

Marketing Analysis and Practice of Huotu Education Network

Jing Li

Wenzhou Polytechnic, Wenzhou 325000, China.

lijinglijng@sina.com

Abstract

The main audience of adult higher education is the people who have already participated in the work but do not have enough time to learn. Although they have various differences, such as occupation, region and age, their learning purposes are the same, that is, to obtain knowledge and corresponding academic qualifications and certificates through part-time in-service learning. With the gradual deepening of marketization and the intervention of various educational institutions, the main body of running a school has become more and more, and there is a market related to students' choice. The audience of "huotu" education network is mainly for those who are eager to learn, want to improve their ability, and have no time to prepare for the unified examination.

Keywords

Education; Website; Extension; Practice.

1. Marketing strategy

1.1. Marketing objectives

"Huotu" education network is people-oriented, to build a third-party platform for academic exchange and sharing, which integrates adult education and training, such as college entrance examination, postgraduate entrance examination, adult self-taught undergraduate examination, skill training and so on. As shown in Figure 1.

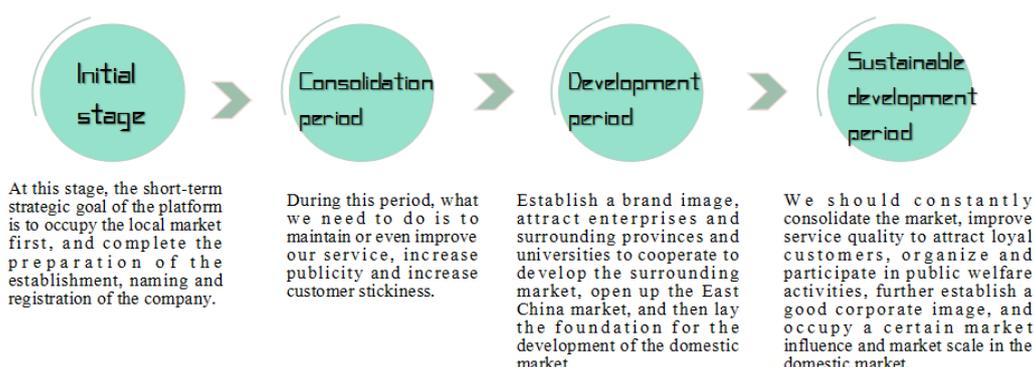


Figure 1. Marketing strategy

1.2. Phase objectives

1.2.1. The first stage: the initial stage

At this stage, the short-term strategic objective of the fire and soil education platform is to occupy the local market first. Before the occupation of the local market, the platform is to promote the promotion. The emphasis is on the promotion of WeChat. We will first establish a WeChat official account, and push a relevant information about the platform, adult education, relevant policies, subjects, and time to sign up every day. In combination with offline promotion,

we will have face-to-face talks with the person in charge of local colleges or universities, introduce the advantages of "huotu" education network, and try our best to persuade more schools and teachers to settle in the platform.

And complete the company's establishment, naming and registration and other aspects of the preparatory work. Rent office space, purchase office equipment, recruit professionals and train employees. Whenever and wherever possible, the official account of the website and WeChat public will be built. The functional forum will benefit by mutual discussion and exchange of information and learning. Large scale publicity with major media and newspapers to improve the visibility and influence of the platform. Establish their own brand image and accumulate intangible assets.

During this period, the team should establish a platform, steadily develop the company, find the needs of all kinds of customers in the operation, and further improve the website according to its suggestions. At the same time, we should increase publicity efforts to make the "huotu" education network platform deeply rooted in the hearts of the people. Our platform will fully tap the market space through user feedback and effective marketing means, occupy the main market share, and lay a good foundation for comprehensively opening up our company's industrial chain and one-stop service system.

At the same time, in the trial operation stage of the platform, an offline study room will be set up to meet the needs of people's daily offline learning and communication. In order to achieve the effect of promotion, the relevant information of the platform is put in the online study room.

