

Research on Brand Marketing Strategy of SJ Education and Training Company

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Abstract: This article focus on the concept and significance of brand marketing, and deeply studies the everyday problems in the implementation of brand marketing from the perspectives of brand awareness, brand positioning and brand promotion. Finally, exact solutions are given according to the related concepts of brand marketing, which highlights the significance of brand marketing research, and looks forward to receiving providing inspiration and guidance for the majority of enterprise managers.

1. Introduction

Under the new economic situation, education companies can take advantage of more standardized brand promotion to bring more economic benefits, thus improving consumers' trust in the company, and thus comprehensively enhancing the company's comprehensive strength. However, at present, SJ education and training enterprises have obvious shortcomings in brand promotion, as well as internal managers' insufficient awareness of the importance of brand marketing, which leads to the problems that brand marketing can't keep up with the development pace of education companies. Managers should take the initiative to study the brand marketing strategy of the company in the new economic form, aiming at analyzing the phenomena and problems, and then opening up the thinking of marketers, so as to make up for the shortcomings in brand marketing of the company and create a guarantee for the better development of the company. It also helps more innovative companies to successfully formulate brand management plans, thus improving marketing efficiency.

2. The concept and significance of enterprise brand marketing

2.1. The concept of enterprise brand marketing

Brand communication means that individuals or social groups, in order to meet the needs of users' emotions and brand characteristics, take specific ways and contents as the main media, and build a sign of value advantage connotation with self-stable extended personality with the help of users' experience and means. Brand promotion refers to all kinds of brand positioning, brand promotion and other behaviors of enterprises to increase

the market competitiveness of brands ^[1]. Brand marketing refers to a process in which an enterprise recognizes a certain brand in consumers' minds by using various means such as marketing, TV advertising, event sponsorship, etc. Brand marketing, on the other hand, through the brand awareness of the enterprise, establishes an invisible sales website connecting the public psychology, so that consumers and the market can fully accept the goods or services provided by the company ^[2].

2.2. The significance of brand marketing in educational and training institutions

"Brand-name management" is an inevitable way for training companies to prepare. By establishing and spreading "brand-name symbols", the nodes of educational sales network are inserted into users' hearts, so that users can better understand their brand culture and enterprise services while obtaining high-quality training content, thus gradually forming consumption habits and preferences, and gaining a certain relative position in the market competition ^[3]. On the whole, brand marketing, as a business activity that a company must maintain for a long time, can create good economic and social benefits for teaching units and make a fair market atmosphere for their healthy growth. Using brand marketing to make excellent brand image has become the key method for education and training institutions to acquire a dominant market position.

3. Difficulties in brand marketing of SJ Education and Training Company

3.1 Brand awareness is relatively weak.

In the process of enterprise growth at present, due to the late formation of the brand concept, there is a corresponding lag in the growth of SJ education

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enterprises. The company does not realize the importance of the brand, the one-sidedness and singleness in its consciousness, and it does not really realize that the brand embodies the overall image of the company, so the brand is indispensable to the growth of the company. SJ company also lacks a clear understanding of the brand. The brand is only for the company's propaganda brand, and it has not produced brand awareness, which will directly lead to the company's growth in the long run. At this stage, companies are still at the superficial stage of brand understanding, lacking a deeper understanding of brand meaning. Elements of brand connotation mainly include brand, spirit, core, recognition, special significance and so on [4]. In this case, because educational products are more about operating products than completing the operation of educational products, even the best and high-quality products cannot directly express the advantages of educational products because of the lack of educational brand awareness, thus achieving the sales goal of directly promoting educational products.

3.2 The brand positioning is inaccurate

As far as customers are concerned, only by accurately positioning the brand value can enterprises have emotional resonance with consumers; otherwise, they will not be able to give clients a deep impression, which is not conducive to the improvement of brand influence. However, at present, there continue to be some problems in brand positioning of SJ enterprises. It is not clear within the company what kind of brand the enterprise wants to build, and the demand for brand value is not clear, which leads to the lack of distinctive brand image, the lack of "soul" and humanistic core of brand value, and the inability to get consumers' attention. Under the condition of inaccurate corporate brand positioning, the corporate brand image conveyed by the company to consumers will be more ambiguous, and it will not be able to focus the attention of consumers on one aspect, which is not conducive to the recognition of enterprises by consumers[5]. At present, the main reason why SJ Company's brand positioning is not accurate enough is that it has not been fully grasped clients complaints and concerns. Not deeply analyzed the principal competitive brands, and not accurately defined the advantages and characteristics of enterprises. Finally, brand positioning cannot directly hit customers hearts.

