



**STUDY ON THE MARKETING STRATEGY OF  
COLORFUL BEAR CHILDREN'S ART TRAINING  
INSTITUTION**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF  
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This Independent Study has been Approved as a Partial Fulfillment of the Requirement  
of International Master of Business Administration in International  
Business Management


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### ABSTRACT

This paper aimed to study the marketing strategy of Colorful Bear Children's Art training institutions, and the research objectives were: 1) To analyze the marketing status and problems of Colorful Bear Children's Art Training School; 2) To provide suggestions for Colorful Bear Children's Art Training School, based on 4P theory.

Based on the 4P marketing theory, theory this paper adopted the qualitative research method through an in-depth analysis of the marketing status of Colorful Bear children's art training schools. The interview was with the administrators or marketing staff of Colorful Bear Children's Art Training School, a total of 50 people. Finally, the following two research results:

1) The research on the marketing strategy of Colorful Bear Children's Art Teaching Institution has identified several issues that need to be addressed. These include poor quality of teaching products, a limited and inconsistent pricing strategy, repetitive promotion methods, and an insufficient integration of online and offline marketing channels. These findings provide valuable insights for optimizing the marketing strategy of Colorful Bear Children's Art Training Institution; 2) According to the 4P theory, the Colorful Bear Art Training School should focus on four aspects to improve its business. They should develop new products and optimize their product mix to enhance their product offerings. They should use differentiated pricing and price discrimination pricing to make their pricing strategy more effective and integrate online and offline marketing channels to expand their reach. Finally, they should innovate their promotional strategies to attract more customers.

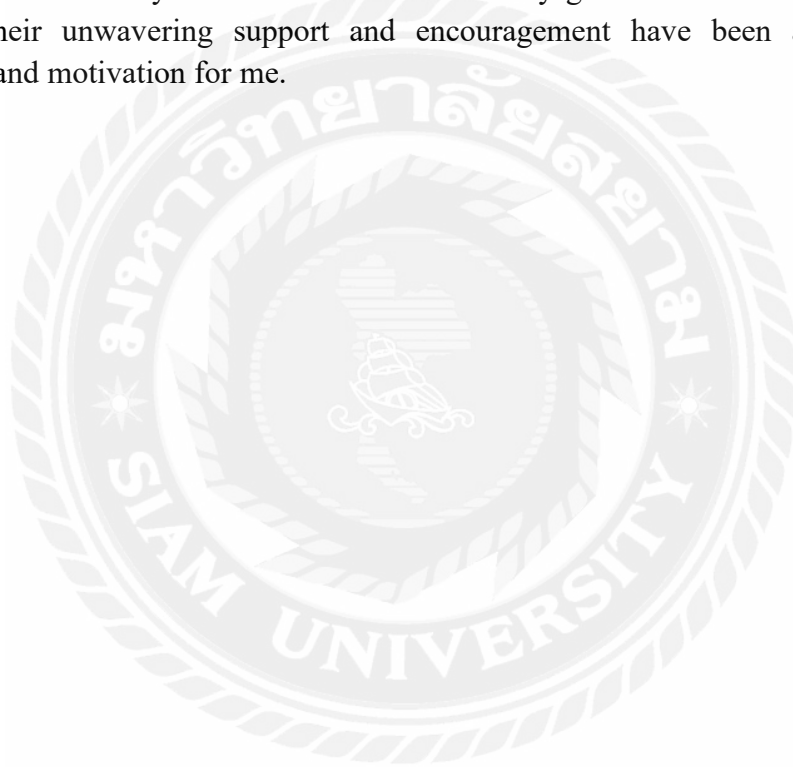
**Keywords:** children, art training institutions, marketing strategy

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## Declaration

*I, CHENCAIBIN, hereby certify that the work embodied in this independent study entitled “Study on the Marketing Strategy of colorful bear children's Art Training Institution” is the result of original research and has not been submitted for a higher degree to any other university or institution.*

.....CAIBIN CHEN.....

(Chen Caibin)

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# Chapter 1 Introduction

## 1.1 Research Background

Children's art education has gradually attracted attention and attention. The cultivation of this art has played a crucial role in the early stage of their growth (Bai, 2013). In the current period, children's interdisciplinary all-round quality ability training is most schools and parents strongly support, among them, the children's art training because has a deep origin of human art accomplishment, through cultivating children can develop children's innovative creativity, therefore, the development of the art by the social attention and love. At the same time, in the art examination, art also plays a very important role and is a necessary condition for the development of knowledge. Therefore, given the above phenomenon, parents will voluntarily invest time and money in their children's art training to provide more opportunities for them to enter school. Through the education and cultivation of art, we can express the children's inner world, ideas, and views, which has a good impact on the cultivation of thinking problems and the development of imagination. In the early stage of children's study, the education of children's art is generally not strict, and the school will not exert learning pressure on them. This period is mainly to provide children with an opportunity to play with their imagination with personal characteristics (Hu, 2013).

Issued in 2019 about the current situation of the children's art training industry and the future development of the relevant report, in the future development of five to ten years, about the art industry children's training market will develop to five hundred billion yuan, about the size of primary and secondary school market will be more than three hundred billion yuan, at the same time, the development of the industry kept at 30% a year. It is estimated that nearly 100 million young people in China participate in extracurricular art training courses every year. In today's social background, talent resource plays a vital role in the development of the country, which is mainly reflected in the unique advantages and excellent qualities of talents (Pu, 2014).

At present, the development of the school in art education has not focused on mining, and the construction of the teaching system is not complete. In contrast, the development of art training courses in some training institutions in society is more active, showing its unique advantages, and is loved by parents and children, mainly in the following two aspects: first, the social art training institutions have almost no bound to students, teaching has certain flexibility; second, these institutions have unique teaching ideas, can increase the fun in the learning process through some facilities to increase children's interest in learning. In Xiamen whole area, because of the above-related reasons, also makes its development a greater prospect. However, the development of Xiamen in this industry is also limited. Therefore, if the off-campus art training institutions want to be more competitive than other institutions, they need to change their marketing strategies and enhance their development according to their actual situation (Sun, 2014).

Colorful Bear Children's Art Training School was established in 2005 and is engaged in children's art training. It is located in Xiamen City, Fujian Province. Spends fifteen years, after the unremitting efforts of the staff will expand from a classroom to ten, the number of students also increased from more than a dozen to hundreds of people, and the company also plans to set up a special art school, its brand, corporate, the final goal is to become Fujian province or a famous national art training institutions. However, there are also corresponding problems in the operation of the training organization, such as the lack of systematic publicity, the unclear development strategy, resulting in the insufficient construction of the strategy, and the lack of close combination with Internet channels, so the marketing strategy of the school should be discussed and constructed.

## **1.2 Research problem**

Quality education is increasingly by the attention of the social from all walks of life, various art training institutions have sprung up, traditional art training school scale and number of rapid growth, due to the surge of art training institutions, many famous old institutions also began to recruit students difficult, admissions is not ideal, and so on, the market competition, more and more fierce (Peng, 2011).

Under the national integration strategy of "Internet +" and traditional industries, the marketing business based on online education and training platform has developed rapidly, which has a strong impact on the original offline art education and training enrollment. Traditional art training schools should not only maintain the competition of traditional channels, but also cope with the competition in market share of the emerging channel of online e-commerce (Zhang, 2015).

Colorful Bear Children's Art Training School belongs to the first Xiamen art education institutions, Xia men has opened four campuses, but in such a double competitive environment, due to the relative management, development planning, and marketing strategy is not appropriate, Colorful Bear the development of children's art training school slowly behind, with several art institutions opening, colorful bear children's art training school has lost lead, have to adjust the mode of operation in the competition, improve profit point to continue to grow (Zhu, 2018).