1.2.2. The second stage: consolidation period

At this stage, the means of publicity and promotion have achieved results, and the traffic is growing day by day. Huotu education network has gained a certain popularity in Zhejiang market, developed a considerable number of members, and attracted some educational institutions and teachers to settle in.

During this period, we should maintain or even improve our services, insist on ensuring the interests of users, increase teaching resources, screen high-quality teachers, maintain the existing user groups, stimulate consumption, and continue to use various marketing strategies to promote our platform. The urban area where the platform is located should be properly planned, and class intelligent shared bookcases should be set up in cafes and educational institutions.

Continue to go deep into various communities in Zhejiang (especially the communities near colleges and universities) to carry out vigorous publicity, and show our high-quality teaching quality and educational resources to the public.

1.2.3. The third stage: development period

At this stage, other people may imitate our business model and implement a new industry model. Therefore, we need to import CIS (enterprise identification system) to establish our brand image, attract enterprises to cooperate with surrounding provinces and universities to develop the surrounding market, so as to lay the foundation for developing the domestic market. The market area for this stage: East China. Opening up the market in East China is a sign of our entry into the national market (according to Baidu Index, the search geographical distribution of "College Upgraded", "postgraduate entrance examination", "skill training" is mainly concentrated in East China, which is the most economically and culturally developed area with a large number of well-known universities).

Before entering the East China market, our team will first conduct field visits to determine whether to enter the market. We will first choose the small competitive market to enter, accumulate strength in all aspects, and then reasonably compete with competitors, rather than directly compete with competitors.

During this period, our main task is to attract large enterprises in East China to sign cooperation with our company and offer advertising space (most of the re education users want to improve their education level and solve the employment problem). Strengthen product brand, increase communication with users, so that more potential users become loyal users, in the fierce competition in the education industry to really stand firm and grow.

1.2.4. The fourth stage: sustainable development period

At this stage, the number of users increases, the brand has started, and it is in the state of return on investment. We should make full use of the advantages of this stage and extend the "huotu" education network to all provinces and cities in China.

At this stage, what we need to do is to improve the original operation mode of the platform in combination with the needs of national development, formulate personalized learning according to the learning situation of each student, realize the sustainable development of the platform, constantly consolidate the market, improve service quality to attract loyal customers, and organize and participate in public welfare activities (for example, organizing old book donation, poor students' 1 yuan book collection, etc.) To further establish a good corporate image. Further expand the company's business scope and platform trading profit way, and occupy a certain market share in various provinces and cities in China.

2. Positioning of "huotu" Education Network

In recent years, the rapid development of China's education and training industry has also given birth to the development and growth of the education and training market. Due to the low threshold of training market access and rich profits, it has attracted many investors. However, because some training institutions don't understand the education and training market, they can't choose the target market correctly, and they can't position the market accurately, so they are defeated in the competition. Therefore, we must pay attention to target market selection and market positioning.

2.1. Target market

We take the consumers who pursue the promotion of academic qualifications, have Internet thinking, want to improve professional skills and have a certain source of income as the main target customers of "huotu" education network, and take the college students who have no idea of continuing education as potential target customers.

The market positioning of "huotu" education network is to provide a one-stop platform of online and offline education and training for consumer groups nationwide, such as college students pursuing high education background and employees seeking to improve their vocational skills. The most important thing of "huotu" education network is the high-quality teaching resources and huge customer groups. It provides a good learning atmosphere for users by giving certain preferential treatment to the students in Colleges and universities, combined with offline study rooms.

2.2. Market segmentation

Each consumer group is a market segment, and each market segment is composed of consumers with the same needs and desires. Market segmentation is mainly based on geographical segmentation, population segmentation, psychological segmentation and behavior segmentation to divide the target market, in order to achieve the marketing objectives of enterprises. The market segmentation of our project is mainly based on geography and population.

