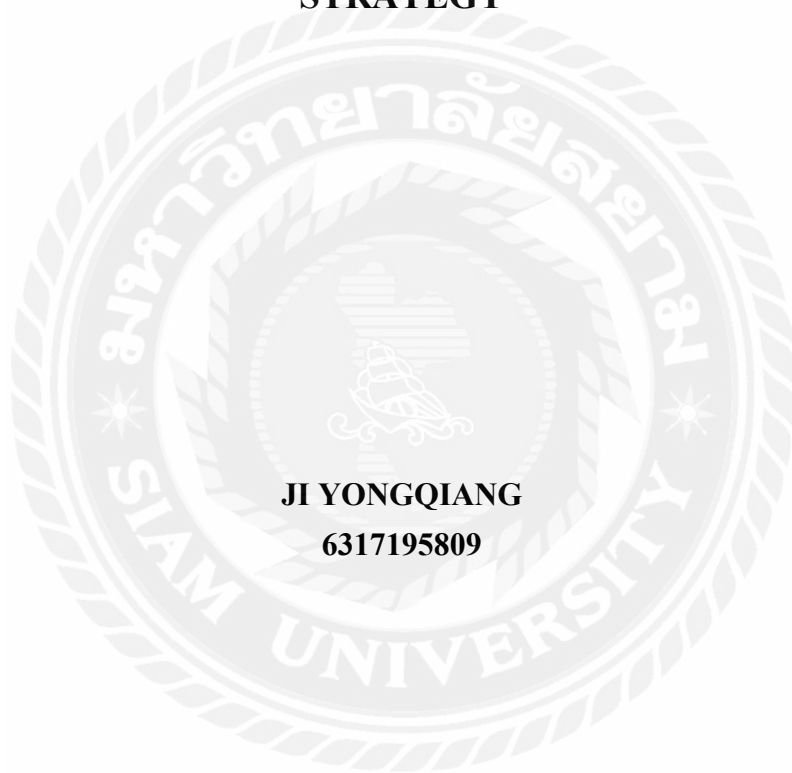




**OPTIMIZATION STUDY OF AIJIAO'S DIGITAL MARKETING  
STRATEGY**



**JI YONGQIANG  
6317195809**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR THE MASTER'S DEGREE OF BUSINESS  
ADMINISTRATION GRADUATE SCHOOL OF BUSINESS  
SIAM UNIVERSITY**

**2022**



**OPTIMIZATION STUDY OF AIJIAO'S DIGITAL MARKETING  
STRATEGY**

**Thematic Certificate**

**To**

**JI YONGQIANG**

This Independent Study has been Approved as a Partial Fulfillment of the Requirement  
of International Master of Business Administration in International  
Business Management

Advisor:.....

(Dr. Zhang Li)

Date: .....15/.....5/.....2023


.....  
(Associate Professor Dr. Jomphong Mongkhonvanit)  
Dean, Graduate School of Business Administration

Date.....01/09/.....2023

Siam University, Bangkok, Thailand

**Title:** Optimization Study of AIJIAO's Digital Marketing Strategy  
**By:** Ji Yongqiang  
**Degree:** Master of Business Administration  
**Major:** International Business Management

**Advisor:**

  
.....  
(Dr. Zhang Li)

15 / 5 / 2023  
.....

### ABSTRACT

The top companies in the education and training industry have strong teachers and financial resources, and have been actively developing online courses and digital marketing in recent years so that the market share of offline education in second and third-line cities will be occupied. To keep pace, traditional enterprises need digital reform, and digital marketing is the first step. In the future, China's online education market will gradually become more rationalized and standardized, and users' awareness and acceptance of online education will increase, and the awareness of paying for online education will also be strengthened.

It is expected that the average annual growth rate of online education will remain around 20% in the next 3 to 5 years, and although the growth rate may decrease, the high growth momentum will remain steady.

An education and training company is mainly engaged in K12 offline education and has many advantages in this region. In the competitive external environment, AIJIAO is actively adjusting its strategic direction to develop online products while consolidating offline products. Considering the timeliness and convenience of digital marketing, AIJIAO tried to use online platforms, search engines, and social media to promote its products, however, the results did not achieve the expected results. Faced with the rapid development of leading companies and excellent content marketing, AIJIAO began to examine its marketing problems.

This paper took the digital marketing of on the education and training company AIJIAO, as the main research object, combined with combing STP theory and digital marketing theory. The problems of the current digital marketing strategy of AIJIAO were: 1) the AIJIAO attaches less importance to digital marketing; 2) employees generally lack digital marketing awareness; 3) not fully utilizing digital media, such as social media for online interaction; 4) the content level of digital marketing needs to be strengthened; 5) lack of professional talents. To make digital marketing effective, potential customers must first be exposed to the company's products and then

understand them. This step can only be done through various marketing activities in addition to customer word-of-mouth.

**Keywords:** digital marketing, marketing strategy, STP theory, 4R theory



## Declaration

*I, JI RONGQIANG, hereby certify that the work embodied in this independent study entitled "OPTIMIZATION STUDY OF AIJIAO'S DIGITAL MARKETING STRATEGY" is result of original research and has not been submitted for a higher degree to any other university or institution.*

*Ji Yongqiang*

(JI YONGQIANG)

May 12, 2023



## ACKNOWLEDGEMENT

Thank you to my supervisor, Dr. Zhang Li, for providing guidance and feedback throughout this project. Thanks also to my family, for putting up with me being sat in the office for hours on end, and for providing guidance and a sounding board when required.



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# Chapter 1 Introduction

## 1.1 Background of the Study

The boom in Internet technology and the widespread use of smartphones have led to the rapid integration of digital lifestyle into people's daily lives. Digitalization has become a more profound influence on people's daily lives than we realize, and the active participation of the public in social media has overturned traditional business and marketing models, especially the rapid development of digital marketing (Li & Zhang, 2018). Digital marketing is gradually replacing traditional marketing models by virtue of the speed of network communication, channel diversification, and widespread popularity. In such a context, traditional enterprises must be based on big data analysis, from the crude marketing model to enhance the digital marketing model of precision placement (Dai,2019).

In this context, this paper will study and analyze the current digital marketing strategy and problems of A education and training company, in order to optimize the digital marketing strategy, make the marketing more efficient and bring more benefits to the company (Zhang, 2013).

## 1.2 Problems of the Study

Traditional marketing methods are difficult to adapt to the development needs of the digital era due to high costs and accelerating audience shrinkage, and digital media has become the new choice for advertising in the domestic education and training industry, although the continuous updating and iteration of digital marketing tools and methods have expanded the marketing promotion channels, but also in the diversion of existing customers, while also increasing marketing costs (Zhou, 2019). The industry's leading enterprises, emerging Internet education companies and large capital investment companies are driving the education and training industry to face increasingly fierce competition in the market, so it is particularly important to establish a scientific and effective marketing system, how to combine the interactive characteristics of the Internet, develop accurate and effective digital marketing, and how to innovate and effectively carry out marketing communications (Yang, 2020).

Company AIJIAO has a lot of advantages among local enterprises of the same level, but now, during the period of strategic adjustment, it is hoped that it can keep pace with the leading enterprises and make a review and optimization of digital marketing strategy (Jiang & Huang, 2011).

### **1.3 Objective of the Study**

In this paper, we study the existing digital marketing strategies in the education and training industry, combine the actual situation of Company AIJIAO, reposition the target customers, and then summarize the problems of Company AIJIAO's digital marketing through primary research data and indirect literature, analyze the causes and find out the urgent problems faced by the company's digital marketing strategy (Li & Zhang, 2018). In addition, the 4R theory provides the basis for the optimization of the company's digital marketing strategy, clarifies the direction of its digital marketing optimization, and proposes a suitable optimization plan for the company to provide suggestions for subsequent rectification, hoping to provide ideas for the optimization of Company AIJIAO's digital marketing strategy, so that it can maintain a strong overall competitiveness in the industry (Zhou, 2019).

1. Investigate and analyze the existing marketing strategy of the company, and find out the problems it is facing now.
2. Research and sort out the digital marketing strategy, and provide the basis for the establishment of digital marketing strategy for the company.
3. Establish and optimize the company's digital marketing strategy.

### **1.4 Significant of the Study**

The significance of this topic is mainly the following two points: First, the significance of the company's own development. The education and training industry is in full swing, and all companies are trying to create their own unique curriculum programs in the hope of capturing more market share (Yang, 2020). Through the analysis of Company AIJIAO's marketing situation, we aim to reflect on the traditional training company's perspective, reflecting on the traditional marketing methods and low conversion rate of new students in the face of fierce competition, increasingly stringent qualification requirements, and the proliferation of online training diverting some customers.

Then, combining with the 4R theory, we focus on the ultimate win-win situation between enterprises and customers, forming interactive relationships with customers through Reach and Relationship, and propose an optimization plan that is in line with the company's current digital marketing strategy, with a view to improving the actual

operation of Company AIJIAO's digital marketing and helping the company to actively adapt to the current market changes.

The characteristics of Company AIJIAO are universal: first, it is the epitome of a traditional training company; second, its products have their own characteristics, but they are not irreplaceable; third, it lacks technical content and its core competitiveness is not strong; fourth, the labor cost of the industry is high; and fifth, it is seriously suppressed by the leading enterprises in the industry. Most of the traditional small and medium-sized training companies in China are in a similar situation, and even the marketing methods adopted are similar. By analyzing and optimizing the digital marketing strategy of Company AIJIAO, we can get a glimpse of the whole picture and contribute our experience to the digital marketing strategy of the industry, hoping that it can have some reference significance to the digital marketing of education and training companies at the same level.

### **1.5 Limitation of the Study**

Due to the author's limited academic level and knowledge, there are still many shortcomings in the research scope of the topic, and the marketing strategy is limited by the company's location and various resources (Zhou, 2019). I hope that more researchers will study the purchasing needs, habits, and behaviors of consumers in second and third tier cities from the actual level of the company, and make more practical and instructive suggestions following the principles of precision marketing to make up for the shortcomings of this paper.

## Chapter 2 Literatures Review

### 2.1 Literatures Review

Giobbe (1994) published "Marketing Plans for the Digital Age", when the commercial use of the Internet was just beginning, and the author pointed out that the digital age would come sooner or later. According to Philip Kotler (2011), Marketing 3.0 is a shift from product-centric to consumer-centric marketing, where companies should shift the purpose and focus of marketing from traditional marketing to active interaction with consumers and involve them in the process of creating marketing value. The book Marketing Revolution 4.0, From Traditional to Digital gives the definition of digital marketing as modern marketing based on big data, community, and values (Philip, 2017). Philip Kotler (2015) in his book Principles of Marketing (16th edition) states that with the proliferation of precision targeting and the development of digital technologies, digital social media marketing will become the fastest growing direct marketing model and an important means of approaching the market, while also needing to be combined with other tools of the integrated marketing mix. In "Digital Marketing" by Avery Kraftman and Chris Horton (2015), it is proposed that marketing communications are no longer business-centric and passively received by consumers, but that businesses and consumers need to intimately co-create the community world of the brand. In Digital Marketing Strategy, Eric Greenberg, Alexander Kates et al. (2016) outline digital marketing channels as: search engines, mobile marketing, video marketing, and social media marketing; in addition, content marketing occupies a central position in digital marketing, with the goal of driving leads, attracting, acquiring, and retaining a clearly defined audience through the creation and distribution of relevant content.