Therefore, this paper studies the Colorful Bear Children's Art Training School as the research object, studies the current situation of the marketing strategy of the Colorful Bear Training School, conducts an in-depth analysis of its problems through the 4 Ps theory, and puts forward the solutions strategies, to promote the healthy and long-term development of the colorful bear children's art education and training school.

## **1.3 Research objectives**

The research objectives of this paper are to:



1) To analyze the marketing status and problems of Colorful Bear Children's Art Training School.

2) To provide suggestions for Colorful Bear Children's Art Training School, based on 4P theory.

## **1.4 Study of the study**

This paper selects the Colorful Bear Children's Art Training School as the research object, the application of 4P marketing theory is from the product, price, channel, and promotion of four dimensions, the analysis of the marketing strategy of the Colorful Bear Children's art training school problems, The author entered 214 related documents of "children's training marketing" in China's Internet, and 22 related documents of the search terms of "children's training art marketing" and 22 articles, among which 9 of the papers were shown. The author of the content of the paper study found that no Under the Internet age of children's art training school of marketing research, most is for son training marketing research mainly in the brand promotion strategy, service marketing, business relationship, marketing combination, etc, these for the author study colorful bear children's art training school marketing situation to provide reference basis. Therefore, the author will take Xia Men Colorful Bear Children's Art Training institution with a relatively complete management system as the research object, research the marketing-related issues of children's art training schools in the Internet era, study and analyze its market positioning and the formulation and application of marketing strategy, and have a certain perspective innovation.

## **1.5 Study significance**

### **.1.5.1 Theoretical significance**

Taking the Colorful Bear Children's Art Training School as the research object, this paper tries to combine the Internet marketing theory with the traditional marketing theory to explore the applicable mode of marketing for children's art training schools in the context of the Internet, which is a further exploration of the marketing theory and a useful supplement. (Zhang, 2020)

### **1.5.2 Practical significance**

This subject stands in the existing colorful bear children's art training school marketing data, based on the school of "colorful bear" change the necessity of the existing marketing model and the feasibility of Internet marketing, from the perspective of practice, gives the implementation of the new marketing strategy, whether for colorful bear children's art training school or the industry children's art training company marketing model improvement, has strong realistic significance and promotion value. (Peng, 2011).

## **Chapter 2 Literature review**

### **2.1 Introduction**

This paper mainly studies the market strategy management of the Colorful Bear Children's Art Training School, mainly focuses on the 4P theory, and finds out the problems and strategies of the Colorful Bear Children's Art Training School through the 4P theory.

### **2.2 Children's world**

There are many controversies about the definition of children in the academic circle, and children, children, and teenagers are generally used together. Psychology will age in 6 to 12 years old Children divided into children, issued in 1992 about the teenagers of the age of children into teenagers, in the child trafficking related documents are older than 6 less than 14 children into children, in the United Nations in the convention on the rights of the children of the all of less than 18 is divided into childhood (Fang.2016).

The study object selected in this study is the students of Xia Men Colorful Bear Children's Art Training Institution. From the perspective of the age proportion of students, we realize that most of the students are in lower grades, and the age group is generally 3 to 12 years old. Therefore, the "children" mentioned in this study all belong to the students of this age group.

### **2.3 Art training institutions**

There are three types of training institutions in China: the first type is public welfare, Focus on the cultural course education, Children from primary school to high school, Meeting the standards for running a school, Through the examination of the educational administrative institution, Off-campus training institutions that can only operate; The second category is the less profitable or unprofitable institutions, The teaching subjects are the employed persons, etc., Training here and then improve your professional skills to obtain relevant qualifications, Meeting the standards for running a school, After passing the review of the relevant departments, To be established; The third category is profitability, If it is the cultural training, Should have a license issued by an educational administrative agency, If the aspect of skill cultivation is being undertaken, Should have a license issued by the PICC agency, Then complete the registration procedures with the industry and Commerce Department, To get a business license to get a school, This type of institution is generally called business training (Yu 2019).

The art training institutions described in this study belong to the third category listed above. The operation of this kind of organization is independent and is responsible for its profits and losses. The main task of the organization is to teach in the

field of art. Compared with the art class of the school, it focuses on skills and fun. The reason why parents ask their children to come here to study is that they hope their children can learn the content they are not exposed to in such institutions, learn more painting skills, improve artistic accomplishment, and lay a good foundation for future education.

## **2.4 Marketing strategy**

Philip Kotler, the most outstanding marketing master in America, defines marketing activities as "marketing is a social development and management process of private people or groups by creating, supplying and exchanging their needs and desires with others. Its basic activity is transaction, but the motivation of this act is to exchange the needs and wishes of the parties concerned and realize them. It is not only to meet the existing needs but also to deeply explore and develop the potential needs and desires of consumers. Marketing planning refers to "companies and businesses take the actual needs of consumers as the starting point, or rely on long-term successful experience, or through the study of the current market situation, to master the purchasing power of the market, demand and other relevant information, planned organization of operation, management of product sales activities. This process includes the planned and specific economic behavior of selling the product before and after the end of the production process (Xu, 2018).

Marketing process, first of all, a comprehensive understanding of the market and customer demand, research on consumers and the market, second by the market segment choice to service customers, and then through the products and services, pricing, distribution, and promotion to establish a marketing plan, coupled with customers and marketing partners to establish a good lasting relationship, finally get value returns from customers, improve market share and customer share (Wang, 2019).

Firstly, as far as the marketing strategy is concerned, its most significant feature is diversity. Whether it is about the pricing of products, the promotion of new products, or advertising publicity, as long as the products can be recognized by the market and create corresponding benefits, and the implementation plan can be promoted and implemented, then it can be summarized and summarized into a marketing strategy (Wang, 2019).

Secondly, as far as the marketing strategy is concerned, it needs to be supported by the preconditions. In short, the marketing strategy is not static, and it needs to be adjusted accordingly according to the environmental changes, that is, in essence, it belongs to the environmental products. No matter what kind of marketing strategy, its emergence is adapted to the change of conditions, and it is proposed to effectively solve the new problems. Generally speaking, the path is specific: both conditions or environmental change will make the past marketing strategy no longer apply, even expose irreparable defects, which needs to have a new strategy is creative, through new

solutions to solve the problems, to ensure that the target can effectively be achieved (wang, 2019).

Finally, there is a significant difference between marketing models and strategies, but they also have a certain correlation. In this case, the most striking difference is the strategy and then the model. In essence, the essence of the strategy is the proposed means to achieve the goal, and the model is a process, which is the action to implement the marketing strategy. Therefore, if the marketing strategy is adjusted, the marketing model will change accordingly (Wang, 2019).

At present, e-commerce is leaping to a new stage, integrating online and offline markets as soon as possible (Wang, 2011). As far as the integration of online and offline marketing strategy is concerned, the core link is to break the barriers between online and offline and make it a closed loop, which requires maintaining a high degree of attention to consumers and mastering the original intention of their behavior, to ensure that enterprises have more reference information when making marketing decisions (Chen, 2020). Although education and training is also a product, it is significantly different from other products, that is, it is invisible, so most of its consumption is conducted offline, and consumers also prefer to consume offline. Compared with traditional media, the Internet has a very strong advantage, which not only spreads fast, but also wide, can cover more comprehensive content, but also can mobilize everyone, through timely interaction. Therefore, parents have also begun to have a new channel in the information collection and mastery of —— network media, which is no longer limited to traditional media, especially TikTok, WeChat, and so on. Generally speaking, training schools will use a variety of platforms (such as WeChat, Weibo, etc.) to attract parents, maintain communication and communication with parents, and play a role in promoting and selling services (Wang, 2021). At the same time, while promoting the copy, it will also add specific information on online and offline services, such as offline addresses, and even push some electronic currency discounts, so that parents can consult at the offline outlets through the address and reach the final transaction. In addition, businesses will also deliberately locate schools or develop targeted educational service products based on big data, and upgrade and improve the marketing strategy through the in-depth mining of resources, to ensure the smooth development of transaction activities and obtain satisfactory results (Wang, 2021).