2.2.1. Geographical subdivision -- regional factors

The project can carry out marketing activities in multiple geographical regions. According to Baidu Index, the main market of our project is concentrated in East China, which has superior natural environment, rich natural resources, developed commodity production and complete industrial categories. It is the economic zone with the highest comprehensive technology level in China, and also the most developed economic and cultural region in China. It is followed up by North China, central China, South China and South China As shown in Figure 2, South China is marching forward.

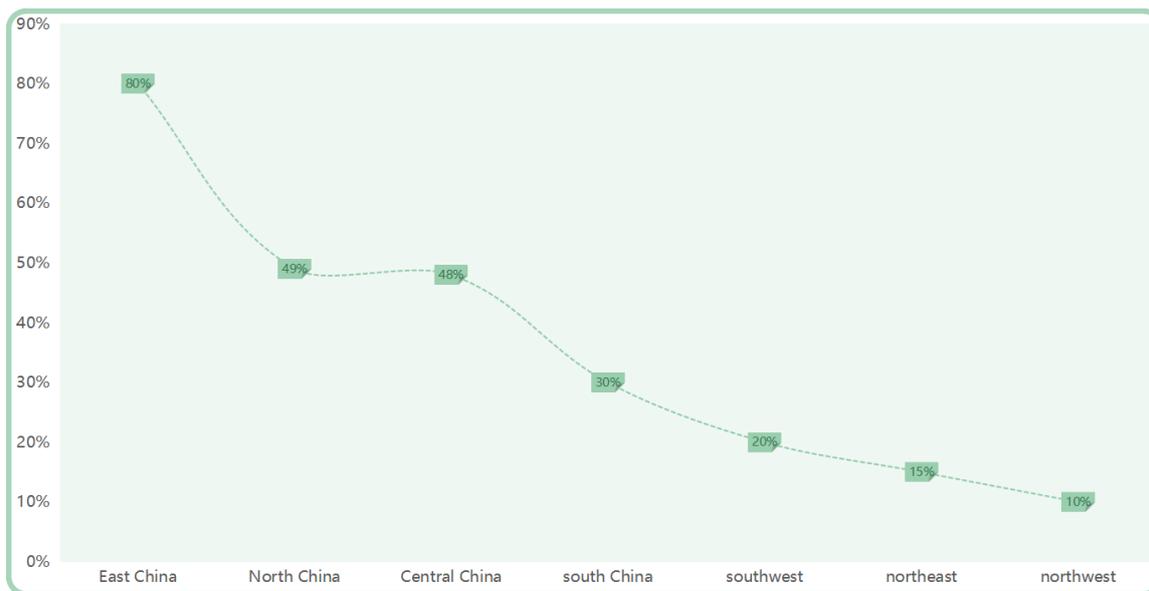


Figure 2. Distribution

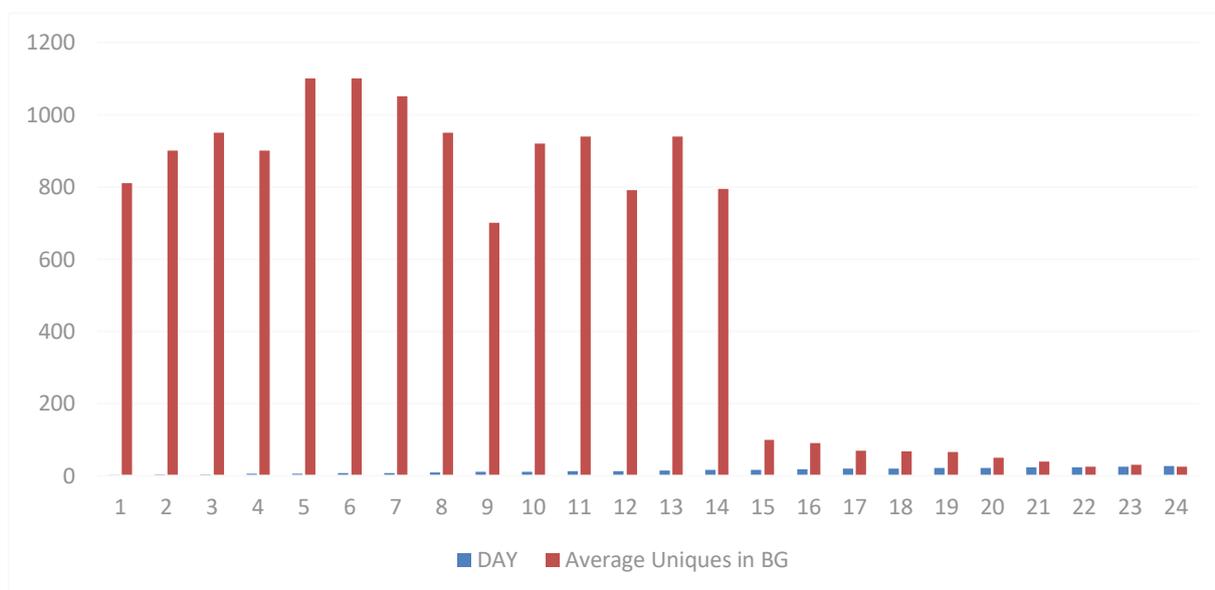


Figure 3. Age distribution

2.2.2. Population segmentation --Age factor

According to Baidu Index, the age of adult education consumers is mainly concentrated in 20-29 and 30-39 years old groups.

a. 20-29 years old

They are active in thinking, in pursuit of fashion, and full of hope for the future. They have just established an economy and are in a period of social role transformation. They pursue the promotion of academic qualifications and professional skills training. They are very curious about the application of VR technology and dare to try it. Most of them haven't got a family yet. They have little burden from their families. They even have a family to help them.

b. 30-39 years old

Young people of this age stage begin to enter a major turning point in their life. In the process of consumption, they not only have the consumption characteristics of ordinary young people, but also have the particularity of this age stage. At this stage, people's career is gradually stable, and their income is also very considerable. They have sufficient funds to support themselves to improve their education and professional skills, as shown in Figure 3.

2.2.3. Occupational factors

According to market research, we can focus the target market on students and employees by occupation.

