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Research on the Marketing Strategy of Online Education - Taking New Oriental as an Example

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ABSTRACT

In recent years, with the development of society and the progress of science and technology, online learning has penetrated into people's daily life, and people's demand for high-quality curriculum products is more and more strong. From a macro perspective, the continuous growth of national financial investment in education, the continuous upgrading of China's consumption structure, the development of 5G technology and the popularization of AI intelligence make online teaching less limited. The online education industry is showing an explosive growth trend. More and more online education institutions are listed for financing, and the market value is soaring. However, in 2019, except for GSX, the latest online learning platforms such as New Oriental, Speak English Fluently and Sunlands, have been in a state of loss. Most of these agencies seize the market by increasing advertising investment, but at the same time, they also bring huge marketing costs, which affect the financial performance of the company. With the enhancement of Matthew effect, large-scale educational institutions occupy a large market through free classes and low-price classes, while small and medium-sized institutions with weak capital strength are often unable to afford high sales costs, facing the risk of capital chain rupture. Taking new Oriental online as an example, this paper analyzes the problems existing in the marketing strategies of online education institutions. It also puts forward suggestions on four aspects, which are target market, differentiated value, marketing mix and marketing mode, so as to make sure that online education institutions can control marketing expenses and achieve profits by improving course quality, expanding marketing channels and implementing precise positioning.

1. Overview of Online Education

With the development of mobile Internet technology and the acceleration of education industrialization in China, the traditional teaching mode has undergone fundamental changes in the means of knowledge dissemination. Online institutions have seized the opportunities of the Internet, forming

many online education platforms such as Kaochong, Scallop Net, Ape Tutoring, etc. In 2019, New Oriental successfully listed on the Hong Kong Stock Exchange. In the same year, more than 8 well-known online education enterprises entered the stage of listing, which marks the entry of online education institutions into the international capital market.

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1.1 Steady Increase of Market Scale

According to the statistical data of China online education industry market outlook and investment strategic planning analysis report released by prospective industry research institute, China’s online education industry has seen explosive growth since the development and popularization of mobile Internet in 2011. By 2019, China’s online education market has exceeded 300 billion yuan, with a growth rate of 30%. The number of online education users reached 261 million and the number of consumers increased steadily [1].

Under the influence of the epidemic, online education platforms have also received flow dividend. With the announcement of stop going to school but not stop learning, the total number of online education apps, such as Homework Help, Ape Question bank and Learning Together, has exceeded 150 million. The postponement of face-to-face teaching has become the main reason that promotes the students to choose online teaching. In addition, the extended holidays also provide workers with opportunities to enrich themselves. According to statistics, online education users aged 30-39 account for 59%. The popularity of vocational education has also promoted the emergence of online education platforms such as Hengqi Education, Gaodun Online School and Woying Education.