## **2.5 4P Marketing theory**

In the process of marketing, enterprises need to implement a series of strategic planning to the close contact with customers, and these actions need to be implemented by marketing tools. In the 1960s, American professor Neil Si Borden took the lead in creating the concept of marketing strategy combination. There were 12 factors affecting marketing. This concept gradually matured with the constant change of marketing concepts and was widely used in the field of marketing. McCarthy simplified and summarized these elements into four items to form the 4PS theory, and Philip Kotler

further clarified that the marketing strategy combination of 4PS is the most important strategy method in marketing (Wang, 2003).

Product strategy, marketers start from the fundamental needs of customers, design, and supply products and services within the scope of the target market, and build a brand and create an experience for customers. The strategy includes product type, quality, style and design, brand, packaging, labeling and identification, support services, etc. Service, as an invisible product form, the strategy content also includes internal marketing, interactive marketing, service differences, service quality, etc. (Wang,2012).

Price strategy, marketers create value for customers, and then get returns from the customer, which is done through pricing. Price decision is influenced by internal factors and external environmental factors. There are three basic ways: customer-based, cost-based, and competition-based. Other strategies also include pricing of new products, product portfolio and product line pricing, price adjustment, and price change (Yang, 2012).

Channel strategy is also known as distribution strategy. In the process of delivering value to customers, channel strategy is the key link. The main strategy includes a vertical marketing system, horizontal marketing system, mixed marketing system, etc, its purpose is to make the marketing activities of enterprises be carried out more effectively, and on this basis to obtain greater profit space. The channel strategy also involves design and decision-making in terms of location, inventory, transportation, logistics, and so on (Liu, 2019).

Promotion strategy, marketers, accurately, and persuasively communicate the value of products and services to customers, use a combination of various forms of tools to pull the distance between enterprises and customers, and explore the purchase needs of consumers. The main promotional tools include advertising and public relations, sales promotion, personnel sales, direct recovery, Internet, social media, and mobile marketing in the Internet era (Liu, 2019).

As far as art education is concerned, when it begins to develop, it must bring itself into society and think about the value and significance of its existence. In the current marketing process, children's art training will also be affected by many controllable factors, including products, prices, channels, and promotion (Zhang, 2020). Among them, the core is the product, especially the functional demands of the product itself. Therefore, such enterprises offer only one —— course service, so the core of the product is to ensure the quality of its basic content, including teachers, class hours, and teaching environment; secondly, when promoting the product, we must highlight these advantages, seize the focus of parents in the shortest time, and deliver key information such as course style to parents. In terms of tuition prices, Its composition is centered on two parts, One is the fixed tuition prices, and The second is the discounted tuition price Because the different courses all have a corresponding market positioning, There is also

a significant difference in tuition prices, That is, the pricing strategy is adjustable; irrigation ditch, Is a way to help the product transfer from producer to consumer, That is, often called the distribution channel; sales promotion, Is also a means of marketing, The purpose is to arouse parents' desire to consume, Let them pay for their tuition fees, Common promotion means is to give parents some concessions and discounts, besides, And also send a lot of information to the parents, Hope to win over the parents from their competitors, To gain more students. The current economic development and prosperity, also show that the market competition is very fierce, in the company's survival and development, it can fight out the competition of the biggest rely on or enterprise core competitiveness, and the grasp of the market, that is to say, enterprises can make an accurate judgment to the market, and timely make the appropriate adjustment (Xu, 2020).

In terms of the children's art training industry, the marketing role also more attention and affirmation, in terms of professional projects, it can succeed in the market largely through the strength of marketing and effect, so must be targeted combination strategy formulation, and ensure the corresponding scheme is highly feasible, to ensure the perfect marketing target, which means a 4P not less (Huang, 2021).

## **2.6 Related research on children's art education**

Xiang, Ming. Yue (2009) that the United States emphasized art education diversity, at the beginning of this century called the "DBEA" art education concept by American scholars Isner and Gary, "The DBEA" concept covers multiple areas of art content, is in the United States based on the aesthetic development research is proposed, comprehensive and comprehensive strong. This theory mentioned that the education of art should develop in a diversified and multifaceted direction. In the teaching and training for children, children should be guided to understand art from multiple perspectives, to find the differences, learn how to use different materials to create, appreciate the works they see, and experience them carefully. American art education more attention to the cultivation of the vision, the children's entrance to primary school during this period, should pay more attention to the cultivation of children's observation ability, and creativity, among them, creativity should be the focus of the teaching task, guide the child to use their thinking to understand the aesthetic art, the greatest possibility to develop children's interest in the unknown world.

Li, Min. Liu (2013) that Europeans emphasize aesthetic art popularization, they teach the beauty of primary and secondary school children pay more attention to, therefore, a relatively strong art learning atmosphere, both teachers and parents are focused on cultivating children's art accomplishments, also often use extracurricular time to cultivate children. They will according to the characteristics of different children themselves in the teaching process give different teaching methods, arrange different learning content, and make the children develop their characteristics, according to their thinking activities, they will not according to the children of art quality to judge, but to

make the children in learning and exercise their imagination, with art to show their thoughts, complete works with their characteristics.

Liu, Hui. Min (2019) believes that Japan has individualized its aesthetic art. With the increasing prosperity of Japan's economy, Japan has begun to intensify its efforts to cultivate children's aesthetic art. In this process, Japan focuses on the personalized practice of art in teenagers and children. They also have their unique ways of teaching art and training, such as cultivating children's personality creation and conducting personalized teaching (that is, teaching students according to their different characteristics). This kind of education and teaching method is based on the children's nature, which is targeted, which is similar to the educational method of "teaching students by their aptitude" proposed by Confucius.

Chinese people generally have such an education and teaching concept, that is, they pay great attention to children's learning in cultural courses and their mastery of theoretical knowledge, and pay insufficient attention to personalized education in art. Even if the school has relevant courses, but the parents and teachers have an unimportant idea about it. If you want to get training in the relevant aspects, you can only study and practice through the way of off-campus art training institutions. However, the development of the economic level and the degree of art education are uneven, so aesthetic education and training need to be adapted to local conditions, starting from reality, and formulate appropriate marketing strategy planning (Wang, 2020).

## **2.7 Related research on the marketing of children's art education enterprises**

Liu, Jiao (2019) compared the brands of children's art training schools and other industry brands and found that children's art training is an intangible product, and the curriculum is only a part of the product; teachers, teaching AIDS, characteristics, and student's understanding of the training school are all part of the brand. Compared with other industry brands and this kind of brand, the operation and brand publicity of children's art training schools have a certain autonomy.

Under the tide of the development of the Internet era, researchers have done more and more research on the service operation of the teaching and training industry. For example, Bai, Lin (2013) deeply analyzed the improvement of the operation form of training institutions, the development level of products, and the level of informatization, and proposed that the service of the industry should have standardized management. When Pu, Li. Min (2014) analyzed the quality education operation plan of a certain company, she accurately carried out the market positioning through data collection and clustering analysis. Huang, Xiang. Zheng (2018) said in the research that the core of the business service of training institutions is consumers and improving the service process. Only by optimizing the management system and improving the quality of the

service can the consumers' satisfaction and loyalty to the service be enhanced. Also, research through vivid and substantial graphic case forms and comprehensive management service characteristics elaborated the new definition of marketing. Ma, Zhong. Li (2018) said in the study that the competitiveness of the children's art teaching market is becoming more and more intense, the choice of consumers is wider and wider, and the development orientation of service operation should take consumers as the guide, showing its obvious advantages in the marketing process; Before exploring the training industry marketing, the environment of the research institutions should be analyzed, the internal and external environment, and then develop appropriate scientific service marketing strategy (Huang, 2018). Yang, Jin. Li. (based on the improvement of staff quality in 2020) discussed the thought and behavior, further analyzed consumers 'satisfaction with the operation and customers' experience of buying products, and comprehensively analyzed the direction of the theory in the service operation field and the operation form. Deng, Xin. Yu (2020) focused on the analysis of the quality of service, constructed and maintained the consumer relationship, analyzed the consumer model, and then elaborated on the theoretical system, core idea, and operation mode of service operation. The analysis of the above management views provides a certain theoretical basis for the management and development of Chinese children's art education institutions.