The student party has plenty of time to enrich itself. Although this group has no income, most of them have a wealthy parent, so they are not poor in money. At the same time, they have a broad vision, and their access to information and knowledge is amazing. Generally speaking, they are closer to the group with high social status in terms of concept, openness and potential value.

Workplace staff work stably and have a certain income, but lack of free time. Their thinking is relatively mature and they pay attention to learning effectiveness.

3. Customer relationship management

The operation of "huotu" education network platform is centered around customers, and the acquisition of customers' needs is the key to the operation.

3.1. Customer relationship building

"Huotu" education network will set up experienced and skilled staff team in the main market to be specially responsible for the establishment and maintenance of customer relationship. Appropriately increase the scale of human resources, and under the conditions of the company's personnel system, build a more reasonable employment and assessment system of customer relationship management personnel, and recruit a group of talents with rich work experience to join the team.

The official account should distribute the "fire and earth" education network through the Internet, the public attention to the public address, distribute leaflets and put billboards, and so on, so that people can become a customer of the platform through in-depth understanding of the "fire and earth" education network, and use the data base technology to collect comprehensive data of existing customers and potential customers.

They should not only master the working knowledge and technology skillfully, but also understand the knowledge of customer relationship management. In the face of problems such as the establishment of customer relationship, we can consult relevant experts in time" The "huotu" education network platform will strengthen staff training and management, and continuously develop new customers for the platform.