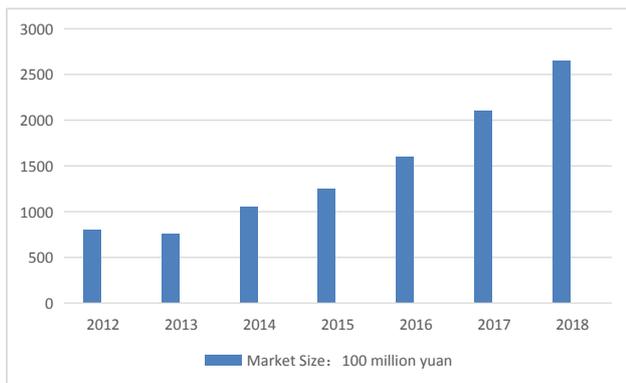


Figure 1. China’s online education market size and growth trend in 2011-2018

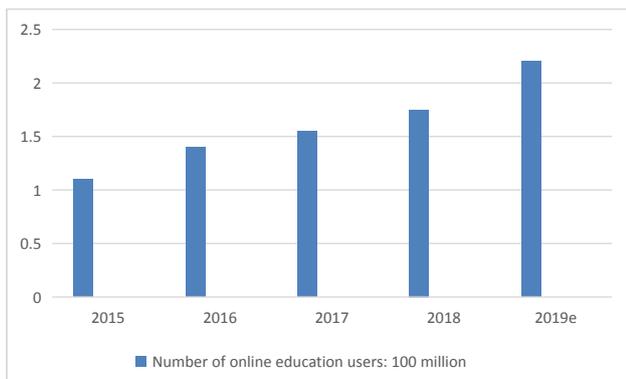


Figure 2. Number of online education users

1.2 Variety of Online Education Products

With the increase of the number of online learners, social capital is optimistic about online education enterprises with development potential. With the development of market demand, new online education products are emerging. Online education product is a course system composed of service and technology [2]. According to the needs of users, target markets can be subdivided into counseling tools, language, IT, vocational education and other types. Diversified online education products can better meet the actual needs of customers, making the entire online education industry show the characteristics of personalized development.

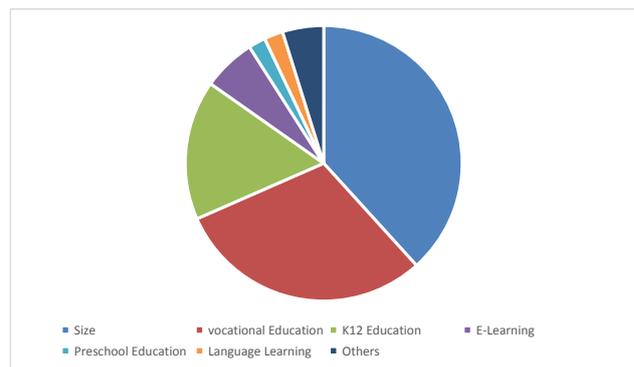


Figure 3. Market division of online education industry

1.3 Unicorn Appears in Online Education Industry

Unicorn enterprises are regarded as the wind vane of new economic development in the field of venture capital. Unicorn enterprises, mainly in the field of Internet, have a huge scale. And the current development situation is pretty good for them. According to the report, by the end of 2018, 11 unicorns had been born in China’s online education industry. VIPKID has become a unicorn in the field of children’s English online teaching with a total value of US \$3.5 billion, gradually widen the gap with other brands. In addition, a number of online tutoring enterprises, such as Ape Tutoring, Youdao and Hujiang online school, seize the golden opportunity of the development of mobile Internet technology, take active and effective marketing strategies to expand rapidly, and become familiar brands in education industry.

2. Analysis of New Oriental External Marketing Environment

2.1 Macro Environment Analysis Based on PEST

New Oriental online is a professional online education

website of New Oriental Education & Technology Group. It relies on a powerful teaching staff and rich teaching resources to teach online. Macro environment is the key to restrict and influence the marketing activities. It is also the key factor to realize the goals of the enterprise. The changeable market environment not only opportunities but also challenges to enterprises. We use PEST analysis method to evaluate the external macro environment of New Oriental, and predict the development trend of online education platform in the future. It is beneficial for New Oriental to improve its marketing strategy.

2.1.1 Politics

In recent years, China has issued a large number of policies to support the development of education and training industry. Laws and regulations such as law on the promotion of private education and measures for the administration of vocational training institutions have been promulgated. In 2018, the state issued a special online education standard to supervise online education institutions. Although regulation has slowed the explosive growth of online education to some extent, in the long run, policy constraints are conducive to the industrialization and standardization of online education, and provide policy guidance for the continuous injection of social capital. In addition, the government's increasing financial expenditure on education also guarantees the development of the education industry^[3].

2.1.2 Economy

According to the data of the National Bureau of statistics, in the first quarter of 2019, the per capita disposable income of the whole country was 8493 yuan, an increase of 8.7% over the same period of last year. Among them, the per capita disposable income of urban residents increased by 7.9% and that of rural residents by 8.8%. In terms of consumption expenditure, the national per capita consumption expenditure is 5538 yuan. The per capita expenditure on education, culture and entertainment was 548 yuan with an increase of 20.6% than last year, accounting for 9.9% of the total consumption expenditure. And it shows a growing trend. In 2019, the added value of China's tertiary industry accounted for 53.9% of GDP with an increase of 6.9% over last year. The economic structure continued to be optimized. With the development of economy and the improvement of income level, people put more money into education. A large number of online education and training institutions have been created by the certificate craze, heat of entering school and study abroad, which has also promoted the expansion of private educa-

tion and training market.