With the training industry and the integration of the Internet, Yang, Na (2012) think training enterprises on the Internet platform search engine promotion has certain funding, due to the current education training of the main consumer groups between 18-39, most grew up with the Internet, the customer often in the network through the keyword search to buy, so training institutions and bai du, Sogou, 360 search head enterprise all-round cooperation, continue to improve the user's conversion rate.

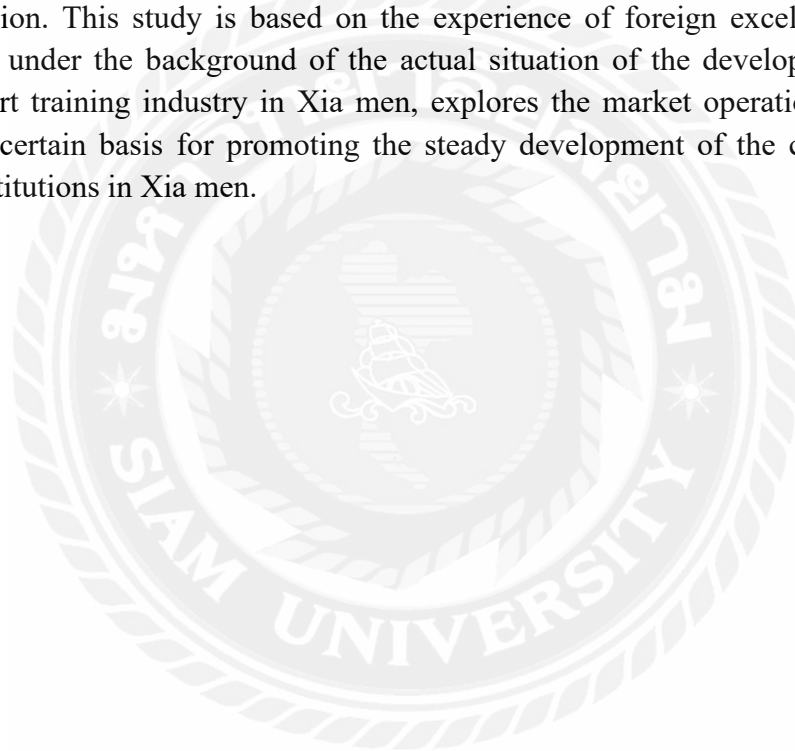
Xie, Nan (2019) studied the relationship operation of children's Art training Company A and summarized relevant strategies. He said that the relationship operation of the training institution can be carried out from the aspects of government relationship, influencer relationship, and partner relationship, and the center of the above relationship is the customer relationship. Ma, Jing. Ru (2020), a children's art training institution in Jinan, summarized the scientific business strategy, can cooperate with different institutions, or set up agents in a large range, to improve the popularity.

Wang, Zhe (2020) analyzed the specific plan of children's art training enterprises to practice brand publicity, and the treatment plan in the face of a negative reputation, and constructed the management model of brand publicity in the training institution. Based on the constructed model, it can improve the systematic and standardized marketing system in the industry. According to the study, children's art training institutions can be included in the brand publicity strategy of the network publicity method, through information technology to promote the promotion of word of mouth, to achieve the goal of marketing.



Wei, Xin (2016) research in detail analyzes the children's art training institutions of macro and micro environments, based on product sales and service operators two levels of analysis the marketing method, summarisation of the improved marketing combination, integrated the word of mouth, experiential marketing in the same background analysis, the results have certain reference value.

To sum up, from the research results, I learned that the foreign children's art training industry has a relatively complete practical experience, and some business concepts about different types of products, such as 4P, and other theories, have certain practical experience in reality, and have obtained good business results. Some foreign training institutions with perfect mechanisms in first-tier cities have relatively mature teaching systems and have built unique brands. The members of the institutions have strong abilities. They can skillfully conduct operations and promotions through new media, constantly learn from successful experiences, and occupy a certain market share in each region. This study is based on the experience of foreign excellent training enterprises, under the background of the actual situation of the development of the children's art training industry in Xia men, explores the market operation plan, and provides a certain basis for promoting the steady development of the children's art training institutions in Xia men.



## Chapter 3 Research methodology

### 3.1 Introduction

This paper uses a qualitative research method. This method is mainly applied to the study of the marketing status of colorful bears. Through consulting the relevant literature, to understand the domestic children's art training industry has a complete practical experience, part of the different kinds of product business philosophy, such as 4P theory, in reality, have certain practical experience, obtained the good management effect, for the study of colorful bear marketing status provides the relevant theoretical basis. Based on the 4P marketing theory, based on the product, price, channel, and promotion, this paper conducts the interview outline and question design and interviews the managers and marketing staff of Colorful Bear. Through in-depth research and analysis of the marketing model of Colorful Bear, to provide a reference for the formulation of market operation strategy in the same industry.

### 3.2 Sampling and sample size

The research object of this paper is Colorful Bear Children's Art Training School, the school was established in 2005 and now has 5 campuses. Its main business is children's art training, mainly recruiting children aged 4-18. Since its establishment, the school has been operating for 16 years. Up to now, professor Colorful Bear has more than 3,000 students and has a total of 72 management and marketing personnel. The author interviewed 50 people, including 10 people on each campus. The interview objects are the managers or marketing personnel of each campus. These personnel are familiar with the current operation strategy of the organization.

### 3.3 Research design

4P	question
product	<ol style="list-style-type: none"><li>1. What are the teachers of your institution?</li><li>2. Do the teacher in your institution need other part-time jobs in the institution?</li><li>3. Do the teachers in your institution know the students' learning situation before class?</li><li>4. Will the teachers in the institution communicate with the parents?</li><li>5. Are your institution teachers satisfied with the salary?</li><li>6. What is the average teaching age of your institution's teachers?</li><li>7. Do your school teachers have regular teaching and research activities?</li></ol>

price	8. Is the price of the courses the same on different campuses? 9. Do the parents in your school pay more attention to the price or the teaching quality when consulting? 10. Do the parents at your institution think the course prices match the teaching results? 11. Are the parents in your institution satisfied with the quality of their teaching?
sales promotion	12. What are the sales promotion methods in your school? 13. Does your organization carry out marketing and promotion activities? 14. Does your organization have more promotional methods?
place	15. What is the main marketing channel of your school? 16. Does your school have the network marketing channels? 17. Does your school integrate online and offline channels?

### 3.4 Data collection

The interview will be conducted in the form of an offline interview from May 15, 2023, to June 15, 2023. After designing the interview outline, the author divided the interview list into the campus districts and then visited one campus by one to conduct one-to-one interview records. At the beginning of the interview, create a relatively relaxed conversation atmosphere, so that the interviewees will not be too nervous. Then, the author will interview and ask questions and the interviewees will come back to relevant questions. The author will accurately capture the information in the interview, collect relevant information in time, and record the interview in time. Finally, the collected interview information is classified, summarized, and summarized.