Carlos Flavian et al. (2009), in their study of online communication, stated that web design is a key factor in gaining active participation, which influences the perceptions and behavioral outcomes of users and online consumers; website design should make navigation simple and easy enough to provide clear, timely, and accurate information content and appearance to attract the attention of users. According to Lu, wanting (2018) and others, WeChat marketing is the use of the WeChat public platform, its database and applets to design WeChat functions such as microsite, micropayment, micro membership, and microevents to meet the marketer's purpose of reaching and interacting with consumers and reaching transactions. For example,

McKinsey & Company's Global Senior Managing Partner, Phil Meffitt, in "The 1 to N Guide to Digital Survival", has developed a practical framework for digital transformation of traditional enterprises (Jürgen & Sasha, 2018); Adele Swetwood, Senior Vice President of Global Marketing at SAS, in "Smart Marketing: A Guide to Digital Transformation of Marketing Departments", describes the entire process of digital marketing for enterprises and proposes that Digital marketing is based on data analysis, which provides guidance for digital transformation (Adele, 2019). Ji Xiaoyi (2013) published the article "Xiaomi: Engagement, the soul of new marketing", mentioning that Xiaomi's digital marketing makes full use of microblogs to manage rice fans, and the R&D team and fans can interact and communicate with each other technically to obtain the common needs of users and enhance their sense of involvement and identification with the brand. According to an article by Yue Pinying (2014), Internet technology has created a new era, and people have changed their habits and thinking in the Internet era, which in turn has changed the methods and directions of marketing. However, at the root, the essence of marketing to deliver information has not changed. In their analysis of e-commerce, Chih-Bin Kang and Hsi-Huang Huang (2014) argue that integrated digital marketing strategies have been effective in real-world cases, and the consumer-led, service-based advertising model has changed; starting from the actual needs of the consumer audience, a win-win cycle for both companies and consumers has been achieved.

Research on the marketing operations of the Facebook enterprise platform has shown that Facebook social media has become an important information platform for small local learning and training businesses to reach out to student groups. These small businesses form a collection and use Facebook social media to create a brand for local education and training, and then use the brand to push information to students and parents who need it, so that the customer base can choose the training institution they are interested in nearby to study (Dai,2019). Zhang Hua (2013) took the education and training industry as the research object, started from the market environment of the education and training industry, analyzed the market characteristics and the necessity of implementing Internet marketing in the industry, and completed the framework design of the Internet marketing implementation plan for the education and training industry by combining the analysis of the Internet marketing information dissemination methods in the paper. He Qian and Yan Hui (2017) studied how training enterprises use WeChat to promote courses, maintain customer relationships, and build corporate image, explored the reasons that restrict

WeChat marketing in training enterprises, and proposed that enterprises should strengthen the connection between channels and fully improve the quality of marketing content according to the real situation. In order to better adapt to the current new media environment, educational institutions should take the initiative to introduce new media technologies, connect to major media platforms in multiple directions, and carry out modern online marketing, so that the education and training industry can enter the public's vision with a new posture (Zhou, 2019).

Comprehensive above domestic and foreign related research, found that domestic and foreign scholars have done a large amount of research on digital marketing, foreign scholars are more mature theoretical research; education and training field research is also very much, that is, there is research on market marketing, but also digital marketing research, mainly focused on digital marketing theory body, channel research, technology implementation. Domestic digital marketing research focuses on Internet companies, traditional industries are habitual and dependent on traditional marketing channels, lack of digital marketing awareness, digital marketing development is relatively slow, but the adoption of digital marketing is the general trend, more and more companies are trying digital marketing

## **2.2 Theory of Review**

### **2.2.1 STP Theory**

In the 1950s, the American marketing scientist Wendell Smith proposed the concept of market segmentation, which further promoted marketing into a new stage of target marketing (Dawn, 2003); later, the American marketing scientist Philip Kotler further improved and finally formed the STP theory, which suggested that as a company, to quickly and accurately gain competitive advantage in the market, it is necessary to carry out specific market segmentation based on the existing market of the Company AIJIAOnd to outline the characteristics of these segments, and then to measure which are suitable for the market. He proposed that if a company wants to gain a competitive advantage in the market quickly and accurately, it should make specific market segmentation based on the existing market, and outline the characteristics of these segments, and then measure which segments are suitable for the future development of the company, and finally position the selected target market (Philip, 2017).

The STP theory refers to the process of segmenting the market according to certain categories and then identifying the main target consumer market, and finally positioning the product or service in the exact location of the target market. STP is an acronym for Segmentation, Targeting and Positioning, which is the process of identifying target consumers.

The process of marketing planning using STP theory is to select a market segment with a certain scale and development prospect as the target market based on the company's own strengths and product characteristics, then position the product to meet the standard of the target consumer's preference, and then communicate the message to the target customers through multiple marketing tools to make them notice the value of the product and realize that it is theirs. Then, through multiple marketing tools, we can convey the message to the target customers to make them notice the value of the product and realize that this is the product they need. The author tries to apply this theory to analyze the characteristics and needs of Company AIJIAO's target customers by repositioning them, to lay the foundation for the optimization of the subsequent digital marketing strategy.

The main audience of Company AIJIAO's products are kindergarten, primary and secondary school students, and the target customers are their parents.

The STP theory is the core of marketing strategy, which is a guideline for Company AIJIAO's marketing strategy and provides a theoretical basis for pinpointing target consumers to achieve precise marketing.

(1) Segmentation. Market segmentation refers to the process of dividing the overall market of a product into a number of markets consisting of different consumer segments based on the differences in consumers' geography, needs, and purchasing habits according to the results of a thorough market research (Suzon, 1992). In the market economy, consumers' needs determine their consumption and value. The target customers of the education and training industry are mainly parents of students, who have certain knowledge and understanding of the industry's products, but the education and training industry is easily replicated and predominant, so in the future marketing, the company needs to do a good job of market segmentation, understand the pain points of target customers and adjust the product range in time to reduce customer In the process of specific segmentation, it is possible to make the product

range more flexible. In the process of specific segmentation, it can be divided according to age, region, and curriculum needs. We can also use holidays to invite customers to bring their friends and relatives to experience the courses to further bring them closer to the target consumers. In addition, we should also make full use of digital media to invite target customers to experience the service in order to enhance the brand's influence and interactivity.

(2) T (Targeting) to determine the target market. The double attack of online education and offline head education enterprises makes local small and medium-sized education and training institutions under great pressure to survive, therefore, after the market segmentation to determine the target customers, it is necessary to choose the exact target market. With the in-depth analysis of the questionnaire results, we learned the target customers' demand for courses and their channel preferences for receiving course-related information. Based on this, the company's marketing strategy was adjusted to the optimal mix (digital marketing combined with offline activities) in order to communicate the service more precisely. The various forms of offline experience activities are targeted around the target customers to make them feel more involved and have more intuitive experience.

(3) P (Positioning) target market positioning. Market positioning is the process of target customers gradually getting to know and understand the brand and eventually becoming customers. In this process, enterprises should quickly shape the product into an image different from that of competing products, and then accurately convey this image to customers through a series of marketing combinations to gain customer recognition, fight for some market advantages, and then occupy the target market. However, the fast-changing market requires companies to have the ability to anticipate or follow market changes, so the company's products have to continuously improve the degree of specialization in order to enhance their own advantages.

Market positioning theory focuses on positioning products and services in the minds of target customers, and products must be valuable in the minds of target customers in order to facilitate successful transactions. Companies should determine their position in the market by differentiating their products and positioning them competitively in the market based on an in-depth analysis of many competitors (Luo, 2019).



### 2.2.2 The 4R Theory

The famous American scholar Don Schultz (2014) proposed the 4R marketing theory: Relevance, Reaction, Relationship and Reward; Elliott Attenborough proposed the 4R marketing theory, namely, Relevance, Reaction, Relationship and Reward. Based on the theories of these two experts, Kotler Consulting Group (KMG) partners Dr. Cao Hu, Dr. Wang Sai and Dr. Qiao Lin, IRA proposed the 4Rs theory of digital marketing, the 4Rs are: Recognize (for the digital image and identification of consumers), Reach (digital information coverage and reach), Relationship (to build sustainable relationships), and the 4Rs theory.) The 4Rs are: Recognize (for the digital image and identification of consumers), Reach (digital information coverage and reach), Relationship (to build sustainable relationships), Return (to achieve transactions and returns), the above four Rs form an operational cycle, understanding, application, implementation, and feedback (Peng, 2017).

(1). In the digital era, companies can analyze consumer behavior through big data tracking, for example, tracking of cookies and pos payment data, and analyze these tracking data to form a big data user profile (Yang, 2020) and know their preferences and needs for products. their preferences and needs for products. This allows companies to design products that better meet the needs of their target customers and make it easier for them to pay attention to them.

(2). Reach: After the target customers are identified in the previous step, the information products should be communicated to them in an appropriate way according to the target customers' preferences. In the traditional business era, product information is disseminated through brick-and-mortar stores, newspapers, TV commercials, outdoor advertisements and other media, while in the digital era, it is reached through search engines, social media, AR, VR and other means, so choosing how to reach the target customers is an important step in customizing marketing strategies.

(3). Relationship: Companies identify target users and product information to reach them, but not to determine the effectiveness of marketing, because the first two R only anchor customers and product information to reach, how to convert the target customers into customers, depending on whether the trust of the target customers, this step is an important part of the sales contract, is to establish a continuous relationship with the target customers.

(4). Return: This last step is to get a return. From the beginning of marketing to invest in various costs, is to get a return, that is, how to realize the problem. The first three R's have already paved the way, so how to manage the fan economy and make fans become promoters and loyal customers is the goal of every company's digital marketing strategy.