3.2. Measures to maintain good relationship with customers

Customer return visit: often communicate with customers by telephone, e-mail and private chat on the platform of "huotu" education network, so as to maintain a good relationship; Activity reminder: timely inform customers when the platform carries out preferential activities; To convey wishes: to express Festival (birthday) blessings and give small gifts to customers during

national statutory holidays and on their birthdays; Customer relationship evaluation and hierarchical control: summarize and analyze the collected customer service information, grade customers according to the customer hierarchical management standards and evaluation results, and implement hierarchical maintenance and management for customers.

3.3. User incentive mechanism

3.3.1. High frequency users

Notice of class opening - push introduction of other course information - course discount activities (anti gold coin, full reduction) - repurchase

3.3.2. If user

Class opening notice - learning progress tracking - reason feedback - other course push - preferential activity notice - long term attention

3.3.3. Low frequency users

Learning progress tracking - cause feedback - planning solutions - long term influence focus

4. Economic environment

In the "residents' income and consumption expenditure in the first half of 2019" released by the National Bureau of statistics, the per capita consumption expenditure on education, culture and entertainment is 1033 yuan, accounting for 10%, as shown in Figure 4.

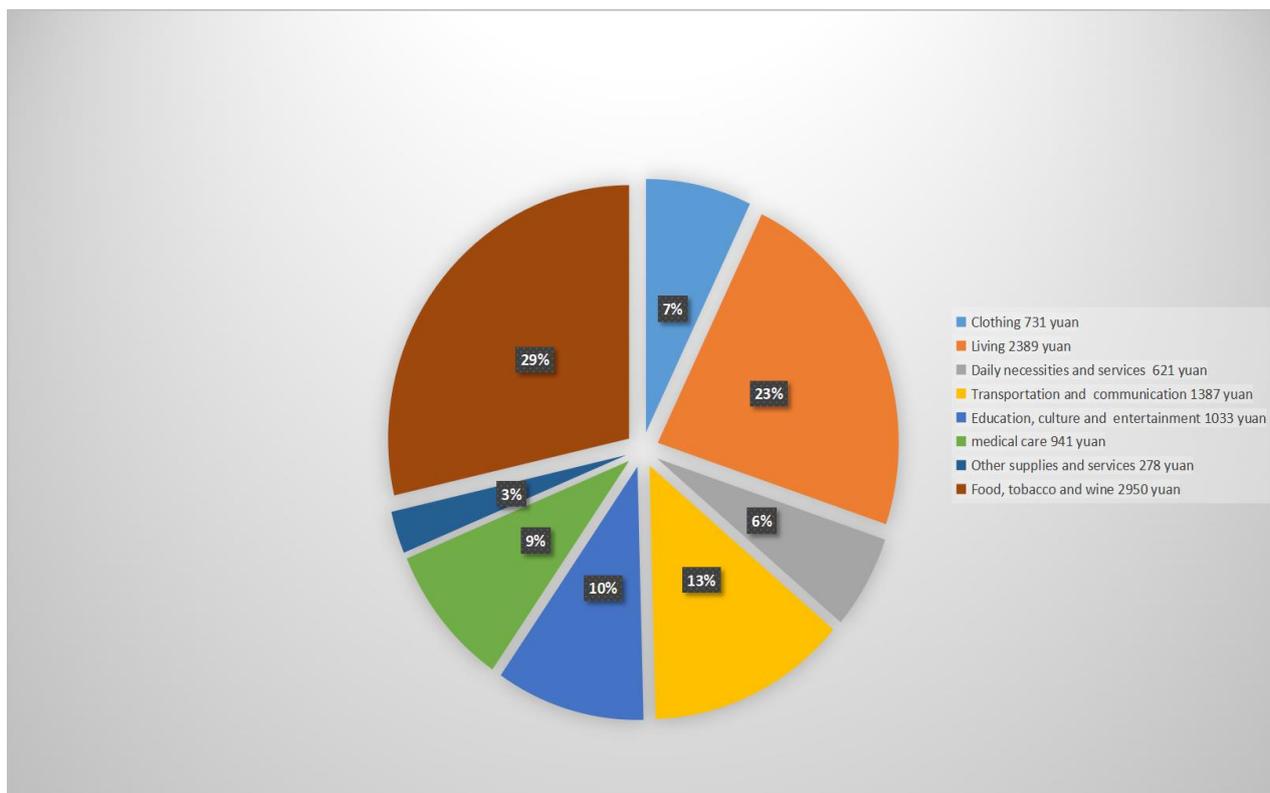


Figure 4. Per capita consumption expenditure and its composition in the first half of 2019

