



An Analysis of Service Marketing Optimization Strategies for J Training Enterprises in Hangzhou, China

Chenwei Miao^{1,a}, Moqian Wang^{2,b*}, Ke Liu^{3,c}, Yuyan Bao^{4,d}, Xinran Ding^{5,e}
Lihe Liu^{6,f}, Zhenyao Deng^{7,g}

¹Cixi Hewei Yucai Senior High School, No. 1899, North Third Ring East Road, Cixi, Ningbo, China

²Hengshui, NO.1 School, Intersection of Pengcheng Road and Zongyi Road, Binhu New District, Hengshui, China

³Xiwai International School, 1100 Wenxiang Rd. Songjiang District, Shanghai, China

⁴The Barstow school Ningbo Campus, No.619, Yonghe West Road, Luomo Street, Zhenhai District, Ningbo, China

⁵Guanghua Cambridge International School, No. 2788, Chuazhou Highway, Pudong New Area, Shanghai, China

⁶New Channel School Shenyang, Jinke Building, No. 19 Culture Road, Heping District, Shenyang, China

⁷The MacDuffie School Tianjin, No.1 Zeng, Auxiliary Road, Miyun Road, Nankai District, Tianjin, China

^a1320060906@163.com, ^bbobo772022@163.com

^ctitiy1025@163.com, ^dk7704k@163.com

^ekoko661025@163.com, ^fmonika3a@163.com

^gbig999e@163.com

Abstract. With the arrival of the 5G era, all kinds of new media are booming, which greatly enriches the brand promotion mode and provides more opportunities for the marketing and promotion of education and training institutions. At the same time, consumers pay more attention to the service quality of the product and the service process, hoping to get a richer and more efficient service experience. Under the background of the double-decrease, training institutions continue to business cold development status quo, how to use service marketing to enhance the brand effect of training institutions, so as to obtain a higher degree of customer attention and operational efficiency, is the current training institutions need to think deeply about the subject. To this end, this paper takes J training organization as an example, combining the current marketing status of training organizations, such as marketing concepts, backward marketing means, service marketing is insufficient and other issues. The questionnaire survey is used to analyze the current situation and problems of service marketing of J training institution, and specific optimization strategies are proposed, hoping to provide valuable reference and reference for the continuous optimization and innovation of the service marketing mode of the training institution, and to enhance the quality of enterprise operation and development.

Keywords: training companies; service marketing; strategies

© The Author(s) 2024

T. Ramayah et al. (eds.), *Proceedings of the 2024 International Conference on Applied Economics, Management Science and Social Development (AEMSS 2024)*,

Advances in Economics, Business and Management Research 284,

https://doi.org/10.2991/978-2-38476-257-6_67

1 Introduction

Education and training institutions play an important role in today's society, with the increasing importance of education, market competition is also increasingly fierce. Therefore, the service marketing optimization strategy of education and training institutions is particularly important. On the one hand, the changes in the market environment have put forward new requirements for the service marketing strategy of education and training institutions. With the progress of science and technology and the development of social economy, the education and training industry is facing new opportunities and challenges. The rapid development of the Internet, artificial intelligence and other emerging technologies makes education and training institutions need to constantly innovate their service methods and improve their service quality to meet the diversified needs of consumers. On the other hand, the diversification of consumer demand has also prompted the optimization of the service marketing strategy of education and training institutions. Different consumer groups have different needs for education and training, and education and training institutions need to deeply understand the needs of consumers and provide personalized services. In addition, consumers also have higher requirements for the service quality, teacher strength, teaching environment and other aspects of education and training institutions, education and training institutions need to continuously improve their own capabilities to meet consumer expectations. In addition, the fierce competition in the market also requires education and training institutions to optimize their service marketing strategy. With the increasing number of education and training institutions, the market competition is becoming increasingly fierce. Education and training institutions need to improve their brand image and increase their market share through innovative service marketing strategies in order to stand out in the competition.

2 Synthesis of research

Compared with higher education, the necessity of carrying out service marketing for training institutions in off-campus training schools is self-evident. However, at present, an authoritative and unified theoretical system about education marketing has not yet been formed (Zhou Yun, 2018). Currently, according to the main business division of training institutions of off-campus training schools, they can be divided into three main types: extracurricular synchronous training institutions, English tutoring institutions and aesthetic interest training institutions.