2.1.3 Society

There is always the thought of attaching importance to education in Chinese traditional ideas. In today's increasingly solidified social class, education may be the most direct way to change people's fate. Chinese families are generally willing to invest a lot of money for their children's education, which includes millions of expensive school district houses and various extra-curricular classes. The huge expenditure on children's education has become a social norm.

There are also widespread concerns in the workplace. The employment situation is becoming increasingly severe and the business environment is changing with each passing day. Only by improving their competitiveness can they remain invincible in the workplace. The amount of knowledge and information that individuals have gradually become the key to improving their core competitiveness. This also leads to the management skills and e-learning courses occupy the mainstream position.

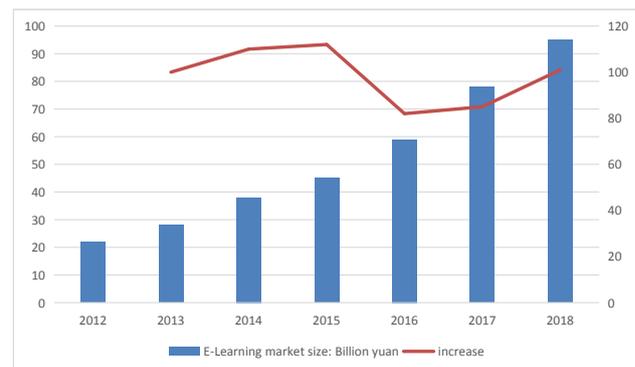


Figure 4. E-Learning market size

2.1.4 Technology

The development of network and communication technology has changed the traditional teaching method and the form of interaction between teachers and students. Video and live broadcast provide a variety of possibilities for online learning. Using the big data to analyze customers and monitor the traffic in live broadcast. Using scientific and technological means to provide consulting services, precise positioning and notification. Users can be targeted for content marketing. The development of AI technology realizes teachers' guidance and supervision of students' online activities, which makes the limitations of online teaching less and less^[4]. The online learning pattern that combine 5G+AI+ education may have already transcended the leading position of "Internet + education", and has become a new topic to promote the specialization and in-

tellectualization of the education industry.

2.2 Analysis of Industry Competition Based on Five Forces Model

Porter’s Five Forces Model builds an industry analysis and evaluation system. The comprehensive analysis of the five forces can effectively analyze the competitive situation of online education industry and can also affect the formulation of New Oriental online marketing strategy.



Figure 5. Porter’s Five Forces Model

2.2.1 Competitive Rivalry

The development of network and communication technology makes the threshold of online education lower and lower, and a large number of small institutions seize the opportunity to occupy the market. There are not only traditional educational institutions such as XRS online school, Litchi micro class and Wanxue education, but also Internet giants. The Internet giants such as Tencent, Alibaba, Byte Skipping, etc. make use of their strong technical strength to rapidly layout in the industrial chain of online education.

Although there are many products, the homogenization is very serious. Many online education platforms have the same industry status, brand influence and even the business model. In addition to the courses developed by the platform itself, many courses are sold on different platforms. Price competition under the same quality of products makes it more difficult to retain customers.

Under the influence of the epidemic, large institutions launched “donation” activities to attract more students. Although free courses attract a lot of traffic, they also pose a major test to the profit model and backstage operation of online education institutions. Under the Matthew effect, only institutions with strong financial support can become stronger, while small institutions with insufficient financing

capacity are often unable to expand. Under the epidemic situation, investors are pouring money into online education concept stocks. From this perspective, large online training institutions also face multiple opportunities^[5].