As can be seen from the above data, with the arrival of China's goal of building a moderately prosperous society in an all-round way by 2020, the consumption structure of residents continues to optimize, and the consumption quality continues to improve. Education, culture and entertainment expenditure will increasingly become an important part of family consumption.

5. Social and cultural environment

With the expansion of enrollment in recent years, there are countless opportunities for upgrading. It can be predicted that the proportion of social undergraduate degree will further increase, which is a blow to the young people who only have high school and junior college.

In the 21st century, the social competition is more and more fierce, and the work requirements are higher and higher. Therefore, the level of education is particularly important, whether it is to meet the needs of the work, or to improve their personal cultural level. When you don't know or don't know your ability, education is the first standard of screening. 8.74 million college students will graduate in 2020. In this large group of 8.74 million, 211 university graduates account for about 3.11%, and 985 university graduates only account for about 1.66%. However, according to the analysis of boss direct employment on China's talent market, in the white-collar employment market, employers generally require job seekers to graduate from 985 /211 double first-class universities, and to be a unified undergraduate. This shows that most employers in the selection of resume, undergraduate or above education requirements are basically the lowest.

6. Micro environment analysis

6.1. Market demand analysis

Since 2010, with the rapid development of the Internet, the education industry has been constantly reforming and evolving. Online education has become an important choice for students and office workers to improve themselves, as shown in Figure 5.