3.3 Inefficient brand promotion

Brand promotion lies at the core of brand marketing. The main purpose of this purpose is to get more customers know about the brand, so as to form a satisfactory impression on the brand and arouse their shopping desire. At present, SJ's corporate brand promotion project is relatively inefficient. Although the company has invested a lot of money in this field, the results are not satisfactory. The most important way of brand promotion is advertising, including online advertising on radio, television, newspapers, Internet, etc., to further increase

brand exposure, so that the brand can be known by more people. However, overwhelming advertising seems vigorous, but in fact it is difficult to attract people's attention, nor can it trigger people to buy. Regardless of the fact that the "advertising war" within the company is getting fiercer and fiercer, people's "immunity" to this type of advertising is increasing day by day, and it is even more difficult to impress people without distinctive publicity [6]. In addition, many companies lack other brand promotion measures besides advertising, such as public welfare promotion, cultural promotion and festival promotion, which seriously narrow the effectiveness of brand promotion.

4. Research on brand marketing strategy of SJ Education and Training Company

4.1. Enhance brand awareness and strengthen the overall marketing concept of enterprises.

In the new era of a highly integrated world economy, China's strategic position in the world is also very important. As China is a world power and China's higher education market is extremely important, its future potential is infinite, So all the world's large companies should get a slice of the higher education market in China. In this international situation, the competition pattern for the higher education market in China and abroad is becoming more and more obvious, and for SJ company, there must be greater competitive pressure. With the complexity and expensiveness of the market economy, the original education and training product competition and product price competition are no longer, replaced by the competition between educational brands. Therefore, SJ enterprises must abandon the original business model, further enhance corporate brand awareness, re-establish the basic concept of corporate brand management, and reshape the educational brand to become the core concept of the development of educational enterprises, and further strengthen the company's development as a driving force, and both large, medium and small education companies must be more clearly aware of this, so as to carry out enterprise transformation and upgrading [7].

4.2. Brand positioning should be precise

Enterprise brand position should be more truthful. First, enterprises should analyze customers' concerns and realize their brand position with the customer-oriented concept, that is, what consumers care about, and what brand positioning must show. For example, if consumers care about the quality of brand after-sales service, the brand position of enterprises should show more meticulous and intimate brand after-sales service; if consumers are most concerned about quality, brand positioning will inevitably reflect the excellence of quality[8]. Secondly, brand positioning must also highlight its characteristics, have its own characteristics,

and try to be different from competitors, so that such renowned brands have fresh vitality. Therefore, in the process of brand positioning, enterprises must analyze competitors' brand positioning, and establish their own famed brands based on this, so as to implement brand positioning more smoothly.

Finally, the company should define and summarize the advantages of enterprises, and make brand positioning on this basis. Some enterprises have a long development history, some enterprises have a sound historical and cultural heritage, and some enterprises have obvious brand functions, all of which can be refined into "selling points". If enterprises make brand positioning around these "selling points", the success rate of brand positioning will also increase.

4.3. Improving the brand marketing pattern

To keep pace with the new economic development trend, enterprises must rationally analyze the market and from diversified marketing layout with open and inclusive thinking. Specifically: On the other hand, carry out online and offline simultaneous sales. Fully considering the diversion of target users, when organizing and deploying brand marketing management of modern enterprises, the company should first fully consider online users and offline users, and implement the online and offline promotion mode at the same time. For example, after the company held the "new promotion and sales conference" on the Internet, it held the "further promotion and sales salon" online and offline at the same time. By guiding the trademark application of each terminal of the company, the user groups could grasp the new information of the company in time. In addition, it is necessary to carry out new media publicity and use some different media platforms with relatively high traffic density, such as Tik Tok, Aauto Quicker and Xiaohongshu. The company also plans "new media platform enterprise brand activities", and accurately locks the target user groups by short video content display and talent sharing, so as to improve the ultimate effect of brand promotion activities. By doing a good job in Internet brand marketing and shaping a good brand image, it is also conducive to reducing the marketing resistance and promotion cost of enterprises^[9].

5. Conclusion

Doing a good job in the management of enterprise brand marketing is essential for the company's high-quality and vigorous development. Therefore, enterprise managers must grasp the internal rules and working skills of enterprise brand marketing, effectively improve the management level of enterprise brand marketing, and provide a strong guarantee for the company's excellent development prospects. The enterprise brand marketing strategy suggested in this paper focuses on strengthening brand awareness, accurate brand positioning and

improving the effectiveness of enterprise brand promotion. With the improvement of enterprise brand management level, enterprises have an obligation to make persistent efforts and huge investments. Therefore, enterprise managers must learn from the experience and lessons in the field of enterprise brand marketing, put forward scientific, effective and reasonable enterprise brand marketing strategies according to the current enterprise situation, formulate some effective strengthening measures, keep pace with the times and be brave in innovation, which will naturally scientifically ensure that China's private education and training institutions stand out among the domestic and foreign education industries.

Finally, it is hoped that more practitioners in the education industry^[10]. Relevant staff and researchers in the education management department will be actively involved in this research, and make unremitting efforts to ensure the modernization of China's private education and training institutions.

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