## 2.3 Research Frameworks

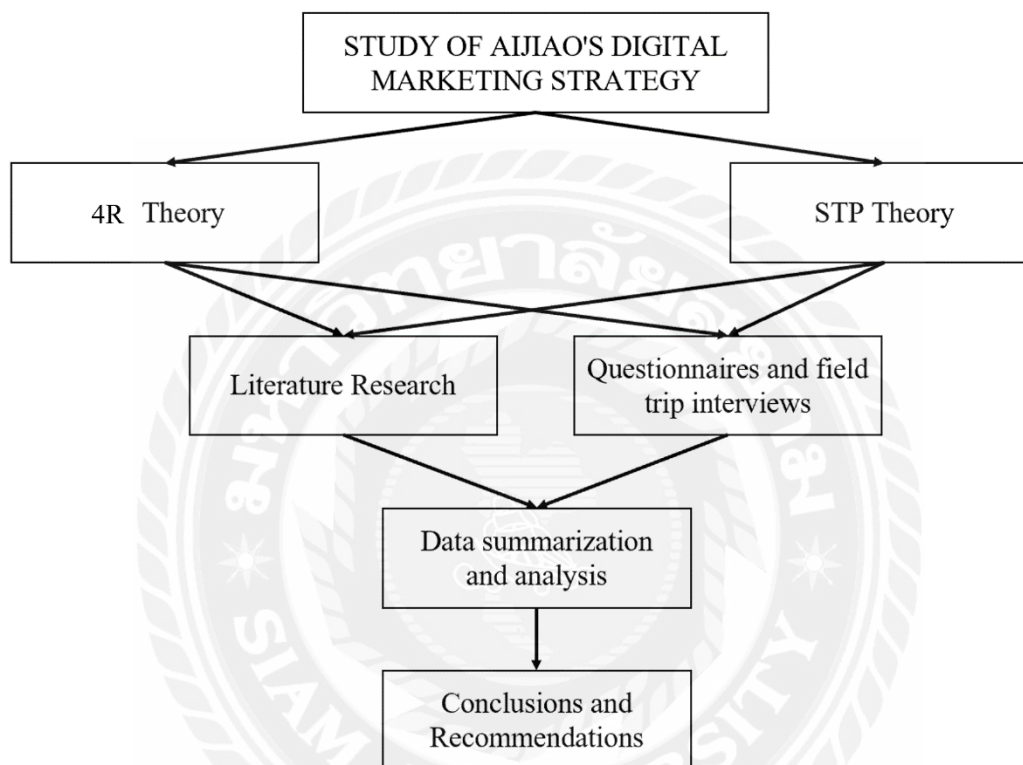


Figure 2.1 Research Frameworks

## 2.4 Terms and Definition Used in This Study

### 2.4.1 The concept of digital marketing

Digital marketing refers to the communication practice of promoting products and services using Internet information technology, computers, and digital communication channels, which communicate with consumers in the most convenient way in order to develop new markets and tap new consumers. Digital marketing requires the use of technologies and channels of online marketing, such as: social media, and includes communication channels that require the Internet, such as non-Internet channels: television, radio, SMS, etc. (MBA Think Tank, 2022).

Digital marketing is not a low-end combination of various digital tools, such as search engines, microblogs, WeChat, etc., in the implementation of marketing strategies, but the deep integration of products and marketing in business operations, in order to achieve the purpose of improving customer acquisition and user stickiness. As mentioned in "Marketing Strategy in the Digital Age", digital marketing is not a channel or a technology, it requires an upgrade of marketing strategic thinking and an embrace of technology, especially big data technology, which requires the establishment of content platforms and digital platforms to integrate these new tools and applications (Cao & Wang, 2020). Many companies are now committed to using big data to obtain consumer preferences, consumption behavior, consumption levels, etc., to paint a picture of the user, and then use digital channels to accurately market to customers and improve sales success, which shows that modern marketing has moved from the traditional crude to precise, digital marketing allows companies and customers in the interactive communication, there are more opportunities for contact.

#### **2.4.2 The main ways of digital marketing**

The main methods commonly used include: search engines, brand websites, social media (WeChat, Weibo, Jitterbug, etc.), implant advertising, e-commerce (Taobao, Jingdong, Jindo) and so on. Different industries have different marketing methods, but the education industry uses more digital marketing methods such as brand websites, social media, and search promotion.

(1) Brand website: The traffic imported through search on the Internet will mostly be directed to the brand website, which has the function of helping companies to attract consumers and marketing to customers.

(2) Internet search engine marketing: SEM (Search Engine Marketing) is a marketing tool that allows companies to use the time when customers retrieve information on the Internet to convey marketing information to customers as much as possible. It is through the search engine paid advertising to let customers understand the enterprise, such as Baidu promotion, including keyword ranking, search terms and other aspects.

(3) Internet advertising: It is a communication method that uses the Internet advertising platform to publish advertisements at different URLs at the same time by means of banners and data links on websites.

(4) E-commerce marketing: It is a direct extension and effective supplement of the brand website, using the Internet and mobile terminal to realize online shopping, online transactions, and online electronic payments, as well as various business activities and integrated marketing services, which is a new business operation mode.

(5) Social media marketing: is the use of social media such as microblogging, WeChat, live streaming, online communities, etc. to achieve a way of online marketing. All social media content is provided voluntarily by users, and companies must have the ability to manage their communities and call on users to participate in the recommended content.

(6) It is often used for website promotion and brand promotion, and can spread almost as quickly as a virus on the Internet, making it an efficient means of information dissemination.

### **2.4.3 The characteristics of digital marketing**

The most significant feature of digital marketing is the comprehensive data of its marketing activities, which enables companies to grasp the marketing effect in real time, improve and adjust very easily, unlimited online time and area, flexible and rich digital channels, and precise marketing for specific groups (Li, 2020).

(1) Fast and wide range of communication. Nowadays, the Internet has long been popular, and the use of mobile is extremely high. WeChat, Weibo, headlines, short videos, pinning and popular APPs have long been integrated into daily life, so the audience for large-scale digital marketing through social media is very large. Edit a soft article, send a friend circle, or shoot a short video according to the hot spot, and send it to fans' computers or cell phones within seconds, and then a lot of retweets and likes will make the tweet more reads.

(2) Customization can be achieved. Digital marketing through big data to collect customer needs and provide personalized services and products based on demand, but also to track customer buying habits and preferences, related products, services recommended to consumers, is a humanized marketing model.

(3) Timeliness and convenience. The types of products, prices and marketing methods can be adjusted in a timely manner according to the actual needs of customers, inventory, etc. Network communication can overcome time and space constraints, provide detailed information on product features, appearance, characteristics, and solutions to common problems, and users can also collect relevant information conveniently and quickly through the network, thus enhancing consumer awareness of products and expanding product sales. Digital marketing breaks the traditional marketing time and space limitations, to achieve all-weather service, to ensure that consumers before and after the sale, can get efficient service, so that consumers are more satisfied.

(4) Cost savings. Digital marketing through online information, the product directly to consumers, saving the distribution chain. Because digital marketing is not limited by time and space, it can expand the scope of sales, which can save promotion time, expenses, inventory costs, and make products more competitive prices. Most visitors are interested in such products, the audience is accurate, avoiding many useless information deliveries.

(5) Highly participatory. Through the network channel, consumers can express their views on products and services, and leave messages to enterprises, thus facilitating communication between consumers and enterprises, and greatly enhancing the enthusiasm of consumers to participate in marketing. Companies can also use the information collected by big data or information provided by consumers to improve products and services and adjust marketing strategies to ensure that products meet customer needs and marketing strategies meet current market competition. For example, the interaction between Xiaomi and rice fans. The two-way communication between consumers and the company has improved the level of consumer satisfaction with the product.

(6) High marketing conversion rate. A wide range of communication and customized products and services for potential customers will certainly lead to high conversion rates. Digital marketing has such a huge market with minimal costs to achieve maximum marketing effect.

Digital marketing gives companies a competitive advantage by linking product design, marketing, sales, after-sales, and feedback activities, so that services are no

longer limited by time and space, and customer engagement and satisfaction are increased.



## **Chapter 3 Research Methodology**

### **3.1 Introduction**

By combing the literature related to 4R theory and STP theory as well as the research related to digital marketing, this paper studies the digital marketing strategy of Company AIJIAO. It needs to collect data and analyze the current situation of its company compensation system through questionnaires and a field trip to Company AIJIAO. Therefore, this paper will use a mixed research approach.

This paper focuses on the purpose of the study, the content of the study, the literature reading method, questionnaire survey method, data collection, questionnaire survey design collection and data analysis work. The main research methods are as follows:

Literature reading method Through the collection and organization of books, Internet resources and domestic and foreign periodicals and papers database resources related to the selected topic, we obtained relevant literature, and organized and summarized the views of scholars to understand the theoretical system of digital marketing, STP theory and 4R theory and the current development of the industry and other periodicals and papers, to form a scientific understanding of digital marketing, so as to lay a good foundation for further research.

Questionnaire survey method Based on the 4R theory, combined with STP theory, we designed a questionnaire about the company's products and digital marketing improvement for the company's customers and potential customers, and the questionnaire survey was conducted through mobile terminals.

### **3.2 Research Design**

#### **3.2.1 Digital marketing research content**

The research of digital marketing for the company involves the existing customers and some target customers on four aspects of digital marketing content, channels, methods, and effects, combined with the current situation of the company, the questionnaire is set up in two parts: the first part is the basic information of customers, including age and education. The second part is the main part, mainly the user's satisfaction with the products and services through digital media, including the customer's preference for the way to obtain services, convenience, communication and interaction, and consumption methods.

### **3.2.2 The purpose of digital marketing research**

Company AIJIAO has been growing gradually in the past few years, but various problems have come to light, especially the operation center in the marketing business using digital marketing strategies, half the effort and no results. In order to improve the company's digital marketing capabilities, this research questionnaire is designed to understand the following, in order to provide a basis for the improvement of the above four aspects, and to provide accurate information and decision-making basis for the optimization of digital marketing strategies in the next chapter.

- (1) Basic information of existing customers and target customers.
- (2) Customer preferences for marketing content.
- (3) Customer preference for marketing channels.
- (4) The customer's preferred marketing methods.
- (5) Customer satisfaction with existing digital marketing strategies and suggestions.

### **3.3 Hypothesis**

H1. The effectiveness of digital marketing in Company AIJIAO is positively correlated with whether it is targeted to the target customers.

H2. Service standards are the most important factor influencing the choice of courses for target customers.

H3. Knowing the needs of customers can improve the success of marketing.

### **3.4 Population and Sampling**

The questionnaire will be sent to the company's customers' WeChat group and also to the existing anchor customers, followed by a discussion with the company's employees who match the characteristics of the target customers, because the K12 education customer group is extremely large, as long as families with children, as long as the economic conditions allow, will choose different cultural classes or interest classes, so after anchoring the target group, the more questionnaires received, the more representative the results.

The sample of this research was selected from the more active groups of Company AIJIAO's user base, including a prospective customer group. The respondents were either users of the product or users who were interested in the



product and were booking trial courses. The actual number of questionnaires submitted was 261, of which 24 were unqualified and 237 were qualified.