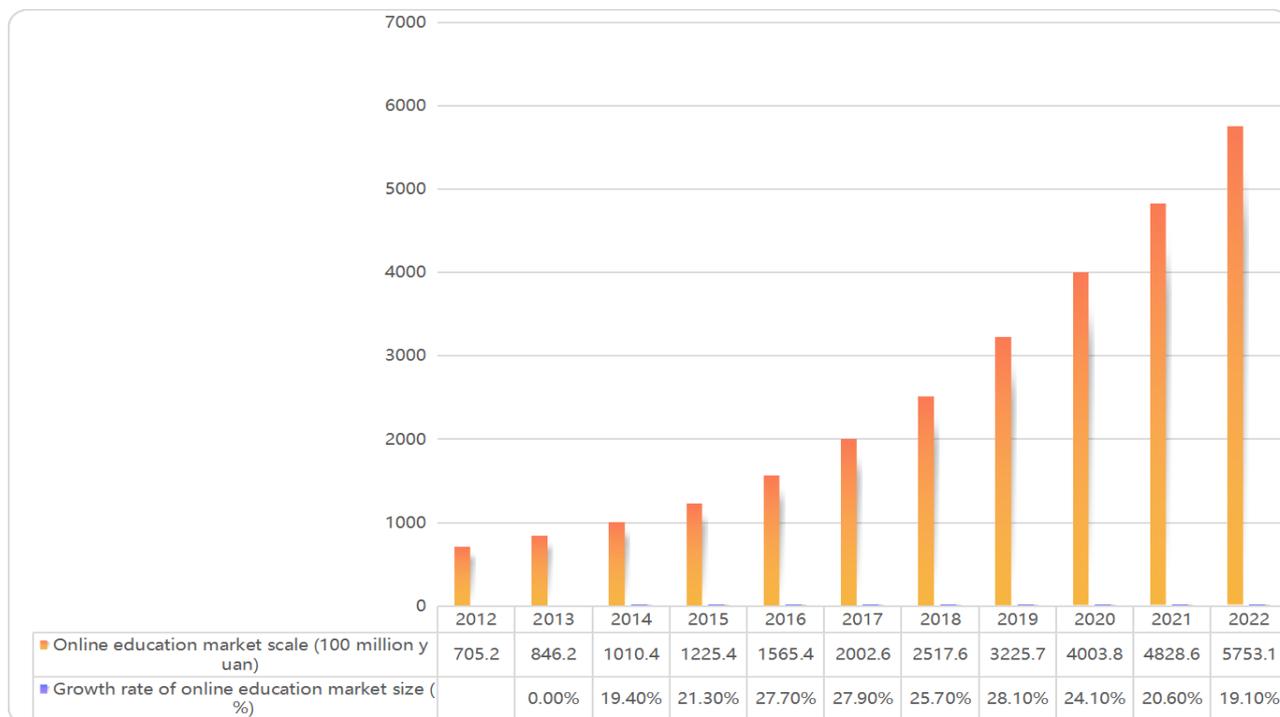


Figure 5. China's online education market size and forecast from 2012 to 2022

According to the data, in 2019, the scale of China's online education market will reach 322.57 billion yuan, with a year-on-year growth of 28.1%. It is expected that the growth rate of market scale will remain between 19-24% in the next three years. In 2019, the rapid development of quality education, online K12 class and higher education contributes to the promotion of online education scale. In addition, the main reasons for the continuous growth of online education

market are the increasing acceptance of online education by users, the growing awareness of online payment, and the improvement of online learning experience and effect.

7. Conclusion

Turn the world upside down in the Internet plus education. The advantages of online education for users, learning behavior autonomy, any person, any time, any place, from any chapter to learn any course; Without the limitation of learning place, it can save time and cost better, and arrange learning time and plan reasonably; The cost of online courses is relatively low, so the price of courses is much lower than that of traditional offline education. Users can choose free courses or buy courses they want to learn according to their own needs.

References

- [1] Chen Xianghui. Construction of Computer Network Website for Education in Ideology and Politics in Colleges[J]. *Journal of Physics: Conference Series*,2021,1852(4).
- [2] Mehreen Ashraf,Afshan Huma. Professional development needs of primary school teachers in Khyber Pakhtunkhwa to teach peace[J]. *Education 3-13*, 2020,48(4).
- [3] Kelly Hobson,Z.W. Taylor. Mentoring.ca: types of mentoring programs featured on Canadian postsecondary education websites[J]. *International Journal of Mentoring and Coaching in Education*, 2020,9(3).
- [4] Choudhery Sadia,Xi Yin,Chen Heng,Aboul-Fettouh Nader,Goldenmerry YPaul,Ho Charles,Viroslav Hannah,Zhang Chelsea,Goudreau Sally. Readability and Quality of Online Patient Education Material on Websites of Breast Imaging Centers.[J]. *Journal of the American College of Radiology : JACR*, 2020,17(10).
- [5] Hu Fang, Cai Xiao, Bai Ding, Zhang Xinyu. Ideological and Political Education in the Teaching of Professional Courses Based on Flipped Classroom Mode—Taking Static Website Design Course as an Example[J]. *Creative Education Studies*,2020,08(01).
- [6] Jarkovská. The European Union as a child molester: sex education on pro-Russian websites[J]. *Sex Education*, 2020,20(2).
- [7] Submission for OMB Review; Child Care and Development Fund (CCDF) Consumer Education Website and Reports of Serious Injuries and Death[J]. *The Federal Register / FIND*,2020,85(036).
- [8] Semen Son Turan,Wim Lambrechts. Sustainability disclosure in higher education: A comparative analysis of reports and websites of public and private universities in Turkey[J]. *International Journal of Sustainability in Higher Education*,2019,20(7).