

Research on New Media Marketing Strategies of Ape Tutoring Online Education

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Abstract

In the context of " the Internet Plus model", the Internet is developing very rapidly, the era of new media has arrived, and all walks of life are entering the online market. The education industry is also adapting to the times, and a large number of online education institutions have emerged. This article takes Ape tutoring Online Education as an example to study how the online education industry conducts marketing reforms and conducts new media marketing in the " the Internet Plus model " era through its new media marketing process.

Keywords

Online Education; New Media; Marketing Strategy.

1. Introduction

The impact of the new crown epidemic in 2020 has put online education in the spotlight once again. According to statistics from iResearch, the education industry will raise a total of 116.4 billion yuan in 2020, of which online education financing amounted to 103.4 billion yuan, accounting for 89%. On October 22, 2020, Ape tutoring Online Education announced that it has completed G1 and G2 rounds of financing totaling \$2.2 billion. According to reports, this is the largest single financing amount in China's Internet sector this year. After the financing is completed, Ape tutoring online education company's valuation has reached At \$15.5 billion, It has become the unicorn company with the highest valuation in the global education technology industry.

2. Macro and Micro Environment Analysis of Ape Tutoring Online Education

2.1. Introduction to Ape tutoring Online Education

Ape tutoring was founded in 2012 and successfully completed multiple rounds of financing led by well-known funds and giant companies such as IDG Capital, Hillhouse Capital, Boyu Capital, Warburg Pincus, Tencent, etc., with a valuation of more than \$7.8 billion. It is the first unicorn company for online education in K-12 (covering preschool to 12 years of compulsory education), "2019 Hurun Brand List-The Most Valuable Chinese Brand". Ape tutoring Online Education Co., Ltd. has a valuation of \$15.5 billion, ranking first among the global education technology unicorn companies. This is also the first time that a Chinese educational technology company has ranked first among the global educational technology unicorns. The company owns a variety of online education products such as Ape tutoring, Ape Search Questions, Ape Questions Bank, Ape Oral Arithmetic, and Zebra AI Lessons. Ape tutoring provides all-subject courses in primary and secondary schools, and primary and secondary school students in any region of the country can take live lessons from famous teachers at home.

2.2. Macro-environmental Analysis

2.2.1. Political Environment

On May 21, 2021, the 19th meeting of the Central Committee for Comprehensive Deepening Reform deliberated and approved the "Opinions on Further Reducing the Work Burden of Students in Compulsory Education and the Burden of Off-campus Training." , Institutions that have problems such as non-qualification, chaotic management, taking advantage of the opportunity to make money, false propaganda, and collusion with schools for profit, etc., must be seriously investigated and dealt with. After the new version of the Law on the Protection of Minors came into effect on June 1, Article 33 clearly stipulates: "Kindergartens and out-of-school training institutions shall not conduct primary school curriculum education for preschool-age minors." All 15 off-campus training institutions had false propaganda and illegal activities, and they were fined a total of 36.5 million yuan. On June 15, the Ministry of Education officially announced the establishment of an off-campus education and training supervision department, whose main responsibility is to undertake the management of off-campus education and training for primary and secondary school students (including kindergarten children). It is required to promote the "double reduction" work with the spirit of driving the nail and achieve results. The implementation of the "double reduction" policy has suffered a number of blows to Ape Coaching. The winter and summer vacation training that can contribute most of the income in previous years cannot be done. This disrupts the annual renewal system and makes it more difficult to renew. Subject training institutions are strictly prohibited from capitalized operation and listed on the market. The road was choked to death; the provision of tools such as "photographic search for questions" is prohibited, and important drainage methods that are proud of are gone. After the release of the "double reduction" policy, the online education industry immediately ushered in a harsh "winter period." Another one. On the one hand, the government has issued a series of policy documents focusing on the integration of information technology and education for a long time. It is clear that promoting and leading the modernization of education with education informatization is a necessary move for China's education reform and development and must be highly valued. In 2018, "Education Information" China's Educational Modernization 2.0 Action Plan clearly states that "to take education informatization as an endogenous variable of educational systemic changes to support and lead the development of educational modernization"; in 2019, the "China Education Modernization 2035" further emphasized the need to accelerate educational reform in the information age. Use modern information technology to innovate educational services and reform talent training models. Generally speaking, the current policy environment is still loose, providing a good development environment for the powerful online education industry. The double reduction policy is a warning: The education industry will strictly monitor, regulate a large number of online education institutions, and promote the reform of online education institutions to quality education.