A study on the service marketing of extracurricular synchronized tutoring institutions. Chu Lihong (2013) further pointed out that the core of extracurricular tutoring is to satisfy students' needs, to be able to truly improve students' in-school performance, and ultimately to realize the double harvest of profits and social benefits of extracurricular tutoring institutions. Taking JN primary and secondary extracurricular training organizations as an example, Zhang Ning (2020) proposed relevant service marketing strategies from the level of 7p theory. Wei Xuesheng (2020) and Duan Minghui (2020) did a similar study. Taking the New Oriental Education and Training

Organization as the research object, Zhu Xiaofang (2019) believes that traditional marketing means can no longer meet the needs of the survival and development of training institutions, and the implementation of precision marketing is imperative. Chu Jingming (2020) also believes that in the Internet + era, the education and training industry needs to adjust its marketing strategy.

A study on service marketing in aesthetic interest training organizations. Li Yongzheng (2020) studied the marketing activities in the qin industry from the perspectives of marketing concept, brand strategy, service marketing, and experience marketing. Chang Jianbo (2017) also suggested that children's art training schools improve their marketing strategies from 4Ps by studying the art training market. Sun Lei (2019) argued that the marketing effect of children's art training companies can only be enhanced by optimizing the course portfolio, cultivating high-quality courses, and enhancing the product strategy of brand reputation, as well as the channel strategy of increasing online community marketing and the pricing and promotional strategy oriented to consumer demand. According to Duan Weizhen (2019), art training programs not only need an optimal combination of marketing strategies, but also need to provide safeguards in terms of corporate culture, management mechanisms, talent reserves and financial resources. For the children's art training market in Jinan, Feng Peng (2017) suggests combining relationship marketing, experiential and event marketing and other innovative marketing concepts to propose specific strategies from the aspects of branding, pricing, channel and school location, marketing publicity, enrollment promotion. Through a study of an art training school in Shanghai, John Wu (2020) found that marketers had not been able to utilize Internet tools well, and therefore WeChat marketing as well as digital marketing should be strengthened. Chen Yuanyuan (2019) pointed out that children's sports and art training organizations should combine their own internal resources to design marketing strategies in terms of products and services, branding, pricing, channels, communication, and promotions [46]. Song Changqing (2016) found through a questionnaire research that family income level, gender, and consumption tendency all influence the training company's selection decision, and argued that the small and micro art training companies should have both the operating model characteristics and also focus on the innovation of marketing strategies.

3 Survey and Analysis of the Current Situation of Service Marketing in J-Training Institutions

3.1 Survey and analysis of types of course products

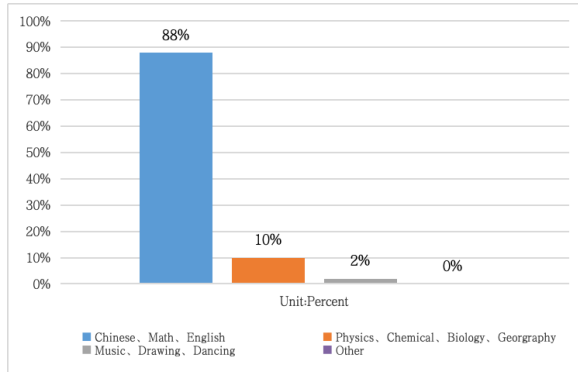


Fig. 1. Product Types of Training Courses

Through the investigation and analysis found that the current training course products of J training institutions are mainly based on language, mathematics and English education, the three accounted for 88%, followed by chemistry, biology and geography, which accounted for 10%, and other types of training courses accounted for a very small percentage, accounting for only 2% of the training, only in special circumstances, and there is virtually no training in the areas of dance and literature and film and television, which led to the parents that the company's training training courses are relatively homogeneous (shown in Figure 1).

3.2 Survey and analysis of prices of course products and services

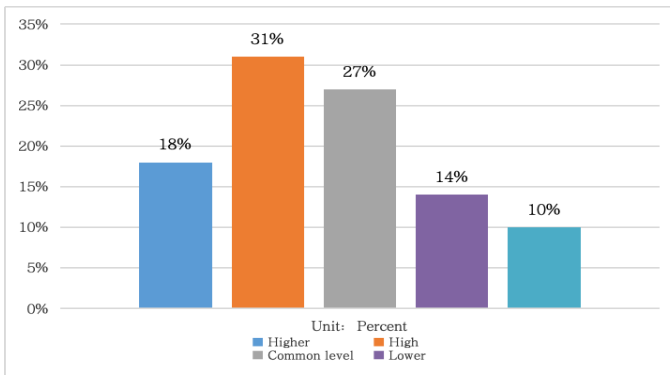


Fig. 2. Fees for training courses

Through the analysis of the survey, most parents think that the price of the training courses charged by J training institutions is high, especially for English one-to-one and one-to-two tutoring classes, of which 18% think it is very high, 31% think it is relatively high, and 27% think the price is average, and only 24% think that the price of the training courses charged by J training institutions is low or very low (shown in Figure 2). All in all, nearly half of the parents thought that the prices charged for training courses were too high.