### 3.5 Data Analysis

K12 education is the stage from elementary school to high school, and the age range of students is relatively large (from 6 to 18 years old), so some senior students will fill out the questionnaire by themselves, while junior students will fill out the questionnaire for their parents. Parents' gender ratio is very different, with female parents accounting for two-thirds of the total; education level mainly refers to college, university, and graduate degrees, and the education level of parents of junior and senior high school students is very small in this range, except for students.

Class	user type		Students' gender		Parent gender		degree of education				
	student	parent of a child	man	woman	man	woman	E junior high school	senior high school	speical	undergraduate course	Shuobo
count	51	186	18	33	55	131	29	37	64	96	11
amount											
occupy	21.5%	78.5%	35.3%	64.7%	29.6%	70.4%	12.2%	15.6%	27%	40.5%	4.6%
compare											

Table 3.1 Basic information about the respondent

### 3.6 Reliability and validity analysis of the scale

Reliability refers to the degree of consistency of results obtained when the same method is used to measure the same object repeatedly. Reliability indicators are mostly expressed as correlation coefficients, which can be broadly classified into three categories: stability coefficient (consistency across time), equivalence coefficient (consistency across forms), and internal consistency coefficient (consistency across items). There are four main methods of reliability analysis: the retest reliability method, the replicate reliability method, the fold-half reliability method, and the alpha reliability coefficient method.

In this study, we use the Cronbach  $\alpha$  reliability coefficient, which is the most commonly used reliability coefficient with the formula:  $\alpha = (k / (k - 1)) * (1 - (\sum Si^2) / ST^2)$

where  $K$  is the total number of question items in the scale,  $S_i^2$  is the within-question variance of the score of the  $i$ th question, and  $ST^2$  is the variance of the total score of all question items. As can be seen from the formula, the alpha coefficient evaluates the consistency between the scores of the items in the scale and is an internal consistency coefficient. This method applies to the reliability analysis of attitude and opinion-based questionnaires (scales).

The reliability coefficient of the total scale should preferably be above 0.8, and between 0.7 and 0.8 is acceptable; the reliability coefficient of the subscales should preferably be above 0.7, and between 0.6 and 0.7 is acceptable.

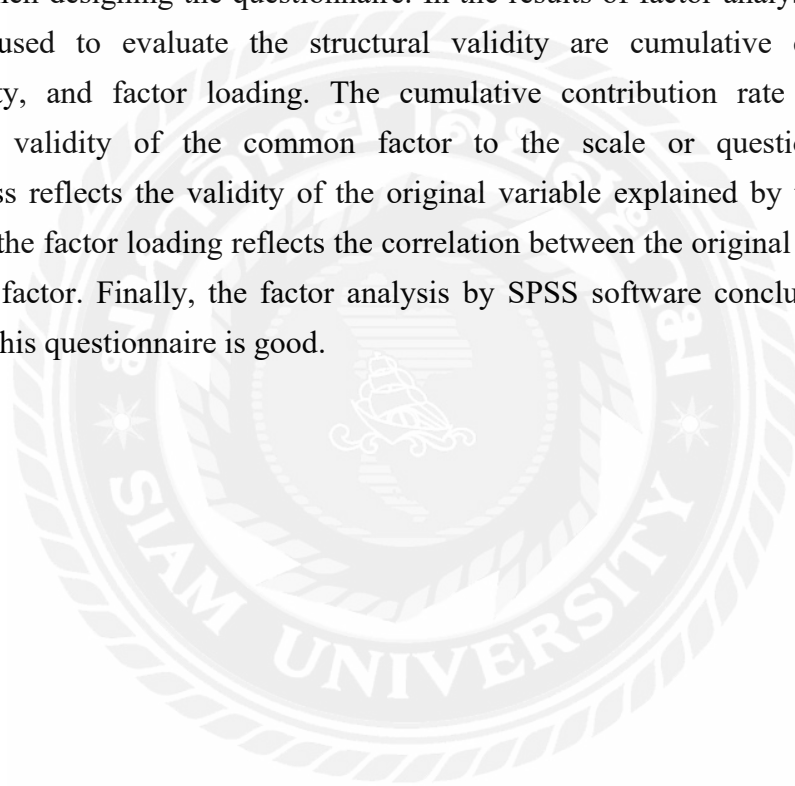
The data in this study were analyzed by SPSS software, and the  $\alpha$  coefficient was 0.853, which indicates that the data of this questionnaire has good credibility.

Validity refers to the degree to which a measurement instrument or tool can accurately measure the thing to be measured. Validity refers to the degree to which the measured results reflect the content to be examined, the more the results match the content to be examined, the higher the validity; conversely, the lower the validity. There are three types of validity: content validity, criterion validity, and structural validity.

Validity is the degree of validity of a measurement, i.e., the degree to which a measurement instrument can measure the characteristics it is intended to measure, or simply put, the accuracy and usefulness of a test. Validity is the most important condition that a scientific measurement instrument must have. In social measurement, the validity of a questionnaire or scale as a measurement instrument is required to be high. Identifying validity requires clarifying the purpose and scope of the measurement, considering the content to be measured and analyzing its nature and characteristics, checking whether the content of the measurement is consistent with the purpose of the measurement, and then determining the extent to which the results reflect the qualities to be measured.

This study uses Construct Validity. It refers to the degree of correspondence between a certain structure reflected in the measurement results and the measured value. The method used for structural validity analysis is factor analysis. The most important question of interest is: which characteristics are measured by the scale? In

evaluating construct validity, the researcher attempts to explain the theoretical question of "why the scale is valid" and to consider what inferences can be drawn from this theoretical question. Construct validity includes homogeneous validity, heterogeneous validity, and semantic logical validity. Some scholars argue that the most desirable approach to validity analysis is to use factor analysis to measure the structural validity of the scale or the questionnaire. The main function of factor analysis is to extract some common factors from all the variables (questions) of the scale, which are highly correlated with a specific group of variables, and these common factors represent the basic structure of the scale. Factor analysis is used to examine whether the questionnaire can measure a certain structure that the researcher assumed when designing the questionnaire. In the results of factor analysis, the main indicators used to evaluate the structural validity are cumulative contribution, commonality, and factor loading. The cumulative contribution rate reflects the cumulative validity of the common factor to the scale or questionnaire, the commonness reflects the validity of the original variable explained by the common factor, and the factor loading reflects the correlation between the original variable and a common factor. Finally, the factor analysis by SPSS software concluded that the validity of this questionnaire is good.



## Chapter 4 Result of the Study

### 4.1 Data Analysis

The research questionnaire is designed to help the Company AIJIAO analyze the problems of digital marketing, on the one hand, to confirm the preliminary judgment of the previous chapter; on the other hand, we hope that the analysis of the data will provide the basis for the optimization strategy in the next chapter. Some of the data results are presented below to illustrate the purpose of the questions and the conclusions drawn.

Questions based on STP theory

Which courses attract the respondents?

Factors to consider when choosing an after-school tutoring program

These two questions allow you to assess the accuracy of your company's digital marketing targeting. If a company's existing curriculum does not interest potential customers, no amount of digital marketing will achieve its goal if this group is considered a target audience.

According to the research results, 89.5% of the respondents chose the K12 courses from early childhood to high school, none of them chose art and examination training for college students, and 6.3% chose vocational training for adults. This indicates that the company is accurately selecting its target customers and is conducting precise marketing, and that the company's products are within the range required by the target users.

According to the research data, parents in the city's primary and secondary school education market consider service standards and curriculum first, and the professionalism of the teachers also ranked first. For example, the lower grades require a lively and relaxed teaching atmosphere to attract the attention of younger students; the teaching equipment should be safe, complete and advanced, and the service should be considerate, etc. In the digital marketing strategy, we should focus on the exploration and construction of brand value, and hope to bring more attention by brand and word of mouth in the future.

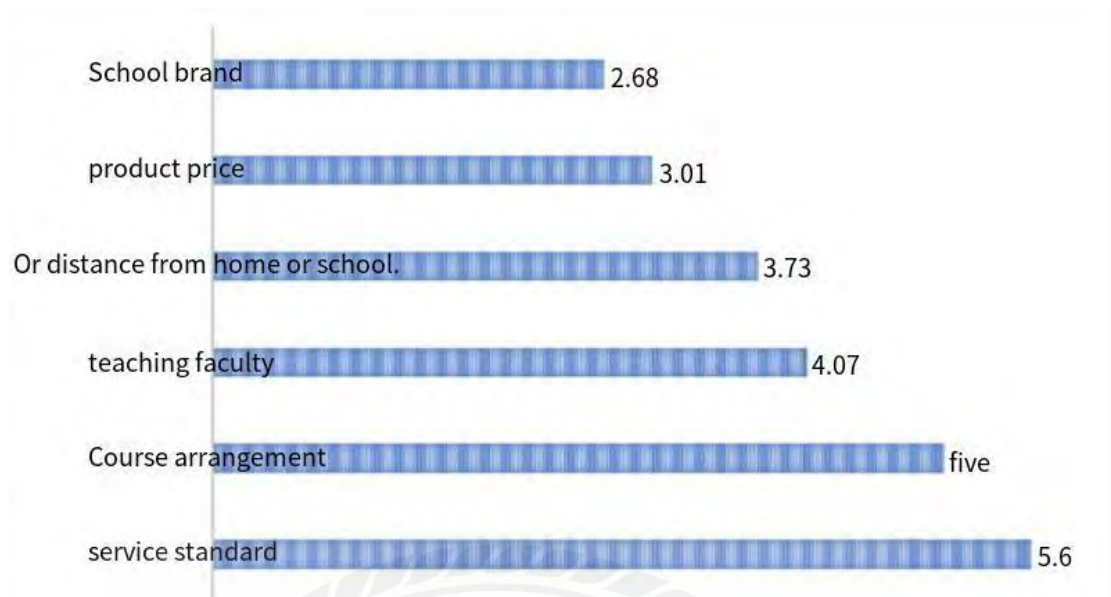


Figure 4.1 Factors influencing course selection

Questions based on 4R theory

From which sources did you learn about the courses of A Education and Training Company?

This question was designed to find out the source of customers, which is the process of mutual recognition between the Company AIJIAO customers, and is the basis for achieving customer return.

The research data shows that more parents know about Company AIJIAO through others' recommendation, because the questionnaire does not set single and multiple choice, so it is not easy to judge the first choice from the data, but others' recommendation accounts for the majority, which means that customers' choice of tutoring institutions is easily influenced by others, indicating that Company AIJIAO's courses mainly rely on word-of-mouth marketing to win transactions, which is inseparable from the curriculum, service and teachers' qualifications. The fact that some parents choose the company's official microblog and WeChat public number shows that this group of people trust the official publicity. This traditional marketing method will be gradually replaced by digital marketing or only become a supplement to digital marketing.