### 3.5 Data analysis

In this study, Colorful Bear Children's Art Training School is the research object. Colorful Bear Children's Art Training School has five campuses. The author interviewed 10 institutional managers or marketing personnel in each campus, a total of 50 people, and conducted one-to-one interviews with them. The interview content focuses on the four factors of product, price, channel, and promotion, and strives to summarize the current situation and problems of Colorful Bear Children's Art Training School, to provide a realistic basis for optimizing the marketing current situation of Colorful Bear Children's Art Training School.

## **Chapter 4 Finding and conclusion**

Training schools for adjustment and optimization of marketing strategy, cannot leave the analysis of the present situation, this paper is based on the theory of 4P, from the product, price, channel, and promotion of four aspects of colorful bear children's art training school marketing situation, analyze the marketing situation of the problems and deficiencies, and application of 4P theory for its innovative marketing strategy. The study mainly obtained the following results:

### **4.1 To analyze the marketing status and problems of Colorful Bear Children's Art Training School.**

The marketing status of Colorful Bear Children's Art Training School has some problems, such as poor quality of teaching products, single and arbitrary pricing strategy, monotonous promotion means, and imperfect marketing channels integrating online and offline.

#### **4.1.1 Poor quality of training and teaching products**

First, the teaching quality is uneven. Teachers engaged in children's education are important personnel in training excellent students. The quality of the teaching results is related to the reputation and reputation of the Colorful Bear Children's Art Training School. As a teacher providing art education for children, his comprehensive ability has a very important impact on the future and development of his school. The study shows that the following reasons (not limited to) are the important factors for the unstable teaching quality of Colorful Bear children's art training schools: the first is the lack of quality teachers resources and mobility; the second is the lack of working experience and professional level; the third is the acceptance of art knowledge; the fourth is the school is difficult to recruit more quality children art painting teachers. In recent years, the total number of children's art institutions has increased to a certain extent, and the need for high-quality teachers is increasing, but the number of children's art teachers has not achieved the corresponding increase. Some college students openly say that they will not regard the position of children's training teachers as the career they have developed. In the recruitment of talents, colorful Bear Children's art training school has, the following phenomenon: the first is high recruitment requirements, the candidates need to have a certain degree and good professional knowledge; the second is the relevant knowledge of children; the third is the teacher qualification certificate; the fourth is rich professional experience. The salaries for teachers are relatively low and far from large training institutions. Relevant high-quality teachers will teach in training institutions with better treatment from the perspective of their interests, to obtain greater space for development. Colorful Bear Children's Art Training School needs to have an advanced vision, deeply realize that the unstable teaching quality is not a good thing for themselves, increase the training of teachers, and try to provide better treatment for each other, so that the teaching quality as far as possible in the best stable state.

Secondly, the teaching responsibility division is unclear. The organization is relatively extensive in human resource management, and teachers have part-time jobs outside class. Such as the administrative front desk, etc. These part-time jobs will take up the time of the relevant teachers, making them lose some time to think deeply about how to improve the quality of teaching when the work pressure increases.

Finally, the lack of teaching service-oriented consciousness is insufficient. Before the art training activities began, the teachers failed to have a deeper understanding of the students' learning purpose and did not deeply analyze the personality of the target students. The teacher has such thinking: "I am a teacher who imparts art knowledge to children, students should learn art knowledge by my teaching way". In the art teaching of children, teachers fail to develop children's imagination from a scientific perspective, nor can they stimulate their creativity. When students don't like learning art, the teacher gives such questions to the admissions consultant, who communicates with the target parents. When teachers do not communicate significantly with students' parents, they will not be able to better stimulate the nature of art knowledge with parents, resulting in the loss of students. Therefore, the school needs to increase the service awareness of children's art teachers in teaching, to enhance the stickiness of students and enhance their long-term interest in learning, which lays a solid foundation for the sustainable development of Colorful Bear Children's Art Training School.

#### **4.1.2 Single and Arbitrary Pricing Strategy**

Firstly, the low matching degree of service quality and course price. In terms of course price, the cost of Colorful Bear Children's Art Training School is relatively high, but the service quality is relatively general. For parents willing to invest in their children's education, if the training institutions can enable their children to learn more and practical knowledge, then the high course prices are also willing to pay to the training institutions. Therefore, when the parents negotiate the price with the training school, they will comprehensively measure the teaching level, quality, and management level of the other party. When the child goes to the training school for some time, he will compare the knowledge mastered before the school with the current stage, and observe whether the child has made progress in learning and the degree of progress. Therefore, art training schools need to fully understand the needs of parents in the course price and teaching quality, and set the teaching price that can satisfy parents and meet their needs in teaching quality. This will enable the school to get more customers and students who learn art knowledge.

Secondly, the course price is not reasonable. The curriculum price of Colorful Bear Children's Art Training School is unreasonable, which is mainly reflected in the same curriculum pricing on different campuses. At present, different pricing strategies have been adopted, which have both advantages and disadvantages. Even in the city of Xiamen, different areas of consumption level is different, in the economic condition is relatively good in urban districts, for example, higher course pricing affect school

admissions, but for other slightly poor area, such as li Cang, higher course pricing will virtually many potential customers rejected. To complete the sales target assigned by the school at a fast speed, the admissions consultant will create recruitment means to reduce customers' investment in teaching by reducing material fees and other aspects. Although such practices can attract and retain a certain number of customers, their own sales performance increases. But it will make other normal payments of the customer's psychological imbalance. In the long run, more and more customers will ask to reduce the teaching price of the treatment.

#### **4.1.3 The promotion method is single**

Colorful Bear Children's art training school now some promotion methods have the following ways: one is to distribute leaflets in the park and other places The other is the cooperation with educational institutions, such as primary and secondary schools. This kind of method has the disadvantages of a single promotion method.

Colorful Bear Children's Art Training School has the following characteristics in the selection of enrollment time points: the first is when the children leave school in the afternoon; the second is the weekend; the third is before the winter and summer holidays. Although this method can recruit a certain number of new students, it also has shortcomings. The school will employ a certain number of college students as the school enrollment consultants, to achieve the purpose of recruiting more students. Many college students use the method of giving small gifts to their parents to carry out their enrollment activities, failing to find potential customers from the perspective of the enrollment unit. The actual effect of the resulting promotional activities is reduced.

The training school carries out very few business promotion activities, and the only monthly activity is to hold birthday parties for children. The school has limited space, the teachers employed are all part-time staff, there is no way to hold a monthly birthday party, and when guiding these children to participate in this activity, the school did not make a good plan for this behavior.

In this increasingly intense training industry, simple promotions have achieved very unsatisfactory results. Only when art teaching and training units plan marketing products and methods, select excellent promotion personnel, and launch scientific marketing strategies to potential customers, can they increase the number of customers and realize their scale economy.

#### **4.1.4 The marketing channels of online and offline integration are not perfect**

Colorful Bear Children's Art training school has not established an efficient network + realistic marketing network system. Its main marketing channel is still the offline agent channel. The school has realized online marketing strategies through the development of TikTok live broadcasting and the establishment of e-commerce

platforms in the past two years. However, because its online and offline marketing channels do not achieve perfect integration, the online marketing strategy is not ideal. At the beginning of the online channel, the introduction of online children's art training products could not perfectly match the actual needs of offline customer groups; failed to analyze the psychological characteristics of children in learning art knowledge; no good interaction with core consumer groups. As a result, the online recruitment of students is not effective.

The omnichannel marketing system of Colorful Bear Children's Art Training School is not perfect, and it is not clear about their responsibilities in the work. The cost of the company in network marketing is higher than the cost of network marketing and promotion. The cost of entering the e-commerce platform includes the cost of hardware and software facilities, so the company does not need to reinvest in this area. Although Colorful Bear Children's Art Training School, under the close attention and guidance of the company's network strategy, will integrate and implement the network + offline marketing strategy. Because this kind of marketing strategy is more complex, it is more than to complete the traditional marketing strategy. The online + reality integrated marketing strategy needs to rebuild and optimize the company's related business, rather than just improve a separate link. In addition, in terms of online + and offline marketing strategies, there are still cognitive inconsistencies in training schools. This will hinder such marketing strategies in practical application.