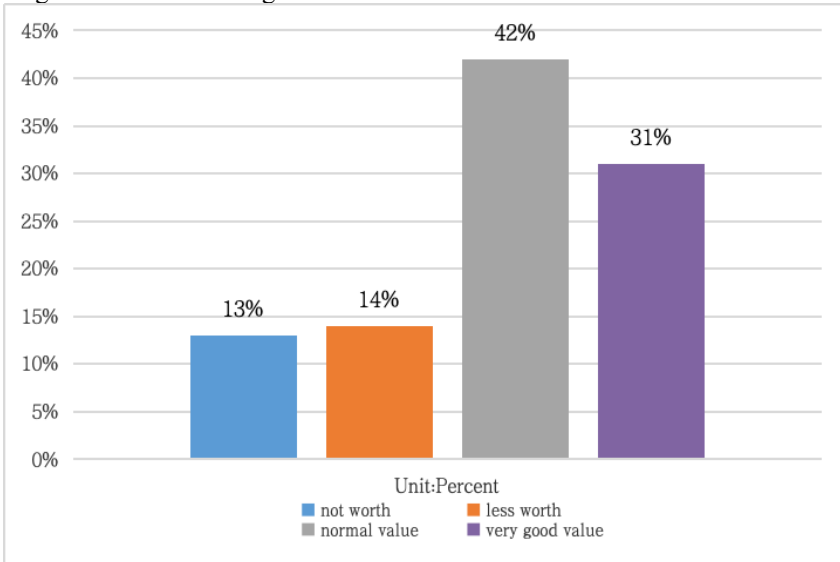


Fig. 3. Cost performance of training courses

By investigating the value for money of the training course fees paid, it was understood that 31% of parents thought that teaching at Training Institute J was very worthwhile, 42% thought it was okay and relatively worthwhile, and those who thought it was worthwhile accounted for roughly 73% of the total, which indicated that parents were still satisfied with the quality of the teaching at Training Institute J. Another 27% of parents said it was not quite worth it and not worth it, and these were mainly those who thought that the fees paid were relatively high and expressed disagreement with the tuition fees at Training Institute J (as shown in Figure 3).

3.3 Survey and analysis of marketing communication channels

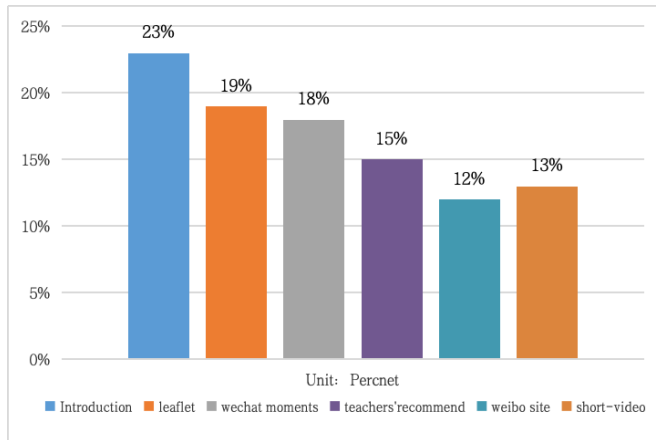


Fig. 4. Marketing Communication Channels of J Training Institutions

Through the survey and analysis, it was found that the current marketing communication channels of J training institutions are mainly offline communication, in which acquaintances accounted for 23%, flyer propaganda accounted for 19%, and teacher recommendation accounted for 15%, and offline channels accounted for 57%, while online channels are only WeChat circle of friends accounted for 18%, and the official website, micro-blogging, and short video propaganda channels accounted for only 10% or so, which shows that there is a lack of online propaganda channels (shown in Fig. 4).

3.4 Survey and analysis of advertising and promotion methods

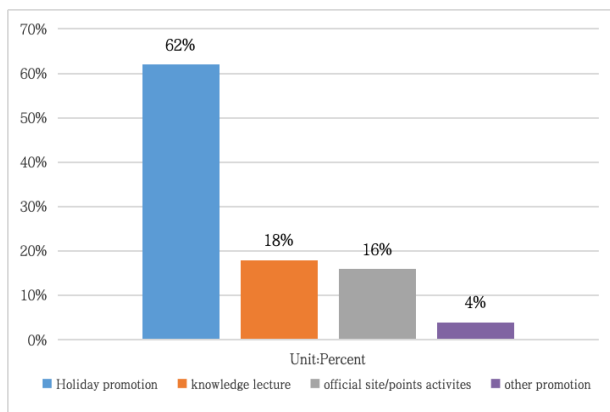


Fig. 5. J Training Institution Promotion Model

Through the survey, it was found that the current promotion methods of J training institutions are relatively single, mainly discount offers on statutory holidays, accounting for 62%, the rest is the knowledge seminar lucky draw activities and official micro-blogging official website of the points to pay for the activities, the total share of 34%, in general, in addition to the discount promotions of the statutory holidays, the J training institutions pay less attention to the other promotions, the promotional methods are relatively single (as shown in Figure 5).