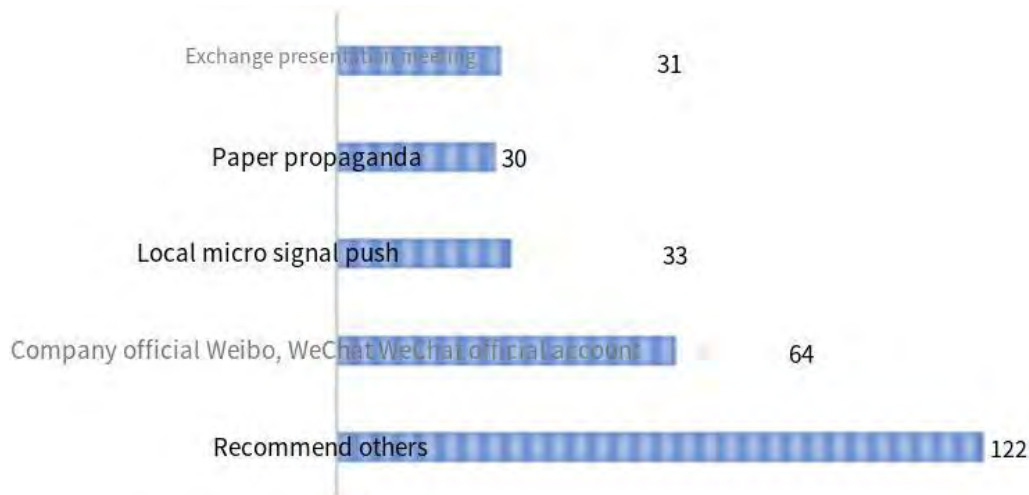


Figure 4.2 Understanding the channel

What are the individual needs and suggestions for the curriculum (especially online courses)?

In order to make marketing more accurate, we must first understand the needs of customers and set products with their needs in mind, which is the purpose of this question. This is the purpose of the questionnaire. Companies design products to meet the individual needs of customers, and niche products will bring a better experience for customers. According to the research, people tend to choose art appreciation and study videos for online courses. In third- and fourth-tier cities, art and quality education are slow to develop to meet the needs of parents and students, so this can be the guide when strictly selecting products.

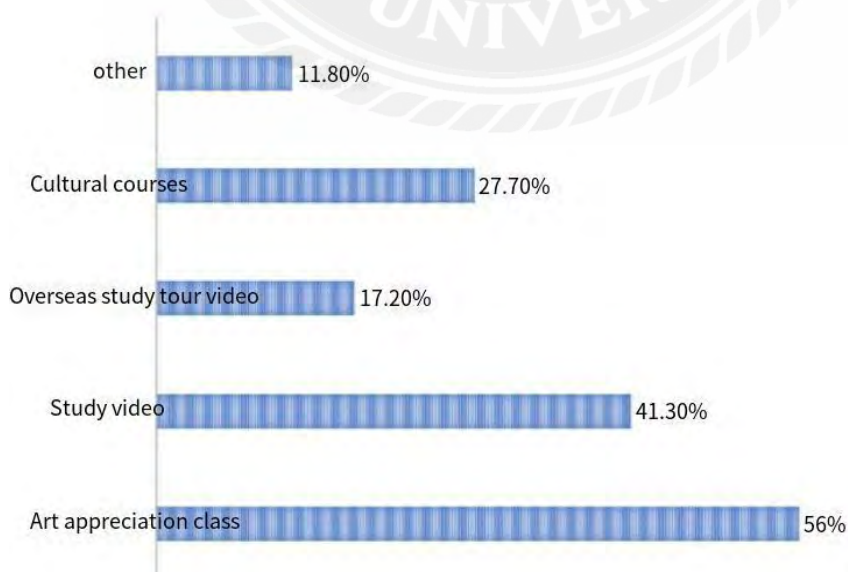


Figure 4.3 Individual needs of the curriculum

### The interaction between companies and customers

The purpose of these two questions is to improve the quality of our services and make our customers have a better consumer experience. Students, parents and teachers have the most contact with each other, and teachers know the students best. The percentage of course supervisors chosen by the respondents is 71%, which is unexpected, perhaps because they think they are managers and reflect problems more directly. Then, in our follow-up work, the job descriptions of these two positions should include solving problems with certain authority and reporting them in a timely manner to ensure that the problems are solved in a timely manner and that customers are satisfied.

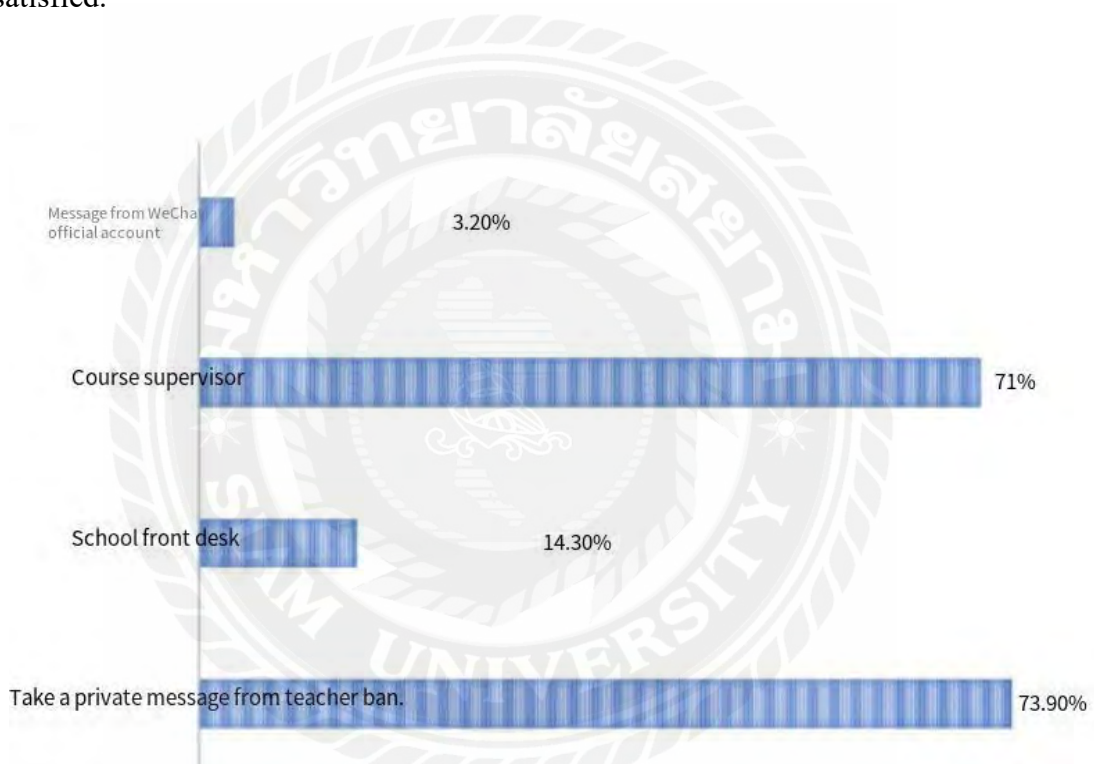


Figure 4.4 Respondents' communication style

Through social media and customer interaction, most customers will choose to exchange ideas in real time, so customer service work should be done; WeChat group or to strengthen the group management, set a group ban during working hours, a specific period of time, we communicate, will not bring a bad impact; loose group management will make the order of the customer service group chaos, if the group is blocked by customers, the future of digital marketing cannot be done.

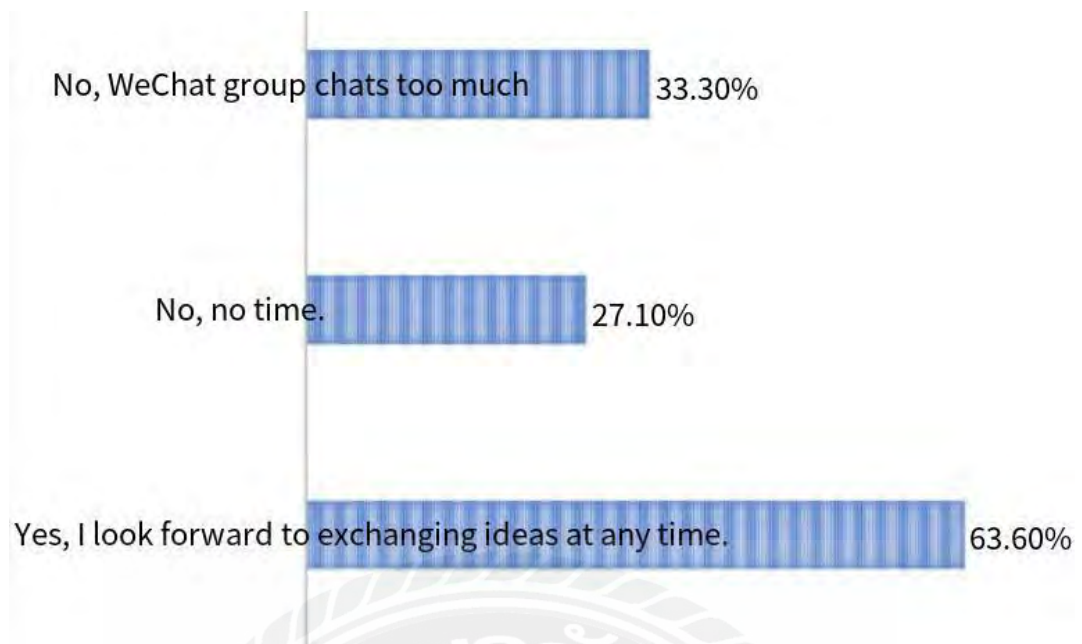


Figure 4.5 Willingness to use social media

What kind of content do respondents want to have in WeChat public website?

Content marketing should be distributed through digital media, such as softwares and videos, in order to achieve good communication effects and to arouse customers' emotional resonance.

From the research data, 88.8% of the surveyed customers want to get more educational information from the public number, and 43.9% want to read essays and stories, while other types account for a relatively small percentage. This gives us a direction to work on our digital marketing content.

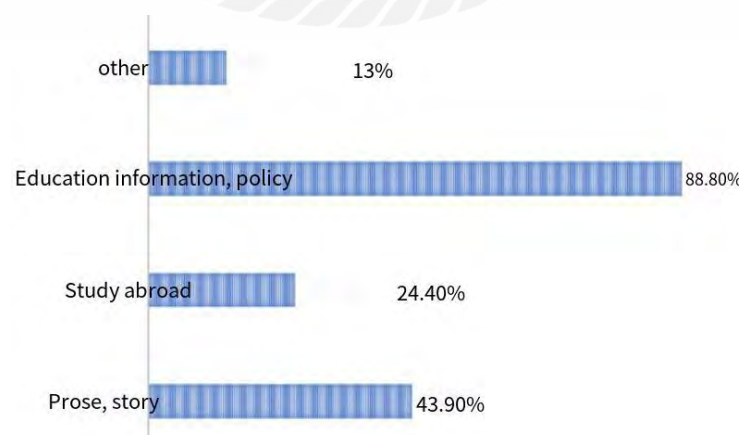


Figure 4.6 Respondents' preference for public content



Would you recommend A Education Training's courses to your friends?

