

Research on the Marketing of Music Art Training based on Social Music Teaching

Zhen Niu

Graduate University of Mongolia, Mongolia

Abstract

Under the background of rapid economic development, people pay more attention to the cultivation of spiritual level. At present, the music art training market is expanding, which means that people will pay more and more attention to art training. Therefore, music art training institutions should take the initiative to understand the characteristics of the market, analyze its current situation, and formulate corresponding strategies, so that the music market can better approach marketing and provide healthier and more effective music training products for consumers with relevant needs.

Keywords

Social Music Teaching; Art Training Market; Marketing Strategy.

1. Introduction:

Social music training institutions are an important channel for students to further learn music and adults to improve their own music literacy. It is an educational institution independent of school education. In recent years, the number of social music training institutions has gradually increased, but the quality has not been further improved. Due to the lack of professional and systematic marketing and management, the current market environment is chaotic. One of the reasons why most music training institutions can't get sustainable development lies in the lack of standardized management of teaching system and the lack of attention to teaching quality. Therefore, it has been eliminated by the market and the times. If you want to make it stand firm in the market, you must improve your marketing means. Then you must analyze the current market situation and then study the consumption characteristics, and finally find a reasonable marketing strategy.

2. The Analysis of the Teaching Status of Music Training Institutions

Teenagers aged 6-15 are the main teaching objects of music training institutions, and the teaching qualities of teachers are uneven and mobile. In addition, there is a lack of systematic teaching plans, which makes it impossible to train students in music from a professional perspective; The teaching objectives of music training institutions are mainly examination and competition. Although they can quickly improve students' music level, from the perspective of long-term development, they cannot bring students more comprehensive music ability; One-to-one, one-to-three teaching mode is more mainstream, using traditional teaching methods, focusing on college textbooks, and teaching teachers follow the script, which is not conducive to improving students' music technology level [1].

3. The Characteristics of Music Art Training Marketing

1. Similarity characteristics of service population

Consumers' age, family economic status, sentiment and other factors are relatively consistent. Therefore, to a certain extent, there is a similar demand for music training products, For

example, the students in the initial class are mainly composed of children aged 4-6, Children of this age do not have clear decision-making ability, The choice of music courses lies with parents, Parents want their children to learn a certain musical instrument in advance to improve their musical literacy, Therefore, the focus of marketing should be on parents, Grasp the parents' desire for Jackie Chan, At the same time, we should also consider whether we can win the favor of children, Incorporate richer teaching modes into teaching contents, Such dynamic teaching contents as music games, In order to attract children's attention, so as to drive them to actively absorb the music knowledge they have learned, make progress unconsciously, and satisfy both parents and children, which meets the needs of modern marketing to "satisfy customers". Therefore, knowing the consumption characteristics of consumers can often attract a certain number of students.

2. Characteristics of induced consumption

The status of art education is constantly improving. With the extensive publicity of the media and the instructions of the Ministry of Education to advocate diversified development, music marketers can guide the sales of music products and courses to consumers, and at the same time, they can greatly tap the needs of consumers for art training, thus tapping more potential consumers.

3. Characteristics of targeted demand

Music teachers in schools should face many students, Its purpose is to make all students receive compulsory education, But there are some differences in students' music level, Most students have not received systematic music training, As a result, teachers can only start from the most basic level when teaching, Explain the most basic music theory knowledge, Students in social music training institutions usually have a strong interest in learning music, In addition, with certain theoretical knowledge, more professional knowledge can be integrated into teaching, and students can be trained in music more pertinently. Students can choose diversified teaching modes such as one-to-one teaching or one-to-many according to their own abilities, so that students can learn music in a more relaxed learning environment.

4. The Marketing Strategy of Social Music Art Training Market

1. Product strategy

Music art training market should meet the market demand, and different teaching modes should be adopted for students of different ages, so that students can get advanced exercise. In addition, the product content of music training should also be diversified. For example, the choice of teaching mode can be one-to-one, one-to-one, one-to-three, etc. Teacher allocation can include undergraduate level, postgraduate level, master level, expert level, etc., so as to freely choose the teaching package according to the needs of consumers. No matter what kind of music training products are launched, we should strive to find the target customers, and then actively create products that better meet the needs of consumers according to their characteristics [2]. Students who come to social music training institutions expect to acquire more professional and comprehensive knowledge here. For example, students who participate in piano training not only hope to master basic playing skills, but also hope to improve their music literacy based on this; Students who study Guzheng hope to learn more fingering skills here, and also hope to know the teaching contents related to Guzheng culture, so as to expand their knowledge. Therefore, when making music product strategies, we should also consider the potential needs of consumers, so as to provide better services and win in the competition.