3.5 Survey and analysis of teachers' service quality

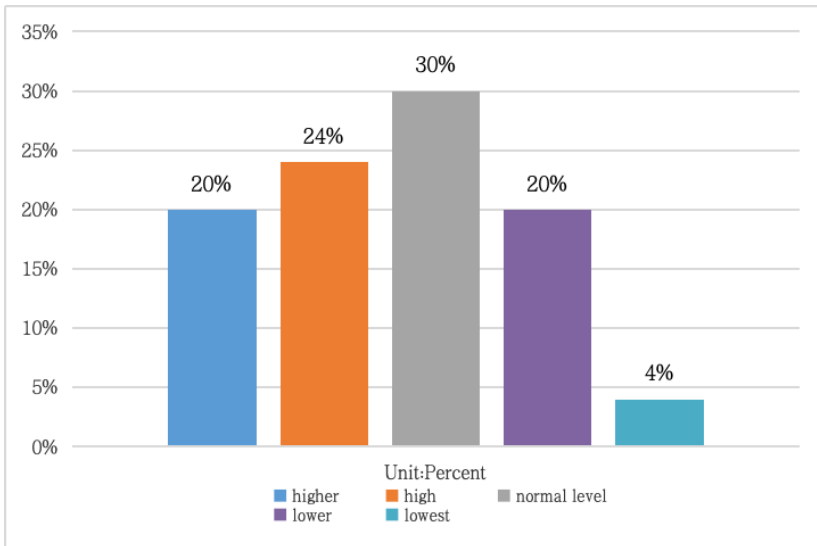


Fig. 6. Teachers' service literacy

Through the survey, it was found that the quality of service of teachers in J training institutions is not satisfactory enough, in which 20% of them think that the quality of service of teachers is very high, 24% think that the quality of teachers is relatively high, and 30% think that it is average, so most of the parents think that the teachers have a certain quality of service. However, 20% of the parents thought that the service quality of teachers was low, and even 4% of the parents thought that the service quality of teachers was very low. This shows that teachers' service quality varies (as shown in Figure 6).

3.6 Survey and analysis of customer relationship interactions

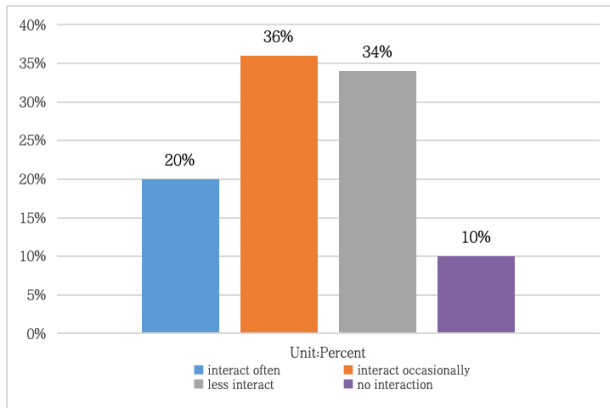


Fig. 7. Interaction with parents

The survey analyzed that during the service process, the frequency of interaction between teachers and parents of training institution J was low, with only 20% of those who said that they interacted frequently, 36% of those who interacted occasionally, 34% of those who said that they rarely interacted, and 10% of parents thought that there was no interaction, which led to the fact that parents were not very satisfied with the process of the service of training institution J (as shown in Fig. 7).

3.7 Survey analysis of overall service satisfaction

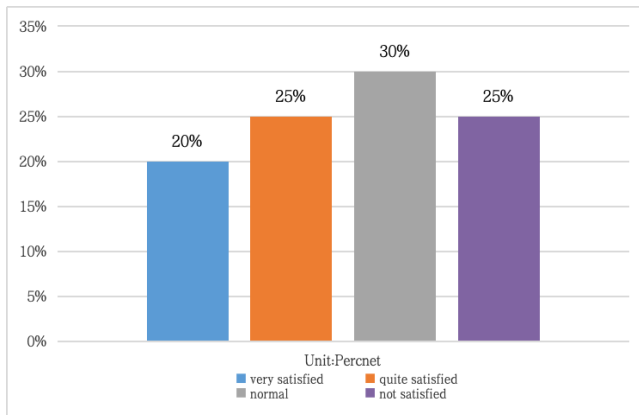


Fig. 8. Service Marketing Quality Satisfaction

Through the survey analysis, parents' satisfaction with the service marketing quality of J training institutions feel not very satisfactory, more satisfied and dissatisfied with the same level, are 25%, feel the general accounted for 30%, which shows that half of

the parents think that the quality of the service of the J training institutions need to be improved (as shown in Figure 8).