This question was designed to understand the likelihood of implementing the company's digital marketing strategy into the Return section of the 4Rs theory. The percentage of customers who would recommend our courses to their friends is 17.2%, which means that these people approve of our courses and services, and would recommend others to help us with word-of-mouth marketing. The percentage of customers who agree more is 58.5%, which is a large percentage, and if the company strengthens the service, finds the dissatisfaction of customers and improves it, there is a great possibility that they will become evangelists. For the two relatively small percentages, customers may have more expectations, and we have to do a lot more to improve customer satisfaction.

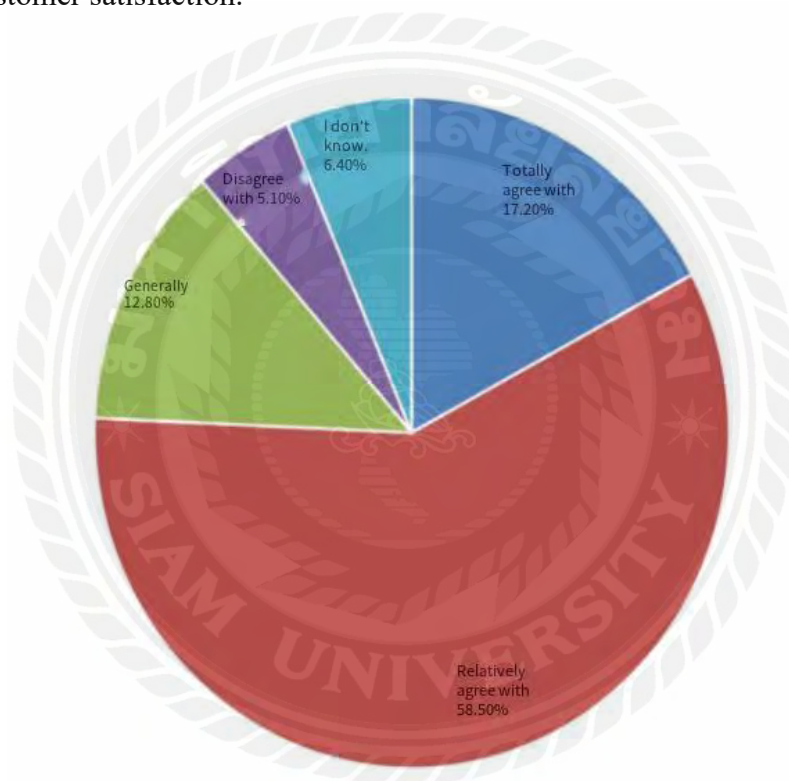


Figure 4.7 Would you like to recommend to friends

## 4.2 Analysis of specific issues found

### (1) Inaccurate target consumer positioning

With the development of the Internet, the impact of the epidemic on offline training schools and the change of consumer habits, the company introduced a brand of online courses in Beijing in 2020, and the marketing method should be mainly digital marketing, hoping that it can do the diversion for the company's offline courses and divert the risk of the company's offline courses.

In the research questionnaire, it was found that the results of STP-related questions were still relatively satisfactory, but upon reflection, it was found that since the respondents themselves were more active among the company's users, they could be considered more supportive and satisfied with the service, so the decision to evaluate digital marketing could not be made only from the analysis of the questionnaire data. In order to expand and attract traffic, the company will cooperate with the government to attract K12 students through public welfare projects, this stage because of the age span, the demand for educational products is very different, so it is very important to do a good job of segmenting the customer level and market segmentation, otherwise the later digital marketing will not be precise enough because of the customer base, affecting the success rate of the transaction.

Although digital marketing can achieve precision, but the premise is to target and have some contact and interaction with the target group. It is not easy to achieve precision marketing in the early stages of a project, and the traditional marketing methods of sending out flyers and inviting customers by phone have influenced the marketing and marketing staff to change their mindset of "targeting customers before implementation". Therefore, one of the pain points for Company AIJIAO was to deliver accurate marketing to target consumers.

#### (2) The quality of marketing content needs to be improved

The quality of content shared on social media needs to be improved; creative and infectious softwares and videos tend to attract consumers' attention and make them spread them voluntarily, therefore, strengthening the quality of content shared is the key to increasing users' trust and purchase behavior, and should be the focus of content marketing.

Company AIJIAO's corporate culture is conservative, and its digital marketing content is relatively mediocre and fixed in style, mostly consisting of event promotions and reports. In the questionnaire, many customers need to know about education and advice and policies, so the content can be biased to this area, and then the most self-talking and IP elements are integrated into the product marketing, and the product-related information is used to attract customers, which is another pain point of the company's digital marketing.

#### (3) User experience needs to be improved

User experience starts from the beginning when users pay attention to a product or service, and then the psychological feeling of the whole process of purchase, use and after-sale. If enterprises want to increase the stickiness of users, they must improve the satisfaction of user experience and do a good job of service. From the whole marketing operation situation, the lack of interaction with customers and the attraction of traffic through interactive activities are not in place. The news released through social media is mainly about events and open courses, i.e. reporting on past events and promotions, without considering what customers are interested in and what their needs are.

Company AIJIAO does not have a professional customer service team. Generally, the teacher will ask parents' opinions and suggestions during and at the end of the course, and parents will go directly to the front desk to complain about major problems. The retweet rate and click rate of social media posts and videos are not high, which means that they are not attracting customers.

#### (4) Not close cooperation, management gaps

Marketing management is the enterprise in order to achieve the interests of the initiative to build and maintain the relationship with potential customers, and make the corresponding planning, control. The management system of the enterprise will affect the efficiency of the work, and plays a vital role in the survival and development of the enterprise. With an online platform, there has been a lack of close cooperation between online and offline, different promotion prices, and courses not being put on and taken off the shelves in a timely manner, which urgently requires the cooperation of various departments and marketing teams and professional online service staff.

With the increase in the number of product categories, there are many uncertainties: which products are suitable for digital marketing; whether it is necessary to create "pop-ups" through social media and other means; which marketing channels should be matched with specific marketing strategies? These issues have not been carefully considered and discussed by the company, so that the marketing content of all the self-media is almost the same, and there is a lack of systematic planning and review of digital marketing, how to combine online marketing with offline sales to achieve the best results, how many customers are attracted by digital marketing in store sales, and how to quantify and evaluate them are all issues that the company should consider now.

### **4.3 Result of the study**

The education and training industry has a large and continuous market share, but the market is very competitive. In order to stand out among the competitors, Company AIJIAO not only needs to improve its digital marketing, but also needs to improve its products and services accordingly, to be more unique and to maintain differentiation.

Through research data, customers prefer to know about a training institution's courses through word-of-mouth (Recognize), and then through digital marketing methods such as the company's public website, website, and online platform (Reach). To establish a continuous relationship with customers (Relationship), we need to retain potential customers and increase interaction through various digital platforms; most of them choose to learn about a company through the official WeChat public number and Weibo, and a small number of customers also like to use Jitterbug to learn about a company; the company uses social media to keep in touch with customers and target customers, so content marketing becomes the focus, customers want to see timely educational messages, policy information, and some also like prose, articles, and information about the company.

Customers want to see timely educational information, policy information, some also like prose, stories, study, and study information recommendations, how to make the content to attract the target customers, can leave customers and will not disturb the customers, this is the next step to study.

From the questionnaire data, when customers choose extracurricular tutoring courses, the most important thing is the service standard, followed by the class schedule and the teaching level of teachers. Therefore, as the company expands and the number of students gradually increases, it should pay more attention to the professionalism and humanity of the service, make the curriculum more unique, and communicate the school's characteristics, curriculum, and teaching staff to parents clearly and directly through social media, as well as pay attention to the professionalism of the teachers. For example, some students or parents want to have art appreciation and study videos in the online courses, so according to the STP theory, we should pinpoint our customers and then convey the information to them.

After precisely targeting customers, it is the process of mutual understanding between enterprises and customers; enterprises understand customers' pain points so as to facilitate more accurate marketing and improve the success rate of transactions, customers understand the enterprise's products through digital marketing, and through interaction with the enterprise, focus on the products and services needed to become users of the enterprise; in the interaction with the enterprise, customer loyalty is increased, and then the quality of digital marketing can bring major students. This is the last step in the 4R theory Return, is the most difficult step, but also the whole digital marketing hope to achieve the effect.

## **4.4 Reasons for the problems of digital marketing in Company AIJIAO**

### **4.4.1 Lack of analysis of users**

Consumers now pay more attention to service, experience, and self-actualization in the process. In the process of purchasing and using products, they are more willing to communicate with people who have similar needs to them, but they are also prone to preconceptions and inertia. We need to provide value-added services and actively engage customers in product iteration, communicate and interact with them, and make them interact with each other and provide good services.

The better the customer experience, the easier it is to retain customers. Social media provides the most convenient way for companies to quickly drive customers and stimulate potential business opportunities, and the Internet era provides a shared application platform for customers, exposing the personal value assessment of purchased products and facilitating oral communication activities (Tan, 2018). Compared with the same level of companies, how to use convergent marketing channels to lead the target customers to recognize the product and establish a continuous relationship with customers based on limited investment to maximize the marketing benefits is the focus of digital marketing in Company AIJIAO.

Without a user-centered marketing plan, even if the user group fits the user profile, each person's needs are different, and the lack of more accurate marketing means that the marketing efficiency is low, which will discourage the staff responsible for marketing in the long run.

#### **4.4.2 The lack of awareness of digital marketing**

Nowadays, all kinds of information spreads rapidly through mobile terminal, digital marketing has become an essential marketing method. At present, Company AIJIAO's digital marketing is still following the industry's leading enterprises, symbolically doing some news, activity records, course content promotion and display, without corresponding development strategy, and not aware of the need to enhance service awareness and gain trust and participation when interacting with existing customers; when interacting with potential customers, to accurately market and enhance customer trust and brand recognition. Digital marketing is never about using new media such as search engines, WeChat and short videos in the marketing process. Consumers are very proactive in accessing information, obtaining information and knowledge through different channels to inform their consumption, and their consumption and payment habits have changed irreversibly. They actively participate in product updates and interact with companies.

Company AIJIAO's current marketing concept is outdated, with a large gap in understanding digital marketing and a lack of corresponding strategies. It does not make full use of the convenience of the digital age to maintain a good relationship with consumers, so there is a large gap in marketing content, service and interaction. The company's current marketing strategy is too single, the company's decision-making level does not have a proper understanding and attention to digital marketing, and the marketing staff does not have relevant digital marketing experience, which limits the development and implementation of the company's digital marketing strategy, making the close degree between Company AIJIAO and its customers low, the conversion rate of digital marketing to attract the attention of potential customers and then converted into traffic is very low. In the development of the marketing plan, even if the use of digital marketing because of a lack of deep understanding, marketing strategy targeting, practicality is not strong, the effect is not obvious, which makes the digital marketing has become a formality.