2.2.2 Threats of New Entrants

The entry threshold of online education industry is low, attracting a large number of start-up companies and Internet industry giants. The competition has entered a white-hot stage. As long as we master the basic website development technology and operation technology and have a certain number of teachers, we can start the business. Low barriers to entry the market is the common feature of this industry. However, it is not easy to have a breakthrough in the Red Sea. Giants with a large amount of financial support are often able to attract customers through advertising, and their product quality is more guaranteed, which also brings the risks to new entrants. Nevertheless, there are many new entrants such as Programming Cat and Miao Xiaocheng aiming at the blue sea of children’s programming, and they have achieved success. Coursera, MOOC.org, KHANACADEMY and other well-known foreign online education platforms will also become potential competitors in the domestic online education industry under the background of globalization and expansion strategy.

2.2.3 Bargaining Power of Suppliers

The upstream suppliers of online education industry are mainly software and hardware enterprises such as network service providers, software providers and mobile device providers. However, these enterprises are often in a monopoly position, and the relatively scattered small and medium-sized online education enterprises basically have no bargaining advantage. Tencent education, NetEase open classes often rely on their own strong Internet technology while large enterprises such as Hujiang online school, New Oriental online school and XRS online school often invest a lot in developing their own online systems.

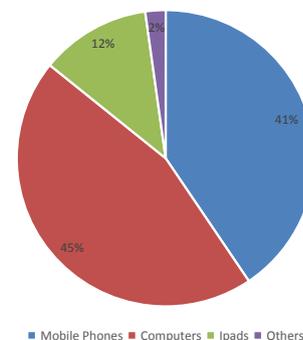


Figure 6. Distribution of the use of online learning devices

2.2.4 Bargaining Power of Buyers

With the opening of the two child policy, the adjustment of the consumption structure and the increasing attention of the 80's and 90's parents to their children's education, people's demand for online education is more and more vigorous. However, compared with the offline courses that need thousands of yuan, people still think that the marginal cost of online courses is low so they can't accept the price of hundreds of yuan. College students, in particular, turn to pirated online courses. Fundamentally speaking, China's consumers have a lower awareness of payment. However, it also reflects that the bargaining power of the buyer is low, and some consumers still can't accept the price of online courses^[6].

2.2.5 Threat of Substitute Products

In addition to online teaching, there are also offline education and other traditional teaching ways. Offline education has incomparable interaction between teachers and students and good teaching environment. Even the industry leaders like New Oriental have been striving to restore the offline environment technically. Therefore, online education can not fundamentally replace the traditional offline education. However, online education is more personalized. It can accurately locate the needs of users through algorithms and big data, and has massive information resources and high-quality teachers, which is a supplement to offline education.

3. Analysis of New Oriental Online Internal Marketing Environment

3.1 Overview of New Oriental

New Oriental online is a professional online education website of New Oriental Education Technology Group, and one of the first professional online education websites in China. It is dedicated to providing personalized, interactive and intelligent online learning experience. Since its establishment in 2005, it has expanded its business beyond business training. It expands its business and introduces such businesses as postgraduate entrance examination guidance course and multimedia learning library of University Digital Library. As an English training start-up enterprise, New Oriental has a strong teaching staff and rich teaching resources, and its brand image is deeply rooted in the hearts of the people. On March 28, 2019, New Oriental online listed in Hong Kong, with revenue increased by 41%. In March 2020, the market value of New Oriental online was 30.456 billion Hong Kong dollars, and the rise was still significant.

As a traditional old-fashioned education and training enterprise, New Oriental, affected by the epidemic, cancelled offline courses in an all-round way, resulting in a large loss. However, the online education platform's share price has risen, reaping huge online traffic dividends and developing rapidly.

3.2 New Oriental Online Marketing Strategy Analysis

4P marketing theory is to formulate marketing strategies from the perspective of management, which is the basic framework of marketing theory. The main factors that affect the realization of marketing objectives are uncontrollable factors such as market environment and controllable factors such as products, prices, channels and promotions. The analysis of New Oriental online through 4P theory is conducive to develop a more perfect marketing strategy.



Figure 7. 4P Theory

3.2.1 Product

(1) Comprehensive Learning Platform

New Oriental online is committed to building an intelligent teaching platform for the whole learning section, and establishing a comprehensive ecological education system. Its courses cover six categories: studying abroad, vocational education, domestic examination, k12 education, etc. It has more than 3000 courses to meet the actual needs of different customer groups. For example, English courses include both basic English exam oriented education for K12 and English training for urban elites. The

diversity of courses ensures the comprehensiveness of the contents.