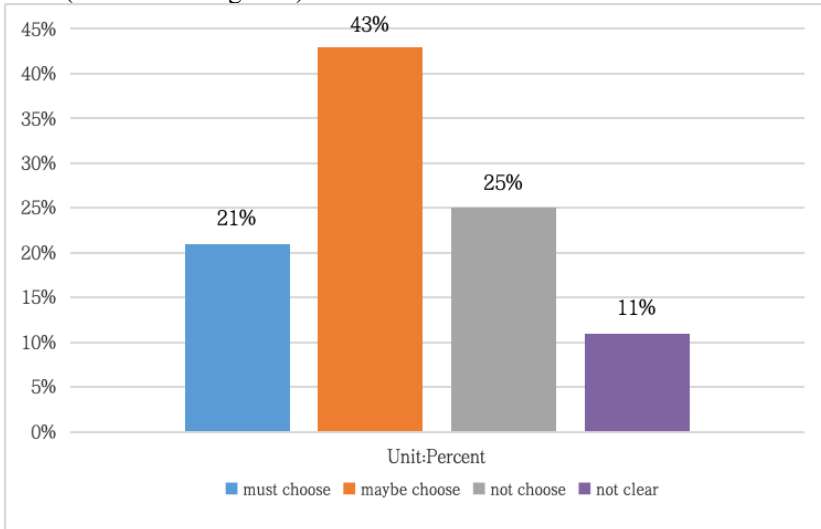


Fig. 9. Proportion of choosing J training institutions in the future

As seen through the survey results, 21% of parents said they would definitely come back to Training Organization J for training at the end of the training, 43% said they might continue to choose Training Organization J if they had learning needs, 11% said they were not sure, and 25% said they would not choose Training Organization J again (shown in Figure 9). It can be seen that parents recognized the teaching services of Training Body J in general, and indicated that they would come back to Training Body J in the future if they had learning needs, and overall parents' satisfaction with Training Body J was at the middle to upper level.

4 Problems in the marketing of services in J training organizations

4.1 Inadequate and homogenous curriculum offerings

At present, J training institutions have mainly language, mathematics, foreign language training courses, accounting for 88%, chemistry, geography, biology, etc. accounted for 10%, other courses are basically not, resulting in a relatively single type of training courses, especially the arts training courses are less, accounting for only 2%, and in special conditions to open. The types of arts are vast, and the most popular types of arts among primary and secondary school students are music, painting and dance. J training institutions only have training in language, mathematics and extra-curricular courses, and they do not offer arts courses such as painting, music and dance, which will lose part of their student population. At the same time, at present,

the core competitiveness of the language and mathematics products of J training institutions is not obvious, lack of special features and cost-effective, and in the price of the course and the arrangement of classes are not different, no special advantage of the product, can not be in the fiercely competitive market to come out on top.

4.2 Overall high prices of training courses and inadequate value for money

J training institutions according to Rising Sun's receptive ability and age characteristics and the degree of difficulty of the training course to set up different arrangements for training courses, divided into collective classes (all-round class, elite class, training class) and individual classes (one-to-one, one-to-two) tutoring two kinds. Collective class charges a relatively low price, about 3,000 yuan per semester, because of the complexity of the textbooks involved and a variety of styles, so parents need to buy on demand, generally a variety of classroom fees combined charges 1,000 yuan, so the price of ordinary classes per semester in about 3,500 yuan, the price of this parents are more able to accept, but the collective class can not be based on the child's learning situation, targeted teaching, so the teaching effect is not very good. So the teaching effect is not very good. Therefore, J training institutions to open one-on-one, one-on-two tutoring classes, but this kind of class charges are very high, English one-on-one tutoring a semester average price of about 12,000 yuan, English one-on-two tutoring a semester average price of about 10,000 yuan. This shows that the price of one-on-one tutoring is generally higher, and J Training Institution's pricing is too rigid, with no combination of flexible pricing, resulting in a high overall price.

4.3 Single marketing channel and insufficient online marketing communication

In the current era of high-speed dissemination of information on the Internet, diversified marketing channels, is the key to enhance the competitiveness of enterprises in the market. However, the current marketing channels of J training institutions are relatively single, still dominated by the traditional offline marketing, mainly through acquaintances, flyer publicity and institutional teacher publicity to recruit trainees, this marketing method of publicity is narrower, the audience of consumers is too small and consumers are not accurate, the effect is very little, but also to enhance the institution of the cost of manpower and material resources. [1] Online marketing channels, J training institutions have not been able to take full advantage of new media communication channels to occupy the market, only a single WeChat subscription number, customer service number to promote the course information, the current hot short video, live broadcasting and other communication platforms have not been opened, online marketing planning is still in the primary stage, to a certain extent, affecting the promotion and publicity of the brand, products and services.