#### **4.4.3 The lack of evaluation and data analysis of digital marketing**

Company AIJIAO has carried out digital marketing since 2017, but because there is no post-marketing measurement system, it is not possible to evaluate the effect of marketing, and the performance of the company's marketing center staff is not linked to the conversion rate of customer traffic brought by digital marketing, so there is a lack of evaluation of the marketing effect of employees.

The data of customer flow is updated every day, and without the analysis of data, the company lacks the ability to find problems and solve them through data. The backend of the WeChat public website can provide the number of followers and visitors, but it cannot further analyze the marketing data, and the source of customers cannot be determined, whether they are from store advertising or digital marketing. Because there is no analysis of marketing results, there is no way to customize or upgrade products to meet the needs of users.

#### **4.4.4 The lack of talent**

With the expansion of the enterprise scale, the gradual enrichment of product categories and the growth of users, there is a serious lack of talents in all aspects of the enterprise, which cannot meet the needs of the enterprise. This makes the enterprise operation and management process, human resources are too scattered and stretched, which directly leads to online and offline cooperation is not close, online activities to the store implementation is not in place, not fully prepared; because there is no system to develop digital marketing strategy and the assistance of relevant business departments, resulting in the company's digital marketing work has not been significant results.

There is no dedicated professional or team to do digital marketing content, the division of labor is not clear, professional skills are not enough, inefficient. Employees responsible for marketing lack knowledge of new media, poor quality of content marketing, and weak data analysis capabilities.

### **4.5 Optimization solution for digital marketing of Company AIJIAO**

#### **4.5.1 Find the right target customers, accurate marketing**

Many parents will learn about training institutions through the Internet, and make a choice after repeated comparisons, invitations and auditions. Based on cost considerations, in the new course promotion period, you can choose the question promotion type channels, such as Baidu promotion, Baidu Q&A, for customers may ask questions about product knowledge questions and answers to help customers get the information they need and know the company.

Daily promotion makes good use of the company's existing online platform to promote advertisements and open an interactive platform to answer questions for parents in a timely manner. However, considering the cost and effectiveness, first, we should plan and target our advertising; second, we should allocate the advertising budget reasonably, i.e., evaluate the marketing effect and make timely adjustment to create maximum benefit with less cost.

#### **4.5.2 The establishment of consumer-centric content marketing**

Market competition is hot, companies need to capture the attention of target customers through content marketing, to promote corporate culture, educational philosophy, so that consumers are aware of the uniqueness of products and services, the benefits and value of having such products and services will be obtained. Good content marketing can make products stand out. However, most of the reports of activities and major events are boring and informative, and do not easily resonate with customers; this part of the content only gives customers sensory awareness, but content such as Jitterbug videos are more vivid and attractive than words and pictures.

According to the research results, nearly 80% of the surveyed customers want to see education consulting recommendations in the public number, so we will also cater to the latest education information in our content marketing. In addition, the product design and content marketing should be different from similar companies and try to achieve "differentiation" strategy.

#### **4.5.3 Improve the service level and establish lasting customer relationships**

To build a good reputation among customers, it is necessary to reflect the company's reputation in its services. In particular, as mentioned in the previous section, setting up a space for customer communication and interaction on digital platforms is risky in itself, as less positive comments may amplify the negative impact, so it is necessary to make greater improvements in service.

Promote service upgrade.

The online platform allows customers to purchase and study courses anytime and anywhere without time and space constraints, which is more convenient than offline stores. But online customer service must be professional, whether it is product content, marketing activities must be very clear, but also to deal with customer inquiries and complaints, because their professionalism represents the company's culture, online



consultation is easy to gain customers, but also easy to lose this customer forever, so more demanding than offline sales staff.

The Relationship and Return stages of the 4R theory require increased interaction with customers, attention to customer interests and changes in needs, and timely and effective feedback to customers. The company's original process is almost finished from activity design, customer contact, information collection to transaction, but this process must be extended and include consultation, after-sales service, product information feedback and follow-up. According to the basic information and needs of customers, we can label them as different (e.g. customers who can easily earn money, customers who need better service, customers who like offline communication, customers who have lifetime value, etc.) and make different strategies. For customers who are interested in buying but have not yet purchased, different care programs are developed according to the follow-up process to focus on breakthroughs and increase the success rate of transactions. For customers who have already made transactions, customer service staff should take the initiative to inquire about the courses in stages, and not to follow up passively when they are close to renewal or when customers are dissatisfied with the complaints, to maintain and improve customer satisfaction.

We need to make customers feel the intention of the courses and services, the convenience and value provided by the company, and deepen customers' favorable feelings towards the courses and the brand, so that consumers can feel respected and involved in the whole consumption experience, and let them know the value of the products and the community, which can enhance customer satisfaction and promote consumers repurchase and word-of-mouth publicity.

Strengthen the construction of digital marketing platform.

The purpose of establishing digital marketing platform: first, to keep up with the development of corporate strategy; second, according to the questionnaire survey, after understanding the needs of regular customers and potential customers, the marketing tools that are most likely to reach customers are selected to focus on marketing, and other tools are used as auxiliary and supplementary.

According to the questionnaire, the most important digital marketing tools were selected as WeChat community and online platform. We organize customers to participate in the WeChat community, interact with customers through social

communication tools, and do some knowledge-sharing, second-kill activities or group-buying activities in the community, so that online customers can also participate in brand activities by using community activities. The design of the platform must be easy and convenient to operate, and the content should not be too much, just put the main courses on it, otherwise too much information will make the viewers feel dazzled. The design of the content and pictures should be fresh and simple, and we hope to create a sense of comfort for the viewers.

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After determining the marketing tools and marketing content, there is another very important task, which is to leave a part of space for customers on all social media and other marketing tools, one to listen to customers and know their needs and expectations; two for customers to make suggestions and feedback; let customers perceive that the company cares about their experience of buying products and services; this space will provide new customers with the security of buying products. This space will provide new customers with the security of purchasing products, just like people search for public reviews before spending money on entertainment, and they can see more real reviews.

#### **4.5.4 Construction of digital marketing management system**

One of the specific problems mentioned in the previous chapter includes management loopholes and poor cooperation among departments, because there is no reasonable management system and work standards as the basis of assessment to restrain the behavior of employees, making it difficult to achieve synergy and low operational efficiency due to serious local thinking.

Whenever there is a new product, STP analysis should be conducted first to find the market segment and then precise marketing, and digital marketing channels suitable for the product should be found according to the evaluation of the digital maturity of the enterprise in different periods. Establish a reasonable evaluation system, and systematically specify the digital marketing workflow in the marketing center to ensure smooth cooperation among departments and coverage of staff responsibilities to avoid mutual blame and shirking.

#### **4.5.5 Focus on feedback in Return**

After repositioning target customers with STP theory, the company's marketing starts to be more accurate, and then use the 4R theory to guide marketing practice and carry out a series of effective marketing activities for target customers, which naturally comes to the last step of Return, that is, realization. In the interaction between customers and enterprises, we should always pay attention to the changes in customer demand, to guide the next marketing strategy of enterprises and make the whole business operation into a virtuous cycle.

## **Chapter 5 Conclusion and Recommendation**

### **5.1 Conclusion**

In this paper, we study the common marketing problems of traditional education and training industry, and then analyze the problems of Company AIJIAO's digital marketing, and try to develop an optimized plan for digital marketing, so as to help Company AIJIAO get more customers and win more profits for the company in the digital era.

The dilemma of Company AIJIAO's digital marketing: the company still outputs information unilaterally through digital channels without interacting with customers in social media, and the content quality of the company's digital marketing is low with a low click rate, not to mention the conversion rate. Enterprise digital marketing problems, the crux of the problem lies in the lack of awareness of digital marketing employees, thinking that the use of WeChat, website is already digital marketing.

Through the characteristics of digital marketing, the advantages of using digital marketing for enterprises. Digital marketing can make the information between the enterprise and the customer more quickly, not only can adjust the product in time, accurate marketing, but also for the niche market, to do differentiated products.

Research and analysis provide companies with direction for digital marketing. When employees have digital marketing awareness, the company hopes to get out of trouble, it is necessary to grasp the direction of the decision-making level, and then the various parts to break down the goal to collaborate to complete the task. The results of the survey questionnaire can provide the basis for the marketing center to optimize and improve the digital marketing program, so that content marketing is no longer a "thought" to complete the task. Let the after-sales service department to be more service conscious, to improve customer satisfaction.

The work of security for digital marketing strategy services. When developing a marketing strategy, SMEs should develop a budget plan that matches the financial, human, and material resources according to the maturity of digitalization to prevent financial problems caused by excessive investment and low investment rate during the "trial" phase. Manpower is also one of the decisive factors for the development of the

company, and there is an urgent need for professional talents to build a pool of high-quality talents to match the digital marketing and digital strategy.

Through the combination of theory and the actual situation of the company to optimize the current marketing strategy, we hope that the company's digital marketing effect than traditional marketing methods, more competitive, and gradually become the main marketing tools.

## **5.2 Recommendation**

### **5.2.1 Implementation steps of digital marketing**

In the digital era, changes in customer consumption needs, scenarios, and habits will lead to changes in business strategies, and then marketing strategies and business organization structures will be adjusted accordingly. The marketing organization should follow the progress of the times, otherwise it will affect the achievement of the whole business goals (Liu, 2001). From the change of thinking at the top to the change of consciousness of the staff, we will promote the staff to refine the division of labor and collaborative work to improve efficiency. We need to extend the chain of customers using search tools to know the brand, product information, purchase decision, and after-sales into the path of brand marketing, offline with online omnichannel traffic, after-sales, community interaction, customer repurchase, and referral of new customers.

First, clarify the business strategy and marketing strategy, and do a good job of target decomposition.

Second, the establishment of digital marketing system, including personnel, processes, evaluation, and assessment system, to ensure that the follow-up plan to effectively implement.

Again, to create the initial standard of digital marketing, the formation of business differentiation, and according to the actual need to make timely adjustments to ensure that marketing methods, copywriting, etc. to keep up with the changes in customer preferences.

Finally, improve the entire team's digital marketing capabilities to ensure that it can keep up with product iterations and marketing needs.

### **5.2.2 Digital marketing technology guarantee**

The rapid spread of the Internet and mobile terminals, so that digital marketing has become a necessary part of the marketing strategy of enterprises, digital enhancement has not only the technical field of the problem and. Enterprises consider digital marketing from the perspective of survival and development, to accurately grasp the development trend of the market in order to seize more market share in the future. Traditionally, the education and training industry introduces courses to customers through media advertisements and leaflets such as light box ads and car ads, which is a one-way communication from enterprises to customers, thus resulting in untimely information feedback, increased churn rate due to customer misunderstanding, and slow transmission of customer needs.