(2) Quality Products and Services

New Oriental has a high class fee, high salary and a team of top teachers. At present, teachers' doubt is the pain point of the industry, and many users suspect that education and training institutions are over packaged. New Oriental online has built a clear teacher system to eliminate user misunderstanding. In addition to the above comprehensive characteristics of the course, New Oriental online has many original courses, inviting famous teachers to take classes through live and recorded broadcasting. In terms of service, New Oriental online's learning companion function provides users with services such as homework inspection and Q & A.

(3) Intelligent Education Products

New Oriental online launched "intimate college entrance examination" and "intimate TM IELTS" products, thus forming the intelligent product layout of intimate series. It optimizes the learning content of students through big data operation, and accurately locates the weak knowledge points of students. In addition, New Oriental online uses AI technology to analyze the user's focus time by capturing the user's learning habits and building an exclusive learning model.

3.2.2 Price

(1) Differential Pricing

Most courses of New Oriental online are priced between 600 yuan and 4000 yuan. Among them, most of the large class are within 1000 yuan. The price difference is also reflected in the number of hours. There are 88 class hours in the 600 yuan CET-4 clearance class, and 215 class hours in the 1500 yuan IELTS clearance class. The price difference is also reflected in the level of customer demand. Ordinary users are priced according to different stages of primary school, junior high school and senior high school, and the price is relatively low; VIP users are equipped with one-to-one service of gold medal lecturers according to the specific needs of users, and the price is relatively high.

(2) Pricing According to Consumer Psychology

In 2019, the sales expense of New Oriental online reached more than 400 million yuan, and the customer acquisition cost increased to 3000 yuan. High marketing and sales expenses make new Oriental online underperform. Some online education platforms have even launched one yuan courses to attract customers. Low price competition has become an industry fact. But for New Oriental online, excellent brand reputation and customers' trust in the brand ensure higher price than the

industry's average level.

3.2.3 Place

(1) O2O Integrated Marketing

New Oriental has a relatively complete offline education system, and has accumulated 20 million offline students. Through cooperation with Tencent, it introduces o2o mode, that is, to transfer offline customers to the online, and effectively integrate online and offline customer resources. Users can register by browsing courses on the web page^[7].

(2) Chain operation

New Oriental has branches in many cities, covering all provinces and cities in China, mainly in Beijing, Guangdong and Shanghai, mostly in urban commercial areas or residential areas. The decentralization of the campus is conducive to the chain operation of enterprises. Users can see the New Oriental at the door of their home without going far. As a vital marketing strategy, decentralized campus is conducive to efficient marketing.

(3) Working with schools

New Oriental spreads all over China's first and second tier cities, and gradually spread to all schools. It relies on teachers and students for campus marketing. It attracts customers by providing free lectures and free examinations. Through cooperation with colleges and universities, public online courses are provided for college students, and examination system is opened for teachers to make questions.

3.2.4 Promotion

According to the consulting data of AI media, 44% of users dislike online education institutions to sell courses through direct telephone sales. Traditional direct selling methods, such as telephone direct selling and door-to-door selling, are not suitable for the sale of today's online education products because of their personal harassment to users. Online products are mostly promoted in the following ways^[8].

(1) Online Selling

Through network promotion, we can achieve the effect of "moistening things silently". New Oriental online uses background data to accurately push users' learning needs and content preferences. It analyzes users' age characteristics and consumption characteristics to portray customer group portraits. As a result, it realizes accurate marketing and saves a lot of costs. The main form is advertising links on official websites and other websites.

(2) Experiential Selling

The way of experience before payment is more human-

ized, which is also the main channel for online education platform. New Oriental online launched free trial courses and one yuan courses to attract customers' consultation and to improve users' willingness to pay for renewal through high-quality teaching content. During the epidemic, New Oriental online assisted in "no suspension of classes" and opened all live online spring classes for free. For the cancellation or delay of IELTS and TOEFL test, New Oriental online opened 100000 online courses for studying abroad for free. As an eye-catching "beach product", the free course sets up the brand image of the enterprise, laying the foundation for the later transformation of customers^[9].