4.4 Outdated promotional modules and insufficient publicity effects

At present, the publicity and promotion methods of J training institutions are relatively simple, the head of the institution has a weak sense of self-media marketing, and does not pay enough attention to the dissemination effect of the emerging self-media marketing platforms such as Jitterbug, Beep, Weibo, etc., and focuses more on the training course curriculum. In the promotional methods, J training institutions only use a single price promotion, 20% discount on legal holidays, other marketing and promotional methods are few, in the face of other training schools often organize a variety of activities, take knowledge seminars lucky draw activities as well as the official microblogging official website of the points redemption activities, J training institutions promotional incentives appear to be too monotonous, unable to attract the attention of parents.

4.5 Lack of customer relationship interaction and insufficient customer satisfaction

Communication and interaction are very important for the maintenance of customer relationship. In the service marketing process of J training organization, half of the parents reflect that the communication frequency is less than one month each time or never communicated, and the content of teachers' interaction with parents needs to be enriched. It is an indisputable fact that Chinese parents are generally anxious, and they would like to keep abreast of their children's learning status and performance. [2] The training process of the course, for example, every time the photos or videos released to the parents' group do not have the scenes of interaction between the teacher and the students, but are only a display of the training process and results. Moreover, the teacher does not summarize each student's performance and knowledge mastery in the training course, and parents need to take the initiative to ask to understand their children's class status. After the completion of each lesson, the teacher did not take the initiative to follow up and understand the parents' satisfaction, as well as to consult the parents' ideas and suggestions about the training course. In short, the interaction between the training organization and parents was insufficient, and it was difficult for the training organization to obtain valuable suggestions and improvements.

5 Service Marketing Optimization Strategies for J Training Institutions

5.1 Product development strategy

1. Expansion and enrichment of arts programs

At present, J training institutions are currently mainly primary and secondary school language, mathematics and foreign training courses, as well as chemistry, biology and geography courses, the type of training courses is relatively single. Currently, many parents and children also have a greater demand for training in art courses, so J training institutions can try music, dance, small hosts, Go and other art

subjects, so that students can experience free courses, and then choose the appropriate course according to their own interests and strengths and characteristics. At the same time, the rich types of courses in multiple fields also provide parents and students with diversified choices, which is conducive to tapping more potential demand.

2. Expanding Art Club Activities

Language, math, English generally belong to the pure theoretical knowledge teaching, teaching is also for the purpose of high scores in the entrance examination, which also leads to the training and teaching is more boring and tedious. In order to improve the enthusiasm of primary and secondary students, but also to stimulate the interest of parents to learn about other art courses, J training institutions can offer group activities, according to the interests of students and parents, and actively expand the art group activities, such as fellowship evenings, art programs to appreciate the appreciation of painting exhibitions, dance program appreciation, chess tournaments and so on. Group activities is a good opportunity for students to get to know each other and learn from each other, not only to understand themselves but also to understand others and broaden their horizons, the activities can be introduced from a professional point of view, but also to facilitate the understanding of parents, which can attract the interest of many students and parents, to expand the potential consumers, and to enrich the range of choices of parents on the training course products.

5.2 Price optimization strategy

1. Differential pricing

The so-called differential pricing, that is, to rationally consider the consumer population, to carry out the corresponding product pricing. For this reason, J training institutions can carry out different levels of language, math, foreign language training and teaching, from low to high in order to charge in stages, for example, one-on-one tutoring courses, this training service quality is higher, the price of the product is also higher, generally facing the high consumer population. [3] Therefore, it is possible to appropriately increase the scale of this type of teaching to provide higher quality and more exclusive services, which also demonstrates the importance of differential pricing.

2. Seasonal Pricing

Compared to differential pricing, a pricing strategy that divides the consumer population, seasonal pricing is based on special time points such as the time of enrollment to make pricing divisions. For example, before the student vacation or before the start of the school year, is the peak season of enrollment of training institutions, in this period, J training institutions can be appropriate to carry out some group-buying preferential policies to attract more parents to buy courses. Can also be in a specific marketing node, such as 618, double eleven time to carry out discount activities, with these pricing strategies, not only to maintain the existing student population, but also able to tap the depth of the potential student population, to further expand the institution's student population. [4] In addition, through the holiday raffle and other activities to do preferential, through the low-priced group purchases, thin profits, to stimulate more parents' interest in purchasing courses, but also to improve customer satis-

faction.