At present, the leading organizations in the industry have established their own databases for digital management. With the use of big data to analyze customer profiles and consumption models, companies can develop more targeted marketing strategies with relatively accurate analysis. A While developing online education and digital marketing, education and training companies also pay attention to collecting and analyzing data to improve office efficiency and adjust marketing strategies at any time. Through online platforms and social media, companies can communicate with customers in both directions and build good relationships, hoping to adjust marketing strategies and products according to customers' needs and have their own loyal customers. When the marketing effect reaches a certain volume, they will continue to increase the investment in digital marketing and digital office for hardware and software improvement.

### **5.2.3 The digital marketing of human security**

In the education and training industry, teachers, consultants, and sales and marketing personnel all need professional talents, and companies must clearly define the important role of each employee in the implementation of marketing strategies when recruiting, so they must establish a suitable talent selection and training system, through social recruitment, internal training and the implementation of excellent internship talent training program, to continuously reserve talents for the company's future healthy and orderly development To provide a solid guarantee for the future healthy and orderly development of the company (Liu, 2010).

(1) Strengthen human resource development

The company should encourage employees' creativity, consciously establish a corporate culture with the ability to learn, help employees formulate career plans, and set growth goals to promote employees' progress. First of all, the company should create a good working environment for its employees, which requires the company to create a good atmosphere of respect and care for its employees. We need to know the right people and make each employee match the position. To create equal promotion channels and transparent reward mechanisms for employees, improve and perfect the compensation system, so that employees can work with passion and security. Second, build a learning enterprise culture. Focus on the training and introduction of talents. At present, Company AIJIAO is very short of digital marketing talents, so the HR department should pay attention to discovering and exploring talents. To meet the challenges of the digital age, we need to have a learning organization, improve the professional skills of employees, inspire them to grow and develop into complex talents, and cultivate their awareness of digital marketing.

#### (2) Improve the talent training system

Employees have a three-month probationary period before they formally start work, and the training content should cover corporate culture, professional skills and work behavior norms of this position. Only when employees understand and agree with the corporate culture, it is possible to work actively and enthusiastically, give full play to the initiative and do things well. In addition to this, training on digital marketing should be added, because no matter which position in the company can provide material for the content of digital marketing, and one of the biggest problems of the company is the weak awareness of digital marketing among employees.

#### (3) Establishing new incentive mechanisms

The implementation of digital marketing strategy will promote the company's internal marketing awareness, work style change, and used to the old way of thinking of the staff will gradually be eliminated. Then we should establish a new incentive mechanism, which can effectively mobilize staff motivation, through the internal drive for them to self-improvement, to complete their work in a more serious and responsible attitude, and to ensure that the curve of self-growth and corporate development curve trend consistent.

Reasonable performance appraisal system is the basis of incentive mechanism. Through the requirements of the job description, the behavior performance of the

employees is restrained and assessed, and the methods and ways to reach the target are analyzed together with the employees to provide data and policy basis for assessment, reward, and punishment. According to the assessment results, employees with excellent performance are given a certain reward, while employees whose performance has not yet reached the standard are given certain encouragement and punishment, to stimulate the enthusiasm and fighting spirit of employees to ensure the achievement of marketing goals.

#### **5.2.4 Financial security of digital marketing**

According to Company AIJIAO's strategic planning to develop digital marketing strategy, and then the specific implementation plan of the strategy, the task decomposition to each support department, each department and then in accordance with the rules and regulations of the budget, level by level approval. The budget is the financial estimation before the implementation of each project of business activities, which can make the decision-making level and the executive level clearer about the development direction and goals of the company in the next stage.

According to the company's marketing digital stage, the development of marketing plans and budgets, through marketing monitoring and evaluation, monitoring the input-output ratio, at the end of the year when the final accounts will compare and analyze the budget and final data, analyze the rationality of business projects and the scientific use of funds, so that the financial work is more orderly and controllable, to provide a basis for the increase or decrease in the budget of digital marketing next year, and improve cost control capabilities.

### **5.3 Future of the Study**

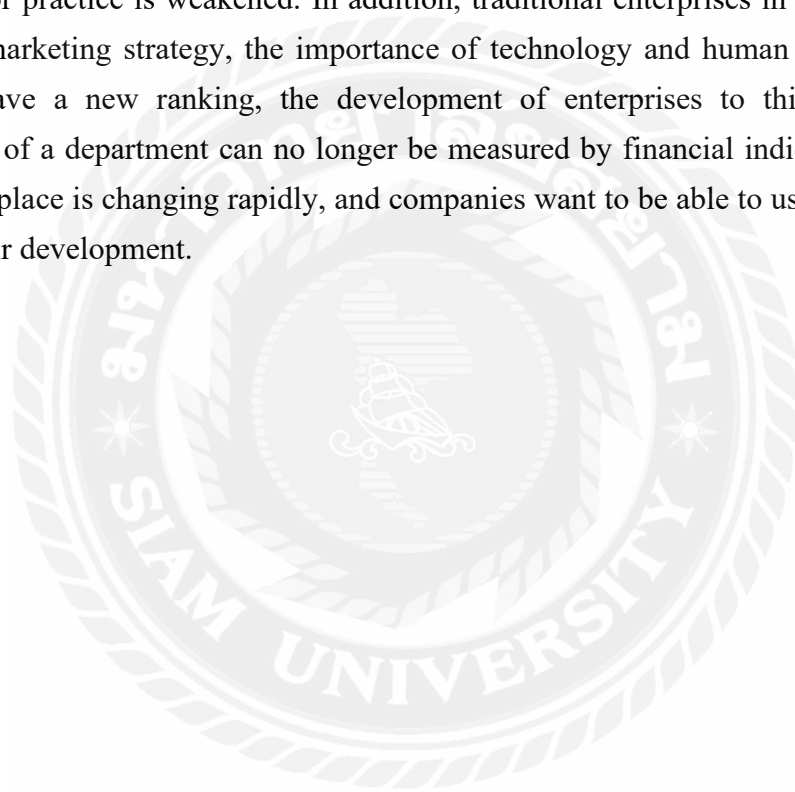
In the transformation process of traditional education and training institutions, how to keep up with the rhythm of the digital era and achieve the marketing objectives of digital marketing is the purpose of this paper.

In the process of writing this paper, we have clarified the ideas of digital marketing through theoretical study, and provided a basis for the digital marketing practice of Company AIJIAO. However, there are limitations in the process of data collection. Many user data from customers, especially the company's angel customers, cannot fully represent the choice of potential customers, although the forwarding of questionnaires through the circle of friends will make the research data more



extensive, but the accuracy of the customer is not easy to grasp, so the data has a reference value but not comprehensive. The company's digital marketing is still in its infancy, subject to several constraints, no large-scale practice of digital marketing, inevitably have limitations in understanding.

In the process of learning digital marketing theory, there are also some other problems: in the process of studying the case study found that the industry's leading companies applied the marketing model, in today's era of marketing models, there is no theoretical support, think is heavy money plus IP plus topics. In this way, theoretical research is not so obvious in terms of foresight, and the significance of guidance for practice is weakened. In addition, traditional enterprises in the adoption of digital marketing strategy, the importance of technology and human departments seem to have a new ranking, the development of enterprises to this point, the importance of a department can no longer be measured by financial indicators alone. The marketplace is changing rapidly, and companies want to be able to use theory and tools in their development.



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## Appendix

Hello, parents and students! Thank you for your participation in this survey. We hope that you will fill out the survey truthfully, as required, and submit it on time in order to make the curriculum more reasonable, to communicate school information more quickly, and to provide more thoughtful school services. Thank you very much!

Questionnaire design.

1. Your gender: Male  Female
2. Your education level:  
 junior high school  high school  college student  
 bachelor's degree  master's degree
3. Which of the following courses in education and training are you more interested in: (multiple choice)  
 Courses for young children to cultivate their interest in learning  
 Cultural courses for young children  
 Cultural courses for primary and secondary schools  
 Research courses for primary and secondary schools  
 Art courses for primary and secondary schools  
 Examination courses for college students and above  
 Art courses for college students and above  
 Vocational training for adults
4. Please rank the factors you consider when choosing extracurricular tutoring courses (fill in the numbers 1 to 6 in  in the order of your choice)  
 Curriculum  Product price  Teacher  
 School brand  Distance from home or school  Service standard
5. Do you like the articles on digital media such as Company AIJIAO's WeChat public website?  
Yes  No
6. How often do you like the information updated on WeChat?  
 Once or more a day  Frequently updated  Doesn't matter
7. In what ways do you know about the courses of A Education and Training Company: (Multiple choice)  
 Company's official micro-blog, WeChat public number  
 Local micro-signal push

- Paper publicity
- Communication Preaching sessions
- Others' recommendation
- Haven't heard of it
- Others \_\_\_\_\_

8. Which of the following ways would you like to learn about the courses of A education and training company: (Multiple choice)

- official microblogging and weibo public number
- local microsignal push
- exchange seminar
- shake sound net red number
- official shake sound
- small red book
- other \_\_\_\_\_

9. The form of information you prefer to receive.

- short videos  short articles  both, depending on the quality of content

10. For the following types of videos, you prefer: (multiple choice)

- funny category  creative category  landscape scenery category
- recommendation category  knowledge category

11. Which of the following media would you like to get more extracurricular knowledge back or after-school services from: (Multiple choice)

- Official company microblog
- Official WeChat public number
- Official Shakey in
- Little Red Book
- WeChat Service group
- Class group or substitute teacher private message
- Other \_\_\_\_\_

12. Your opinion on the reasonableness of the fees charged by A Education and Training Company

- Expensive  Fair  Can have more forms, installment payment, etc. \_\_\_\_\_

13. Your satisfaction with the service provided by A Education Company

very satisfied  more satisfied  general  less satisfied  very dissatisfied, the reason \_\_\_\_\_

14. What are your personalized needs and suggestions for the curriculum of A Education and Training Company (especially online courses)?

art appreciation class  study videos  foreign study tour videos  culture course class  other, please specify \_\_\_\_\_

15. Feedback on the curriculum, where do you prefer to.

Private letter from the teacher  School receptionist  Course supervisor  Message from public number  Other, please specify \_\_\_\_\_

16. What kind of content would you like to see in A Education's WeChat public website?

Inspirational articles  Essays and stories  Study abroad  Education information and policies  Please fill in \_\_\_\_\_

17. Do you want to interact with your school on social media (microblog, community, etc.)?

Yes, looking forward to exchanging ideas at any time  No, don't have time  No, too much small talk in WeChat groups

18. Would you like to recommend A Education Training's courses to your friends?

completely agree  more agree  generally disagree  less agree  don't know