(3) Word of Mouth Marketing

The development of social network makes oral evaluation become an important standard to measure brand image. Compared to high advertising costs, praises on micro-blog, WeChat and tiktok on online education products are more economical and effective. Word-of-mouth marketing includes not only the flow snatch through the endorsement of the celebrity teachers, but also the course experience and evaluation in the form of soft articles. In the New Oriental online course page, it is not difficult to find the notes and experience of students, which also becomes an important way for consumers to understand the New Oriental brand. Therefore, it requires online course platform to optimize the information of social media such as microblog, so that the search keywords are all good for brand image.

4. Analysis of Marketing Problems of New Oriental Online

4.1 Product and Service Defects

The quality of courses, the perfection of services and the technical support of the platform are the core competitiveness of online education enterprises. As a latecomer of online education, New Oriental has some defects in its products and services compared with leading enterprises in the industry such as XRS, Ape Tutoring and Homework Help.

4.1.1 Weak Online teaching System

As an old offline training and education institution, the majority of New Oriental's teachers are online and offline, and the focus is obviously biased. New Oriental launched K12 as an online course after 2017, while K12 has always been the core business of New Oriental offline. The difference between online and offline makes its offline agencies gather a large number of excellent teachers. Teachers gen-

erally lack online teaching experience.

4.1.2 Insufficient Background Technical Strength

Under the epidemic situation, a large number of users and traffic have flooded in, and the explosive growth of online population has resulted in New Oriental online's teaching interface and app becoming stuck. New Oriental online is not fully prepared for the surge of users and the servers are prone to be paralyzed during peak hours. According to the 2018 special survey of aimedia consulting, 57.1% of consumers are dissatisfied with online education platform, which is far higher than other reasons. Therefore, the lack of background technology strength has become the main factor affecting the quality of online courses^[10].

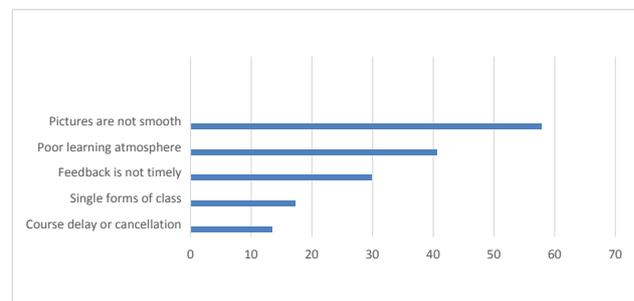


Figure 8. The problems of live class

4.2 Defects of Marketing Network

The free channels of marketing network include SEO, self media, official account, community, etc. The payment channels include SEM, information flow advertising, local promotion and circle promotion. All these require a lot of effort to manage content and transform customers through advertising. However, online educational institutions often follow the blind trend of product promotion - low price and network marketing. Or they advertise on social platforms like WeChat official account and micro-blog. It's not creative. The marketing network often ignores the differences of customers and does not design the promotion strategy for the market segments. It can not reflect the agency's own brand characteristics and advantages. In the long run, ignoring the comprehensive positioning will lead to the low promotion efficiency of online education institutions.

4.3 High Customer Acquisition Cost and Long Investment Return Cycle

With the increasing competition in online education industry, the cost of customer acquisition in the market has increased significantly. The customer acquisition cost of the whole online education institution is more than 3000

yuan, which leads to the increasing sales expense of New Oriental online, accounting for more than half of the business income. In 2019, New Oriental's sales expense increased by 63.3% compared with that of 2018, resulting in a large increase in cost. Not only New Oriental, but also Fluent English, Worry Free English and Suntech's marketing expenses have reduced the company's gross margin. The loss has become the overall trend of online education industry. The fundamental reason lies in large-scale advertising investment. Therefore, changing the randomness of advertising effect is the fundamental way to improve marketing effect and reduce marketing cost. Although several online education institutions are generally losing money at present, the loss rate continues to narrow and the profit return from investment is not far away.