3.Portfolio Pricing

With the increasing diversification of J training institutions course products, in order to better promote product sales, J training institutions can also carry out product bundling sales model. For example, in the process of A course sales, can be bundled with B course products together. The price of a single A training product is 5,000 yuan, and the price of a single B training product is 10,000 yuan, and if the two types of products are purchased at the same time, the combined charge can be 8,000 yuan, which is also a discount. This consumption pattern, not only can attract parents from the price aspect, saving some cost for parents, but also conducive to the promotion of new course products, promoting the growth of the turnover of J training institutions.

5.3 Channel Expansion Strategy

1.Consolidation of traditional offline channels

In order to further strengthen the offline promotion strategy, first of all, we should ensure the professionalism and flexibility of the ground promotion personnel to enhance the quality and efficiency of offline promotion. Secondly, to choose the right time and place and personnel arrangements, organized and planned course product promotion, and with the convenience of offline promotion and consumer face-to-face exchanges, seize every opportunity to promote the advantages of the course, enhance consumer awareness of the course products, and establish a good corporate brand image. At the same time, attention should also be paid to leave the parents of WeChat and other contact information, to facilitate follow-up communication and further understanding, in order to fully tap into customer resources, contributing to the transaction to lay a good foundation.

2.Expanding Online Marketing Channels

For today's information explosion era, time means money, and efficiency represents value. company J should better operate its public number to push company J's information to potential customers in a complete and timely manner. In addition, Company J can also combine the interest characteristics of the current middle-aged group who love to brush Jitterbug, and use the Jitterbug platform to produce and release short videos related to training and teaching, classic courses, etc., to save publicity time and cost, and to obtain a wider dissemination effect. [5] At the same time, for the current characteristics of young people who generally love to brush Bilibili, J can also register and certify their UP identity, mingle with young people, and more easily capture the hearts of young students.

In addition, J training institutions can also layout the road of self-media marketing through the matrix, with the help of WeChat public number, micro-blogging, short videos and other new self-media marketing channels, through short videos, soft releases and other ways to actively promote the training products and services, to attract accurate fans interested in this. At the same time, to strengthen the micro-blogging and other official account marketing, expand and strengthen the enterprise's brand image, business philosophy, service objectives and other publicity. Realize the mutual diversion of Weibo and WeChat, as well as the diversion of customers from Jittery

Voice and Bilibili, and continue to expand customer resources.

5.4 Product promotion strategy

1. Conducting training and knowledge lectures or cultural festivals to promote

In order to improve the recognition of students and parents of J training institutions of professional training, J training institutions can also actively carry out training knowledge lectures or training culture festival promotional activities, with the opportunity of knowledge lectures to primary and secondary school students and parents recommend their own courses, so that parents have a more comprehensive understanding of J training institutions of the course to enhance the recognition of the institution's brand and course products. You can also take advantage of academic exchanges and knowledge lectures institutions, through in-depth exchanges with students and parents, a better and clearer understanding of the needs of parents, accurately grasp the market dynamics, and pull into the distance with parents. [6] At the same time, through professional academic promotion to comprehensively convey the culture of the enterprise, professional teaching concepts, improve the visibility of the institution's course products, shaping the positive image of its professional education, laying a good foundation for the subsequent deep excavation of customers.

2. Conducting a variety of online promotional activities

J training organizations can also carry out more forms of promotional activities, through the official website and official micro-blogging points for payment activities, when members accumulate to 100 points can be exchanged for a day of free training courses, so as to enhance the attention of potential customers. You can also make comprehensive use of planning activities, knowledge lectures, public welfare activities and other forms of on-site lucky draw activities, the winning parents can be exempted from the semester training fees, so as to enhance customer participation and attention rate. At the same time, J training institutions can also provide students with value-added services in the marketing activities of universal policies, such as providing lunch and after-school care services, etc., in order to improve the added value of institutional services. In addition, J training institutions should make full use of new media platforms, such as WeChat, micro-blogging, and headlines, to actively publicize their own advantages and good education and service quality. At the same time, increase cooperation with well-known websites such as Sina, Sohu, etc., and make scientific links with the education sections of these portals, and strive to become an after-school tutoring institution on the platforms of these websites, and enhance their visibility with the help of third-party websites. [7]

5.5 Service process management strategies

1. Refinement of the teaching process

Excellent teaching quality is the basis for J training institutions to be based on the market for many years and stable development, only by continuously improving the quality of teaching, J training institutions have the opportunity to achieve new growth. Implementing fine management of teaching is a fundamental way to improve teaching

quality. [8] Teachers should do a good job of preparing lesson plans and courseware before class, and make reasonable arrangements for the teaching time to ensure that they cannot affect the timely implementation of students' individualized training programs; in class, they should do a good job of interacting with students and observing students' reception and mental state, and after class, they should actively record the students' learning files and write classroom comments to summarize the aspects that need to be improved and to propose adjustments to be made for the next class. If necessary, teachers should take the initiative to communicate with parents and listen to their feedback.