2.2.2. Economic Environment

According to the National Bureau of Statistics, my country's GDP in 2019 was 99,086.5 billion yuan, a year-on-year increase of 6.1%. China's per capita gross national income exceeded \$10,000 for the first time, and the national per capita disposable income was 30,733 yuan, an increase of 8.9% over the previous year. The annual per capita consumption expenditure of residents nationwide was 21,559 yuan, an increase of 8.6% over the previous year.

In addition, with the upgrading of my country's consumption structure and the improvement of people's living standards, the proportion of per capita expenditure on culture, education and entertainment in overall consumption has also continued to increase. According to the data analysis of the National Bureau of Statistics: in 2019, the per capita expenditure on education, culture and entertainment of urban residents continued to increase, accounting for 11.7% of

consumption expenditure, which shows that parents are paying more and more attention to their children's education and are willing to invest money in their children's education learning aspect.

At the same time, the scale of China's K12 online education market has been showing steady and continuous growth. According to iiMedia Consulting, in 2016, the number of online education users in China was 104 million. By 2019, the number of users has risen to 259 million, an increase of 149%. From the 2016-2021 China online education user scale and forecast data, it is estimated that the online education user scale will reach 446 million in 2021.

2.2.3. Social Environment

From the perspective of the overall society, the imbalance of educational resources is a problem faced by the entire society, which has a fierce conflict with the need for Chinese-style exam-oriented education.

For most families, education is still the only shortcut for children's development; on the one hand, good educational resources are distributed and unbalanced, especially in terms of teachers. There are great differences between first- and second-tier cities and other underdeveloped cities. The second is a good school, with high admission thresholds, and many families cannot enter. Therefore, pursuing a better education through technical means has become their only choice.

2.2.4. Technology Level

The continuous development of technology has brought many improvements and changes to the online K12 education industry.

The gradual popularization of the mobile Internet began in 2012, opening a chapter for online education. Since 2014, education live broadcast platforms have begun to emerge, breaking the limitations of time and space, and expanding the use of more online learning scenarios. The improvement of hardware performance such as mobile phones and tablets has greatly improved the experience of online learning: higher-performance devices provide a better experience. The popularization of 4G, the development and application of 5G, and the support of large databases make teach students in accordance with their aptitude is no longer empty. Accurate user profile analysis allows users to truly choose their own courses and education.

2.3. Microenvironment

2.3.1. Enterprise Itself

As a star enterprise of online education, Ape tutoring Online Education is also cash - burning in the marketing battle of the online education industry. According to incomplete statistics from 2019 to the beginning of July, the total amount of advertising by online education companies participating in the summer enrollment battle amounted to 3-4 billion yuan, and the average daily advertising of ape counseling reached 10 million yuan.

2.3.2. Consumer

Consumers of k12 online education products, that is, parents of students, are currently mainly those born in the 80s and 90s. For this group of people, the first is the generally high level of education, and the second is the acceptance of online education. Also higher. Parents' investment in education is also the most cautious and critical. K12 education is paid by parents and consumed by children. Payers cannot personally experience the particularity of the product, making online education industry players more willing to invest a lot of money in brand promotion.

2.3.3. Competitors

In the summer of 2019, the most lively event is the K12 online education competition for students, Ape tutoring Online Education launched a summer system class course as low as 49

yuan, Xueersi Online School held a "49 yuan summer trial class" opening mobilization meeting... Each company tried to trap students with price advantages. Online and offline educational institutions flooded into the online to open online live broadcasts instantly, and they even slogans for free. For example, New Oriental, Good Future, ApeTutoring and Xueersi Online School have all provided free online courses.

