
粉笔 O2O 营销模式分析

摘 要

目前，随着互联网的发展，在线教育成为了热门的话题，也已经成为了目前教育中的新风向。但是，在大量资本的疯狂涌入市场的背景下，在线教育平台是很难能够简单的从市场竞争当中获得优势脱颖而出的。所以，在线教育培训机构要想能够在激烈的竞争中突出重围，必须要有系统有效的营销模式以及对环境和自身的充分分析了解，以便能够在激烈的市场竞争中获得更多的优势。本文以粉笔教育为例，首先介绍关于粉笔教育的现状及发展情况，使用 SWOT 分析法对粉笔教育进行深入研究，同时分析粉笔教育中存在的问题与不足，并针对所提出的问题提供相应的建议。

关键词：粉笔教育；营销模式；在线教育

Abstract

At present, with the development of the Internet, online education has become a hot topic and a new trend in education. However, in the context of the huge amount of capital flooding into the market, it is difficult for online education platforms to simply gain advantages and stand out from the market competition. Therefore, in order to be able to stand out in the fierce competition, online education and training institutions must have a systematic and effective marketing model and a full understanding of the environment and their own analysis, in order to be able to gain more advantages in the fierce market competition. Taking the specific marketing of chalk education as an example, this paper firstly introduces the current situation and development of chalk education, conducts in-depth research on chalk education with SWOT analysis, analyzes the problems and deficiencies in chalk education, and provides corresponding Suggestions for the problems raised.

Keywords: Chalk education Marketing model online education

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