2. Service process standardization

In service marketing, service process management plays a crucial role, and high-quality, integrated services can effectively increase customer renewal rates. [9] Therefore, in the face of fierce market competition and parents' pursuit of high-quality services, J training institutions should establish a set of standardized service process system. By sorting out and integrating the existing services, drawing a new service flow chart and training all employees on the service process, employees will be more clear about their job responsibilities and standards and be able to better improve their service level. [8] In the pre-sale consultation, the staff should make timely, enthusiastic, polite and professional answers to parents' inquiries, receive consultation calls with a smile, polite and enthusiastic, and pay attention to personal etiquette in face-to-face consultation. [10] In the mid-sale stage, staff should take the initiative to help parents fill out the Enrollment Registration Form and sign the Enrollment Agreement, and guide parents through the payment procedures. In the post-sale stage, staff should strengthen contact with parents, send blessings on holidays, greet parents and parents cordially when they see them, prepare exquisite meals and tea for parents, and continue to care for and contact parents more often even if they are not renewing their enrollment.

3. Enhancing the effectiveness of experiential marketing

Effective experiential service activities are conducive to deepening the relationship between training companies and their target customers. Especially for education and training institutions, good experience service activities, can let consumers more intuitive understanding of the training organization's service quality and teacher strength, for the establishment of communication bridges between consumers and training institutions has great help. [11] For this reason, J training institutions can carry out free trial learning experience activities and public welfare lectures and other experiential marketing activities, in order to better bring students, parents and tutoring institutions closer to the distance. In order to better play out the effect of free trial learning experience, in the trial course process, J training institutions should pay particular attention to the quality of teaching and service quality, only to improve the quality and effectiveness of the two, in order to better attract students and parents, to explore more potential customers.

6 Conclusion

With the current large-scale adjustment of the national education and training field, some larger training institutions will develop in the direction of integration, chain operation is the basic direction of the development of professional training institutions, while smaller institutions in order to seize a place in the market, they need to change in the business model and course type. How to better adapt to the development of the industry changes, get rid of the shackles of the traditional business model, to enhance the quality and efficiency of the training organization business, has become a continuous concern in the field of training. With the help of service marketing theory, from the service marketing management strategy to optimize the marketing strategy and service concept of training institutions, improve customer service experience, optimize the curriculum, adjust the price strategy, help training institutions to improve the quality of service marketing, and then promote the healthy and steady development of training enterprises.

References

1. Chen Lei. Research on service marketing strategy of youth programming training business in Changguang Engineer Training Center[D]. Jilin University,2021.
2. Liu Yang. Research on Marketing Strategies of Products and Services Related to Education and Training Enterprises--Taking Dading Education Company as an Example[J]. China Business Journal, 2021(3):4.
3. Zhang Miao. Research on Marketing Strategies of Chinese as a Foreign Language Training Companies[J]. 2021.
4. Zhang Qifeng. Research on Marketing Strategy of Seven-color Bear Children's Art Training Institution [D]. Shandong University of Finance and Economics,2021.
5. Zhang Xuan. Research on Omni-channel Marketing Strategy of Education and Training Enterprises under Integrated Marketing Concept[J]. Value Engineering, 2021, 40(20):3. DOI: 10. 3969/ j.issn. 1006- 4311. 2021.20.016.
6. Liao Lingfeng, Huang Qiuqing. A preliminary study of online marketing strategy for small and micro enterprises in Guangxi education and training[J]. 2021. doi: 10. 12293/ j.issn. 1671-2226.2021.21.287.
7. Lai Wei. Marketing model of online education and training company and its development strategy[J]. Modern Marketing: Business Edition, 2021(10):98-100.
8. Xia Jing, Zeng Sheng'an. Analysis and Innovation of Marketing Strategies of Education and Training Institutions under the Perspective of Service Marketing[J]. Chinese Science and Technology Journal Database (Full Text Edition) Economic Management, 2021(11):3.
9. Batts R, Brandenberger T L, Irwin S, et al. Advisory Service Marketing Profiles for Hard Red Winter Wheat over 1995-2004[J]. 2022.
10. Finsterwalder J, Plewa C. Guest editorial: Service marketing and the winds of change[J]. Journal of Service Theory and Practice, 2022(2):32.
11. Johnson K. EXAMINING BLOOM'S TAXONOMY THROUGH MARKETING RESEARCH SERVICE LEARNING[J]. 2022.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