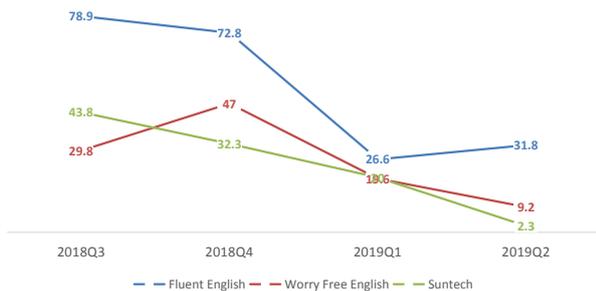


Figure 9. Quarterly loss rate of typical online education enterprises in China

4.4 Low Rate of Continuing Classes

Along with the “advertising war” of online education institutions, there is a “price war”. In order to attract traffic, expand the scale and increase the market share, many online education institutions have implemented the marketing strategy of “seizing the market at a low price”. Beijing New Oriental Youneng middle school implemented 50 yuan class of mathematics summer vacation, and Ape Tutoring launched 14 classes of 49 yuan, including Chinese and mathematics, and sent a full set of books; Homework Help launched 8 low-cost classes of 50 yuan. However, a large number of users gathered in a short period of time will bring great challenges to the teaching resources of the institution. Even if the course price is lower, if the teaching quality cannot be guaranteed, the experience of students will not be good, and the continuation rate will not be improved. It will bring bad influence to brand image.

5. Measures and Proposals

5.1 Target Market Positioning

Target market positioning is to focus on the needs of us-

ers, build user profiles with big data, and provide users with the content they really need. College students pay attention to postgraduate entrance examination, city workers pay attention to skills training and primary school students pay attention to various examinations. Different age stages and different user identities correspond to different curriculum needs. After finding the users, we can achieve product marketing according to the following three points.

5.1.1 Product Category Positioning

Clear course positioning can be used as an effective entrance for enrollment and marketing. After targeting, we can offer courses such as TOEFL IELTS, children's English, children's programming, etc. to improve the functions of the courses according to the needs of users. For example, in children's English learning, parents pay more attention to pronunciation practice, word spelling, language sense training and other basic links. Online education institutions can focus on training children's abilities according to the requirements of users when designing courses.

5.1.2 Value Mix Positioning

The components of curriculum products mainly include time, price, content, class hours, etc. Online education institutions can flexibly combine these elements according to the needs of customers to maximize the use value. For example, how to select the most efficient time for live broadcast, how to introduce low-cost courses into normal price courses, and how to arrange the content need to be considered.

5.2 Positioning of Differentiated Value Points

The differentiated value points include the cultural value, brand image, reputation and teaching concept of online education institutions. They can make new Oriental online different from other institutions in the market.

5.2.1 Brand Image

To build the brand image of online education, enhance the loyalty of users, and eliminate the duplication or low-cost plagiarism of other competitors, we need to clarify the unique value characteristics of the company. In terms of brand building, New Oriental's original school motto of “New Oriental Spirit”, “language is power”, “promoting the integration of Chinese and Western cultures”, as well as its leading position in the fields of study abroad guidance, English teaching, etc., have become a strong competitive advantage of New Oriental in the online education industry. Similarly, the shaping effect of New Oriental

corporate culture on students' values has become one of the reasons for attracting more consumers to choose New Oriental.

5.2.2 Technological Innovation

With the popularization of AI and big data technology, intelligent online education has become the future development direction of the industry. AI technology can achieve online job grading, intelligent face recognition, and can also provide technical support for the development of personalized education based on big data analysis. It can provide private customized solutions for user data differential analysis. At the same time, the increase of technology research and development also effectively guarantees the clarity and stability of the screen in the process of live or recorded broadcast of online education platform.

5.2.3 Experience Marketing

In order to promote the sales of curriculum products, we should not only grasp the quality of curriculum, but also pay attention to service and experience, emotion, sense and other aspects. Online teaching is different from the traditional offline teaching method, and its interactivity is relatively poor. Therefore, New Oriental launched online Q & A, after-school tutoring and two teachers in parallel mode to create a vivid course experience.