2. Pricing strategy

The most active factor in marketing is the change of price, whether it is reasonable or not will directly affect consumers' acceptance of products, which not only involves the economic interests of consumers, but also affects the productivity of music training institutions. Therefore,

how to price the most important link in its marketing strategy, because of the particularity of music teaching content, the pricing method can choose two ways: maintenance pricing method and competitive pricing method. The former refers to increasing profits and taxes on the basis of training costs, so as to get prices; The latter refers to pricing according to the competitive situation of peers, that is, examining the level of teachers, software and hardware equipment and management services of peers to make reasonable prices. You can also make use of consumers' psychology of admiring famous teachers and famous schools to formulate high-priced music training courses. Because consumers have full trust in famous teachers and famous schools and are willing to pay high tuition fees for them, they can predict the market acceptance before formulating a high-priced course.

3. Marketing strategy

At present, many music trainings with good software and hardware equipment and teachers lack appropriate marketing means and strategies, and have not deeply understood the market trend. As a result, even if the resources are good, they cannot be converted into qualified commodities and put into the market, and they also lose their existence value. Therefore, music art training institutions should accept the market as the leading factor, actively seek the marketing mode that can drive economic benefits, let marketing penetrate into the music market, and create music training products that are more in line with the needs of social development [3]. You can choose these three marketing methods:

(1) Team marketing strategy

The goal of team marketing is to make small profits and earn more, create a hotter popularity for the organization, expanding social popularity, and whether institutions have high discounts is one of the factors to gain market recognition. A series of music courses can be launched by strengthening cooperation with institutions or joining hands with other educational institutions, so as to ensure that basic students can gain a larger market share and gradually occupy the local music education market. Although it is team marketing, it should never be taken lightly. Instead, it should make courses more carefully and actively understand students' educational needs, so as to make marketing response at the first time and reduce consumers' demand for competitors.

(2) Retail marketing strategy

One-to-one: Individual marketing is also the source support for maintaining profits. By providing high-quality one-to-one teaching content by teachers, students and parents can feel the professionalism of teachers from the heart, which will make potential customers around retail investors be tapped and gradually increase profits. In addition to being passively promoted by retail investors, according to the retail market and people's consumption habits, dig out more attractive courses, take the initiative to participate in local music competitions, and actively expand publicity efforts by means of the power of the media and holding outdoor exhibition activities, so that more retail investors can see the high-quality teaching level of music training institutions, so as to achieve the purpose of opening up markets [4]. The students brought by retail investors are often more loyal, and they are willing to try because of their trust. Therefore, only by grasping the needs of retail investors can we provide them with better services in the later period.

(3) Network marketing strategy

With the continuous improvement and popularization of network technology, the traditional marketing model has been subverted. Music training institutions can establish their own websites, publicize the image of institutions such as WeChat official account, publish relevant training information and music knowledge on websites, and publish greeting information at every festival, so that customers can feel the existence of institutions and improve their loyalty. In addition, it can also publish some valuable information for consumers, such as examination

and competition, to provide them with art training information exchange, and at the same time, it can grasp the market dynamics at the first time and provide customers with more thoughtful services, so as to establish a customer database, provide customers with new training programs and concessions, and increase the goodwill of service ownership.

5. Concluding Remarks

At this stage, major colleges and universities have opened art courses, and the society has also improved the post of cultural management. I believe that in the future, the music art market will be more prosperous. Therefore, it is of positive significance to study the social music teaching market in advance. By analyzing the present situation and characteristics of music art training market, this paper puts forward some marketing strategies, all of which are aimed at attracting jade, making a little contribution to speeding up the marketization and industrialization of music art training, expecting to have an impact on the development process of social music art training.

References

- [1] Research on Marketing of Music Art Training in Social Music Education. Fujian Normal University, 2006. Print.
- [2] Jia Ruijia. Research on Marketing Mode of Social Music Art Training [J]. Journal of Jilin Institute of Education, 2010, 26 (11): 85-86. DOI: 10.16083/j.cnki.1671-1580.2010.11.006.
- [3] Zheng Junyi. Investigation and Research on Teaching Status of Social Music Training Institutions. Music Time and Space. (2015): 54-55. Print.
- [4] Li Xiaoying. Research on the Development Status of Social Music Training Institutions-Taking Miaojika Art School as an Example. Northern Music. (2019): 234-235. Print.