## **4.2 To provide suggestions for Colorful Bear Children's Art Training School, based on 4p theory.**

4P marketing theory from products, price, channels, and promotion four levels, based on developing new products and optimizing product portfolios, using differentiation pricing and price discrimination pricing, relying on online and online integration marketing channels, innovative promotion strategy, to improve the colorful bear children's art training school market share.

### **4.2.1 Product strategy**

Five years ago, Xiamen City, Fujian Province, did not have many children's art training institutions. When more institutions into the industry development, parents choose more and more, and school institutions competition is more and more big, at the same time, parents' education concept is changing, from the original single art interest training upgrade to diversified quality education, so the demand for art training products are more hierarchical. Colorful Bear Children's Art Training School should make full use of WeChat, Weibo, the official website, and other Internet platforms to track and comb parents' education needs, aiming at the shortcomings of single teaching can not attract children's attention, developing children's programming, scientific experiment, dance body, robot, model aircraft and other training courses. At present, the curriculum system of Colorful Bear Children's Art Training School presents the characteristics of

a single development, with an obvious lack of diversity. Colorful Bear Children's Art Training School should adjust and innovate the existing educational products according to the trend of market development and parents' growing demand for children's art training. On the one hand, the Colorful Bear Children's Art Training School should strengthen the teaching quality of the existing painting curriculum system and other core products, on the other hand, it should continue to lead the development of new children's training courses through demand, and constantly build the market moat of the Colorful Bear Children's Art Training School.

#### **4.2.2 Provide good products and services**

Colorful Bear children's Art training school to "customer-centered" business philosophy, With the effective optimization of the existing product portfolio, Based on the existing products and services, Do the derivative services of products, Such as hard and soft pen calligraphy related to painting, Gradually increase the horizontal and longitudinal products, To expand the existing art training product line, Continuously improve the utilization rate of school fixed assets, Realize the conversion and multiple mining of existing trainees, at the same time, Establish and improve the service system of training course consultants to course teachers, To ensure that students can get the job tracking service in the whole learning activities. School teachers will teach painting skills to students mainly through teaching. Schools need to take full care of their teaching activities. In addition, the school needs to investigate the satisfaction of children's training, communicate with students' parents through WeChat and other tools, try to grasp the needs of children in learning, provide timely and targeted training services, and provide free help when necessary, to solve the problems in life and study.

#### **4.2.2 Price strategy**

Service products do not belong to physical products, whether the purchase price is equivalent to feeling. Xiamen's departments in charge of education do not explicitly price the course products of private institutions engaged in art teaching. Such institutions price products according to their own needs and adopt pricing methods that they consider feasible. Colorful Bear Children's Art Training School should adopt a more advanced and family curriculum pricing method.

##### **4.2.2.1 differentiated pricing**

Colorful Bear children's art training school should be priced according to the length of the subject for children to learn. For example, when parents choose a subject with a time limit for their children, the price given by the school is 6000 yuan, and customers choose two years, or three years of class hours, in terms of class price, the school will give customers 10% and 15% preferential price respectively. The school will provide students with products at different prices according to the number of subjects they apply for. For example, the sale price of a one-year course is 6,000 yuan,



and the subject and painting class will get a 10% discount on the course price. Colorful Bear Children's Art Training School will determine the standard that can share class hours, such as students' one-time report for two years or more class hours, its class hours can be universal. The agency offers a price discount or reduction strategy for children living in low-income families.

#### **4.2.2.2 Use price discrimination for pricing**

The time of education and teaching in Colorful Bear Children's Art Training School has a common feature, that is, the rest time for children and their parents is the golden time for training institutions to carry out teaching activities. Parents in Xiamen are particularly consistent when choosing class time. According to the management of the institution, some parents proposed that many children were training schools on weekends, and they could not find a good rest area. The school can change the price of the product, and give some tuition fees for children who study from Monday to Friday (specific courses are subject to one year).

### **4. 2.3 Channel strategy**

#### **4. 2.3.1 Good telemarketing**

At present, mobile phones have become an important tool for people to communicate. Thus, telephone marketing has become an important channel for product promoters to communicate with customers and understand their needs for products. One is a telephone; the other is a short message. Through these two ways, the school realizes the purpose of enhancing the feelings of old customers and deeply exploring potential customers.

After several years of development, the Colorful Bear Children's Art Training School already has a large number of old customers. They have a clear understanding of the school's curriculum and have a basic trust in each other. In this case, the school conducts telemarketing to regular customers by mobile phone to ask the students to experience the course, introduce the relevant course to the customer, and send the corresponding course and class time according to the consent of the customer. This will not only cause the other side the dislike, but also make each other feel more human service, which can improve the satisfaction of the old customers to the school. Training schools risk telemarketing to potential customers. Therefore, the school needs to use telemarketing to develop new customers in the following ways: the first is to make calls at a reasonable time; the second is the call voice as gentle and sincere as possible; the third is the call language simplicity; the fourth is to gain the trust of the other party. So that the purpose of telemarketing is realized.

#### **4. 2.3.2 Do a good job of portal website platform marketing**

Colorful Bear Children's Art Training School shows its website as Colorful Bear Children's Art Training School propaganda products, service communication, and business platform, in the fragmentation information age, in the mobile Internet client to provide perfect information data, accurate courses, and customer experience, very important, especially the page layout is fashionable, course content information, timely and accurate, the course price preferential policy is attractive, these are the parents are willing to through the store terminal consulting key factors of order.

#### **4.2.3.2.1 Show the good image of colorful Bear children's Art training school and the company.**

Colorful Bear Children's Art training school can set the following contents on the official website of the company: the first is the development process; the second is the organizational structure; the third is the course introduction; the fourth is the teaching staff; the fifth is the campus dynamic; the sixth is the marketing promotion; the seventh is the contact information. This information is carefully published on the official website of the company, delivering corresponding information to target customers, which can not only make up for the lack of telemarketing in the actual work but also reduce the workload of course consultants in stores. The design of the website needs to be simple and easy to use, to ensure that the privacy of customers is not disclosed during the course purchase process. In addition, the website needs to be adjusted according to the changes of the company in the curriculum, so that people can quickly understand the information of Colorful Bear Children's Art training school through the official website.

#### **4.2.3.2.2 Introduce the Colorful Bear Children's Art Training School comprehensively to create a brand reputation with unique advantages.**

Establish a web version and mobile client website, purchase class drainage to online sales, and promote Colorful Bear Children's Art Training School attraction and value, Colorful Bear Children's Art Training School needs a VR comprehensive enterprise website, which can show that Colorful Bear Children's art training school a total of four product lines, respectively is painting, pottery, pinyin, and figure, calligraphy, click on every page can see each product in detail.

#### **4.2.3.2.3 Timely release of the latest developments of Colorful Bear Children's Art Training School**

Colorful Bear Children's Art Training School The cycle from curriculum design to curriculum landing is very long. During this period, various factors will have an impact on the final quality of the training course, so it is very important to release and update the latest developments and information of Colorful Bear Children's Art training school. We can see that the news dynamic section of the Colorful Bear Children's Art Training School exhibition website has four parts, namely, company news, industry

news, course news, and media reports. Students 'parents can track and capture the dynamic information of Colorful Bear Children's Art training school from the above section.