5.3 Marketing Mix Positioning

5.3.1 Curriculum Integration

The drainage course in the early stage should be matched with the regular course in the later stage, so that the course setting has continuity. For example, in the drainage stage of English training courses, low-price phonetic symbols and pronunciation courses can be set up; in the drainage stage of vocal music courses, low-price Spectrum Reading courses can be set up. The early courses are mainly to arouse users' interest in learning. After the completion of the drainage course, we must make it clear that only by continuous learning can we master the essence of the course systematically. That is to say, the drainage class should be set up to meet the needs of the students at different stages.

5.3.2 Price Differentiation

Customize reasonable price range and set corresponding core courses in each price range. Investigate the sensitivity of users to price in the market and price within the range that users can accept, so that customers can get the maximum sense of gain and the highest cost performance

in different price ranges.

5.4 Innovative Marketing Model

According to iResearch statistics, in 2019, Fluent English, Worry Free English and Suntech institutions are still in a state of continuous loss. In 2018-2019, New Oriental online's sales and marketing expenses and administrative expenses increased by nearly 100%, and its marketing expenses increased by 98.2% from 224 million yuan in 2018 to 444 million yuan in 2019. New Oriental's online gross margin has been hit by the sharp rise in costs and sales. Therefore, it is very important to adopt more prudent marketing strategy, innovate marketing mode and control large-scale advertising investment.

5.4.1 Impulsive Consumption Through Group Purchase

Group buying refers to that when selling on a certain platform, as long as a certain number of people are gathered, there will be a preferential price for group buying. Secondly, the use of social network secondary fission marketing is also conducive to the rapid spread of online courses, and the acquaintance order is more guaranteed. It can increase course sales. In 2018, the survey of online users' attitudes towards online shopping shows that most users admit their impulsive consumption.

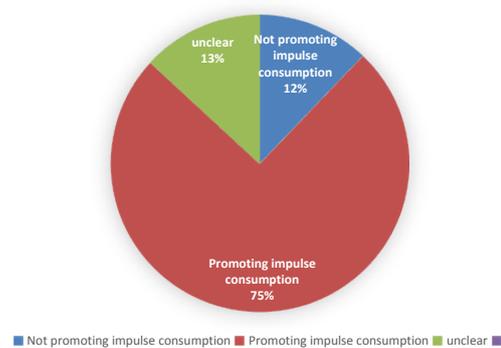


Figure 10. Survey Results of Users' Attitudes towards the Group Purchase

5.4.2 Precise Data Marketing

The main reason for large-scale advertising investment is that there is no accurate data analysis and targeted advertising. Online education institutions can integrate customer information to ensure that it can be searched from multiple dimensions. Taking children's English training course as an example. Its dimensions can be constructed by multiple data such as children's age, children's school class, children's performance, etc.

5.4.3 Crossover Marketing

In recent years, cross-industry cooperation has developed rapidly. Online education industry has also been deeply integrated with other industries. Mutual cooperation has achieved complementary advantages. Among them, there are cross-industry cooperation between online vocational education institutions and recruitment websites, as well as partnership between online English training institutions and computer manufacturers to ensure good experience of PC side while providing quality courses for English learners. In addition, the cooperation of online and offline education giants will also bring a win-win situation. The deep integration of online IT training giant “Beifeng Network” and offline IT training giant “Erudite Education” makes their products spread rapidly.

6. Conclusion

By analyzing the macro and micro marketing environment of New Oriental online and the defects of existing marketing strategies, this paper creatively puts forward countermeasures and suggestions for marketing. The radical marketing strategy is that “marketing” to the inside and “marketing” to the outside. Blind large-scale advertising investment will bring continuous losses and long return period of investment. Small and medium-sized online education institutions are often unable to survive in the market game due to capital constraints and poor financing. Only by accurately positioning the target market and opening up diversified channels for customers can online education institutions make a profit. At the same time, we can not ignore the construction a of the education brand. Promoting the standardization of the curriculum and the enrichment of the curriculum experience are the basic and primary premise of marketing. Only by forming their own characteristics can online education institutions attract

more customers and make a profit.

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