. Unfortunately, project managers don't come cheap and demand huge salaries. This significantly adds to your budget.

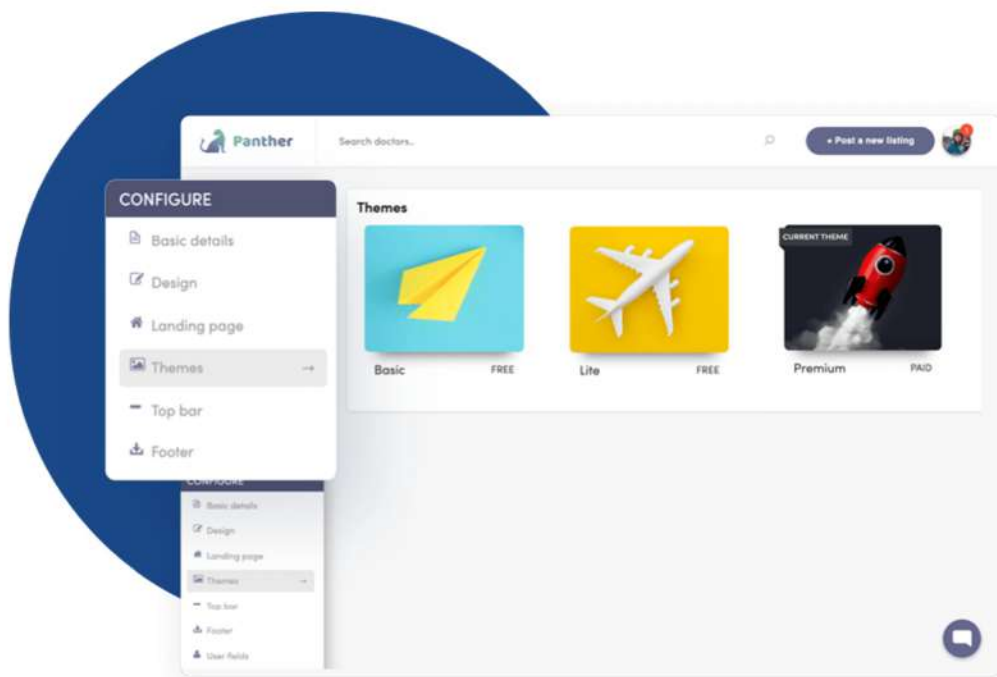
## **LIMITED FINANCE**

Several astrology consulting marketplaces today offer poor quality of service due to budget limitations during development. Not all companies get funded or have enormous budgets to come up with advanced features. When you don't have enough money to complete your project, you need to work with what you have. This leads to poor quality of services in your marketplace, which is again a major challenge you may experience while developing an online astrologer consultation marketplace.

## HOW CAN PANTHER HELP YOU TACKLE THESE CHALLENGES?

As you can see from the previous chapter, building an online marketplace is never easy, and you will be plagued with challenges right from day one. Getting a team of talented developers, cloud architects, and skilled UX/UI designers to build a high-functioning marketplace is beyond the budget for most small and medium-sized businesses.

Rather than going through these hassles, you can choose a third-party online marketplace developing platform like Panther to build it from scratch. The best part is you can build it on your own with zero coding skills.



Panther has a wide range of features and a library of perfectly tailored templates for your astrology consultation business. It helps you build your marketplace and launch your business in a matter of 24 hours. The various features offered by Panther include -

- ✓ An in-app real-time encrypted audio/video conferencing facility to connect with the astrologers.
- ✓ An intelligent dashboard with updated details on appointment bookings, availability, etc.
- ✓ Push notifications with both SMS and email options to remind users regarding their appointments. You can send daily, weekly, and monthly horoscope tips to the users.
- ✓ Safe and secure online payments through multiple payment gateway integrations.
- ✓ A visually enticing and customisable array of themes to set the right look and feel for your astrology marketplace.
- ✓ Compatibility with both iOS and Android platforms. This helps in catering to a wide range of audience across the globe.
- ✓ A devoted support team with marketplace experts to guide you through the whole process and help you manage your business better.



## SUMMARY

Humans have always been intrigued by the idea of predicting the future. This fascination with astrology hasn't worn out even after several centuries. People read horoscope predictions every day in newspapers as a means of entertainment, even if they don't believe in astrology. Though the popularity of astrology is on the rise, the mode of accessing it has changed over the years, especially after the pandemic.

People who once had to visit an astrologer in person or talk over a phone call, are moving to online marketplaces seeking astrological services. The convenience with which users can access astrologers and their services right from the comfort of their homes is the reason behind the rising popularity of astrology.

Entrepreneurs are exploring astrology as a potential business opportunity due to the tremendous market potential it offers. However, looking at the challenges involved in developing a marketplace, many entrepreneurs, especially those with limited knowledge of development and astrology, might shy away from starting a business in this sector.

Panther, an online consultation marketplace development platform, can help you develop instant marketplaces for your astrology consulting business. It helps you to cut down all your developmental expenses and saves you time. You can build a fully functional marketplace on your own without hiring expensive experts.

Want to know more about Panther? [Click here](#) to contact our experts right away.