#### **4.2.3.2.4 Accept online interaction and provide various consulting services**

After comparing and analyzing the products displayed on the website of Colorful Bear Children's Art Training School, parents will certainly have doubts about the products they are most interested in. Both the course content and the price discount level, professionals need to answer. The interaction between Colorful Bear Children's Art Training School and the parents' potential customers is carried out in four aspects, namely, demand interaction, course content interaction, pre-sale price interaction, and after-sales service interaction. Potential customers can combine their own needs and interact with the school through this section. Colorful Bear Children's Art Training School can also provide customers with one-to-one customized services through this section, to improve consumers' satisfaction with Colorful Bear Children's Art Training School.

#### **4.2.3.2.5 Track, capture and analyze the data through the website background**

So far, Colorful Bear Children's art training school foreign service tens of thousands of students, to provide a large amount of information, further optimized the original website background management system, joined big data, and AI analysis module, and helped track, capture, analysis of consumer purchase behavior, for the next step to parents accurate marketing strategy to provide powerful data support.

#### **4. 2.3.4 Strengthen the interactive marketing of APP software download**

In recent years, with the rapid mobile Internet technology, android and IOS two smartphone operating systems gradually optimized, 2020 China smartphone shipments reached 390 million, mobile Internet end users have far more than traditional Internet end users, social, shopping APP software to accelerate the development, it also caused the change of consumer behavior patterns, consumption time increasingly fragmented, consumer demand gradually personalized, these let businesses see new business opportunities new opportunities.

APP software is short for third-party applications, specifically for mobile Internet experience marketing or interactive marketing. More and more education and training schools use intelligent APP clients to replace traditional marketing tools such as print media to deliver value to consumers more accurately. The advantage of APP software marketing lies in that it is not constrained by time and space, and has two-way, seamless, and all-round communication with customers. From contact, acquisition, retention, and customer management to the completion of housing sales, the whole transaction loop can be realized through APP software. Through cooperation with Alibaba, Colorful Bear Children's Art Training School has developed the APP marketing software for Colorful Bear Children's Art Training School, including the following five functions:

The first function is information service: release of colorful bear children's art training school information, real-time course information update, let the parents the first time to grasp the course information and the possible effect of the training.

The second function is the curriculum attempt: to provide colorful bear children's art training school painting, pottery, pinyin, and reading pictures, speaking Hard pen calligraphy course attempt, which shares a background database system with portal websites.

The third function is social services: bundling APP software with social software such as Weibo and WeChat, which is conducive to reality interaction, experience interaction, circle production circle marketing, and other functions.

The fourth function is SMS service: the implementation of an SMS group to wake up customers, and practice the service concept for customers. Turn the passive marketing strategy into the active marketing strategy.

The fifth function is consulting services: to provide customers with 24 hours of uninterrupted consulting services and lead the customers to the site for investigation

#### **4. 2.3.5 Expand wechat social marketing**

WeChat is a social chat software launched by Tencent in 2011. With the help of the rapid penetration and communication ability of the WeChat platform, peer-to-point precision marketing can be realized. It is also a marketing strategy widely accepted by the education industry since the outbreak of the epidemic in recent years and has achieved certain results. At present, whether for admissions promotion or community interaction, education training school WeChat marketing common goal is to increase the distance between parents and consumers, establish a better interactive communication platform, provide more convenient service, colorful bear children's art training school after years of seasoning, accumulated WeChat social marketing "fan economy" theory and practice framework.

The first is to attract fans stage: Colorful Bear Children's Art Training School through the establishment of the WeChat public platform, and released on the platform Colorful Bear Children's Art Training School promotion, surrounding shopping, parent-child training, etc., at the same time relying on all kinds of BBS activities will potential fans together, enhance the platform topic, with eye-catching novel original valuable content to attract the attention of potential fans.

The second is to increase the number of fans: Colorful Bear Children's Art Training School to user data collection and analysis, first evaluate the relevant channels (WeChat QR code, micro course) and related activities (large-scale group and benefit the effect of promotion), the core user second carefully identify, to push the precise marketing services, circle marketing as the main means of online integration mode, continuously extend marketing value chain.

The third is the Cultivate potential customers stage: Colorful Bear children's art training school using the WeChat platform, releases all kinds of art training course information, through all kinds of sales promotion to improve user viscosity, the parents through secondary drainage to the platform and docking service, establish service reputation, the demand of potential customers data collection and comb, according to the analysis results of colorful bear children's art training school training course information and all kinds of promotion frequency to adjust.

Fourth is the customer transformation stage: Colorful Bear Children's Art Training School using the WeChat platform, the user's behavior data 360 degrees, focusing on its core appeal, pushing targeted class discounts, promotion products, value service information, improving customer conversion rate, the passive marketing strategy into active marketing strategy, improve the colorful bear children's art training school in Xiamen marketing influence.

In addition, to strengthen the integration of online and offline channels, especially in the offline stores, Colorful Bear Children's Art Training School needs to recruit an exhibition ability course consultant, select a strong professional ability, work experience course consultant in the door team, the online platform of customer resources store, create suit, execution ability, propaganda ability of course consultant into entity store sales, improve the customer conversion rate.

#### **4.2.4 Promotional Strategy**

##### **4.2.4.1 Strengthen advertising efforts**

As one of the common means of publicity and promotion of products, advertising can directly convey the product's performance to the public in a vivid way. Colorful Bear children's art training school can be in the appropriate area through advertising so that their own sales purpose to achieved.

First, print advertising and outdoor advertising. Printing product information leaflets are printed advertising. It can write the content according to the company's wishes and guide the audience to read the printed advertisements at the pace of Party B. In this way, it can flexibly distribute and intuitively deliver product information to people's product information leaflets, which can meet the needs of the company to deliver product information. The printing advertisement needs to introduce the brand characteristics, show the features of the course to make the product vivid and generous; the company should place the product features on the layout, attract attention and introduce the title of the product, and write the advertising copy with good reading effect on the product information leaflet. The distribution of leaflets should meet the needs of the advertising strategy; the time, location, and distribution should be clear. The company needs to provide job training for advertising personnel. When distributing leaflets to target personnel, the company can issue course experience vouchers to them

to increase the role of advertising. However, the company still has to limit the printing advertising fee to a certain range from the perspective of cost.

Outdoor advertising, low cost, high flexibility, and high exposure rate are the advantages of outdoor advertising. It is the colorful bear children's art training school combined with a variety of creativity in people's travel roads, shopping malls, amusement parks, and other physical places to realize the advertising activities. Training schools can use posters, set up billboards, and other ways, in bus stations, kindergartens, and other places for publicity. Whether it is a poster or a billboard, its content must be creative, novel, and easy to understand, to attract target customers inside the company.

The second is radio ads and souvenir ads. With the cost of other products such as online advertising, radio advertising is high in terms of its costs. It has the characteristics of a high degree of popularity and large coverage of local people. This is something that other ads can't compare to. Therefore, Colorful Bear Children's Art Training School can be used on Xiamen radio stations and other platforms, such as FM 89.2 and FM 100.1, to expand its influence in the Xiamen area. And souvenir advertisement, is a less practical souvenir advertisement, to achieve the purpose of improving product awareness. This kind of souvenir can be in repeated contact with customers so that the audience is gradually affected by the connotation of the product. Colorful Bear Children's Art Training School can increase the number of product information, such as calendars, to increase the number of new students.

#### **.4.2.4. 2 Strengthen business promotion**

Colorful Bear Children's Art Training School adopts preferential price registration, gift giving, points system, lottery, and other means, and uses corresponding marketing events and related activities to create an environment for product experience so that the audience's tendency to buy target products increases so that the way of selling products is confirmed as the definition of business promotion. Colorful Bear Children's Art Training School can combine the course characteristics, open free classes, and other ways to carry out business promotion activities.