Internet giants are also trying to get a share of the pie, after all, "this attractive piece of cake" has been coveted by various companies. Alibaba, Tencent, etc., while integrating existing online education resources, launched free online education platforms; Qingbei Online School, a subsidiary of ByteDance, cooperated with Education Bureau of Fuzhou City, Fujian Province to build an "air classroom". Since March of this year, news of Bytedance's entry into the education field has been frequently reported.

3. Suggestions on Marketing Strategy of Ape Tutoring Online Education

3.1. Pricing Strategy

From the perspective of the pricing of the course products of Ape tutoring Online Education, the current one-yuan course is relatively popular, and it also attracts many parents of students. Although one yuan is small, it can greatly enhance the trust of K12 parents in the online education enterprise platform of Ape Tutoring. This strategy of paying one yuan to get the course can reduce the risk of parents paying for the first time, and lay the foundation for the next renewal and payment. Secondly, Ape Tutoring online education company is mainly based on large class tutoring, so the tuition is not expensive. After joining the group, the minimum large class can reach dozens of dollars for a class, which is equivalent to enjoying the best quality service with the least money. Parents are generally satisfied. However, the long-term low-price strategy will affect the normal profits of the enterprise, and the improvement of the online course experience is the key to truly increase the renewal rate and increase user loyalty. High-quality services are usually based on higher cost investment, so low-cost and high-quality online course books are contradictory. Ape tutoring online education companies should provide services that are more suitable for the needs of target student groups, and allow parents to recognize the ape tutoring online education companies, believing that the money they spend in the ape tutoring online education companies is very worthwhile. Generate the idea of renewing the course from the heart.

3.2. Broaden Multiple Channels to Reach Customers

The huge investment in the advertising of Ape Tutoring online education company has played a huge role in attracting users. These channels mainly include web recommendation, classmate introduction, APP advertising placement, "Xiaoyuan Search Questions," "the most powerful brain naming", and so on. During the epidemic, the donations and free courses provided by the Ape Tutoring online education company were praised by students and their parents, and established an excellent reputation. During this period, many students learned about the Ape Tutoring online education company and the service quality of the Ape Tutoring online education company through the learning materials provided by the Ape Tutoring online education company. This also laid a good foundation for future renewals. It gained both fame and fortune. Ape Tutoring's brand has been launched in first- and second-tier cities. Ape Tutoring Online Education has accumulated a large amount of traffic through a large amount of advertising investment. In the future, the traffic will be converted into effective stock for customers to consume. Ape Tutoring should target different customers and reach effective customers through different channels. Ape Tutoring can cooperate with popular apps, and push the course advertisements that meet the needs of customers based on the user profile of the app. Ape Tutoring online education platform can cooperate with different platforms, such as

China Unicom and China Mobile Communications Corporation. Because they have the same customer group, and because the target market and target customers are different, there is no mutual competition relationship. Ape tutoring online education platform can select potential consumer groups through these operators, and can push the ape tutoring online courses to them through text messages, and at the same time, it can also allow customers to use corresponding points to deduct the purchase of courses. In this way, the market can be expanded and a means of promotion can be achieved. Through network providers, they can push different course information to different target customer groups, and they can also push relevant courses in a targeted manner. This can not only expand the market, but also innovate promotional methods.

3.3. Adopt Various Methods Such as Advertising and Social Welfare to Promote

The publicity of Ape Tutoring's online education company is very comprehensive. It mainly focuses on web page promotion and popular APP advertising placement, offline mainly focuses on residential elevator advertisements, etc., using a variety of promotional methods to capture the attention of potential users, and based on specific tools. From the perspective of usage, it can be divided into social welfare, program production and price reduction promotion.