The first is the free open classes. Colorful Bear Children's Art Training School should regularly select its ace teachers from each branch school to open free classes to show the public their school's teaching philosophy, teaching ability, and other content, to attract the audience to sign up. First of all, the Colorful Bear Children's Art Training School will make preparations for the open class. In the week before the open class, special personnel will be assigned to distribute leaflets and posters in key areas and use the existing network media to publicize, to attract more people to participate in the open class. Secondly, the layout of the open class site needs to reflect the image of the brand, to increase the association of the audience and the perception of the brand, make the classroom atmosphere more active and harmonious, arrange the experienced exhibition

staff to provide intimate services for customers, and create an unforgettable listening experience for the personnel participating in the open class. Finally, the Colorful Bear Children's Art Training School carries out enrollment activities via the interactive link after the end of the course and gives the corresponding discount to the applicants in the price.

The second is the audition experience class. Colorful Bear Children's Art Training School can carry out enrollment activities by opening free trial lectures, but how to turn the personnel involved in the experience class through the trial experience class into their customers, which will become the problem that Colorful Bear Children's Art Training School needs to solve. Taking the audition experience course is a sign that their staff are interested in the target course. Colorful Bear Children's Art training school needs to reasonably set the difficulty of open classes, especially the teaching content and methods, so that the students can realize the knowledge of the school; The listeners feel the teaching ability of the school, and let the students and parents recognize the teaching mode of the teacher. After class, teachers need to have a one-on-one conversation with their parents. When the customer fails to register for study as scheduled, the course consultant can visit the other party through telephone inquiry, if there is a problem with the experience class, then modify the experience course appropriately, so that the experience class to increase the number of customers.

Finally, the parent-child public welfare activities. For organizations that support public welfare undertakings, people will have good feelings and better trust. Colorful Bear Children's Art Training School can combine marketing and social responsibility activities, and actively carry out activities related to public welfare activities. For example, organize students to send toys to children in welfare homes; provide needed help for children with autism rehabilitation; organize parents to carry out book charity sales and other activities, and give the funds to the Red Cross. These activities provide help for those in need and create a distinctive brand positioning for Colorful Bear Children's Art Training School, strengthen the contact with customers, and make the external image of the company bigger.

Ground promotion and sending leaflets are important business ground promotion methods of Colorful Bear Children's Art Training School. The accuracy of a single distributor has become one of the important factors for training schools to obtain customers at lower costs in a short period. Practice shows that the best time for publicity materials is for the students; the best time is the kindergarten entrance and the residential area entrance; the best form is the order personnel explanation. The latter by showing children art models and sending small gifts way to attract children and the attention of their parents, the parents of the existing school curriculum, for the course optimal attention customers send free public classes, audition experiences, and parent-child public welfare activities free experience, let it into the school course experience link. Colorful Bear Children's Art Training School, before pushing the products locally, selects the high-quality paper needed for the publicity materials and designs the

publicity materials that can attract people's eyes, so that more potential customers can come to their internal investigation.

#### **.4.2.4.3 Strengthen brand promotion**

Colorful Bear Children's Art Training School to promote Fujian and even the national art training market share, the correct choice, and use of propaganda way, effective fusion poster advertising, live interpretation, event marketing, electricity live and reasonable combination, build innovative 360-degree three-dimensional marketing model, enhance its brand influence. Colorful Bear Children's Art training school should increase the investment of key resources, build several terminal experience stores, create more lively and vivid promotion forms, focus on the decoration style, brand logo, and brand color and base, and build the leading enterprise of Fujian art training: strive to put the brand promotion effect into practice.

In terms of in-store promotion, professional ground promotion personnel are hired to integrate promotional resources to enhance the enthusiasm for children's art training courses, increase the frequency and scale of free experience classes, and improve the brand communication value of key categories such as hard and soft-pen calligraphy related to painting. In terms of campus promotion, we can strengthen the concept guidance of "potential consumers" through the welcome party, campus sports event cooperation, joint promotion in living areas, and public welfare sponsorship for students' brand immersion. Colorful Bear Children's Art Training School can learn Lan Xiang Technical School in Fujian TV TV media, sina, and trill since the media publicity and promotion of all kinds of products, the effect is remarkable, this advertising strategy will effectively promote Colorful Bear children's art training school in Fujian and even the national art training market visibility and core competitiveness. However with the popularity of Internet media and online electricity, many consumer groups through online electricity to buy children's art training courses, Colorful Bear Children's Art Training School should conveniently, increase investment in online media advertising, deepen the design of online creative media advertising design and communication, improve parents buy desire, the colorful bear children's art training school brand deeply rooted in the hearts of consumers.

#### **.4.2.4.4 Explore the joint promotion of the marketing alliance**

Colorful Bear children's art training schools should actively explore ways to cooperate with relevant institutions and carry out joint marketing activities such as opening gyms with customers. At the same time, the school can establish marketing alliances with relevant people, and realize different industry cooperation plans with other training institutions, such as joint marketing with English training schools, to explore more target customers.



### 4.3 Conclusion

This paper takes Colorful Bear Children's Art Training School as the case object, and this paper discusses how to develop the school marketing strategy based on the existing customer groups, and finally draws the main conclusions as follows:

First of all, based on the marketing activities of domestic and foreign companies, the literature, the implementation of the field investigation, the marketing status and problems of the school, combined with the 4P strategy theory and the Internet marketing thinking to promote the Internet transformation and mode innovation of the marketing.

Second, from the product, price, channel, and promotion four levels, based on developing new products and product services, using differentiation pricing and price discrimination pricing, rely on telephone, portal platform, APP software download interaction, and WeChat social marketing channels, supplemented by increasing advertising, strengthen business promotion, strengthen brand promotion and explore marketing alliance joint promotion strategy, which helps to promote colorful bear children's art training school marketing health, sustainable development.



## **Chapter 5 Recommendation**

### **5.1 Suggestions**

In This paper, the marketing status and problems of Colorful Bear Children's art training school are obtained through research, and the solution strategy is obtained through the 4P theory. Rainbow Bear children's art training schools should make full use of the Internet tools, dig deeper into the diversified and personalized needs, realize the integration of online and offline marketing platforms, solve the problem of information asymmetry in the process of trading, complete effective marketing strategy transformation, which helps to improve the colorful bear market share, promote colorful bear children's art teaching culture school marketing healthy and sustainable development. It is also hoped that the research results can provide reference and reference for the children's art education and training industry in the future, and provide a certain reference for promoting the development of the children's art training market.

### **5.2 Research prospect**

Influenced by objective factors such as the short research time and insufficient research funding, the writing depth of this paper is not enough and needs to be strengthened. To be specific:

First, In the application of marketing strategies and methods, Although this study proposes the marketing strategy formulation of Colorful Bear Children's Art Training School, however, due to insufficient practical experience, The implementation steps and the expected effect cannot be given, In user behavior analysis and the depth of marketing ideas, Also requires in-depth research and exploration, Combined with Internet thinking, such as the use of WeChat, TikTok and other social platforms to strengthen the personalized design, iterative improvement of products and the whole process management of product service system, In the future research, the specific effect of marketing can be analyzed in the children's art training school.

Secondly, the research scope of children's art training school marketing is very wide, and the content is diversified. This project covers the marketing strategy formulation of Colorful Bear children's art training school. To make other products also use this research experience and results, this research needs to explore how to implement these strategies into feasible marketing plans and transform them into promotional mechanisms and systems, to provide scientific ideas for enterprises in other industries to use the marketing strategy of Colorful Bear children's art training school.

Due to the marketing strategy research learning time is limited, combined with my theoretical knowledge is weak, in the marketing strategy research innovation and systemic insufficiency, will in the future study work further practice and learning, constantly learn everybody, further understanding and summarize, theory combined with practice, hope to contribute to children's art training business differentiation marketing strategy.

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