From the perspective of increasing popularity of the ApeTutoring online education company, the event that has invested a lot and has a certain degree of exposure is to become the most powerful partner in 2018. Built an audition platform based on the flow of K12 students in the existing Yuanjiao online company. In terms of price promotion, Ape Tutoring Online Education Company has conducted in-depth investigations on the thoughts of students' parents. Therefore, it has launched a large number of one-yuan courses to allow these users to enter the Ape Tutoring Online Education Company to experience the courses. It costs a bottle of water, so many parents are willing to give it a try. This also provides an opportunity to purchase the course for the second time. In terms of social welfare, since the area where the epidemic was more serious at the beginning of this year was Wuhan, the Ape Tutoring online education company donated 10 million to fight against the epidemic. Not only that, the Ape Tutoring online education company also provides assistance to graduate students. There are a large number of free courses to help students develop their studies. These are of great benefit to the establishment of a positive image of the Yuandao online education company.

3.4. Oral Spreading

Educational product is a product type that requires users to invest a lot of time and money, so the cost of decision-making is very high. According to statistical data, more than 60% of parents obtain training class information through introductions by relatives, friends and colleagues, accounting for 61.25%. It can be seen that communication through the fission of interpersonal relationships is a major way to pull new on the K12 online education platform. In order to enhance the reputation of its products, Ape Tutoring also spares no effort in activities and user service experience. Satisfy parents' desire to share and vanity. Through the formation of classroom reports, examination reports, etc., it is convenient for parents to share their children's progress and learning performance in the circle of friends, thus forming an oral fission among the circle of friends. Promote new development by giving mutual benefits. For example: Invite friends to attend classes together, win gifts, and give the most powerful brain training equipment for free; invite new users to attend classes, then send Ape Coins, rewards, and other activities to stimulate users, increase user participation, and benefit brand image. Publicity and promotion of related courses.

3.5. Build a Product Matrix, and Traffic Flow

In order to meet the different needs of students, parents, and teachers in different subdivisions of ApeTutoring Online Education, a variety of App products have been created, such as Ape Test

Bank, Little Ape Oral Calculation, Zebra AI Class, etc. The product services are from 3-5 years old. It is available at the elementary and middle school stages, capturing the corresponding audience with precise positioning, and presenting a one-stop service for users. Ape tutor's flow-oriented business model: provide free question banks and provide users with instrumental and convenient services. Quickly accumulate passenger flow through the tool advantages of Ape Search Questions and Ape Question Bank. The tool APP is the main flow lever. Through this fulcrum, the flow is pushed to push the Ape tutoring course information to the users on the tool APP, thereby driving the traffic of other Ape series products; allowing the traffic to form a closed loop within its own products.

4. Summary

After the outbreak of the epidemic in 2020, online educational institutions have provided great convenience for parents and students, and have also changed the habit of some parents in attending classes with their children. In terms of teaching methods and convenience for students to attend classes, online education has helped students make up for the vacancies of students who are unable to go to school and attend classes in offline places during the epidemic, whether it is for parents or students. But for now, online education has deviated from education in the process of development. Different from the previous Internet cash-burning wars, education is essentially a content industry, which means that it is difficult to standardize and highly relies on person-to-person communication and interaction. It is even more difficult for a winner to take advantage of it. The core competitiveness is still "slow"-the polishing of teaching and research, the tempering of back-end service capabilities, the innovation of product forms, and the thinking about what is good education. The society often criticizes training institutions for advocating education anxiety and accelerating education involution. For this reason, many practitioners complain for themselves, saying that there is a demand first and then there is a market. But the unavoidable problem is that educational institutions that insist on high traffic and rapid growth have invisibly become anxiety boosters and have lost the essence of education. Excessive marketing, high customer acquisition costs, and increased advertising will all become a vicious circle. On the one hand, parents and students are disgusted. On the other hand, they are losing money and neglecting the quality of teachers and industry norms.

There are three main participants in ape counseling: students, parents, and platforms. if the platform wants to achieve long-term and stable development, it needs to well meet the needs of children and parents. For educational needs, only by improving product quality and user experience can user support be obtained and user value can be generated. Ape Tutoring will broaden its channels to recommend products to potential customers and reduce customer acquisition costs. At the same time, do a good job in products and services to retain old customers, cultivate customer loyalty, and form a oral spreading effect.

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