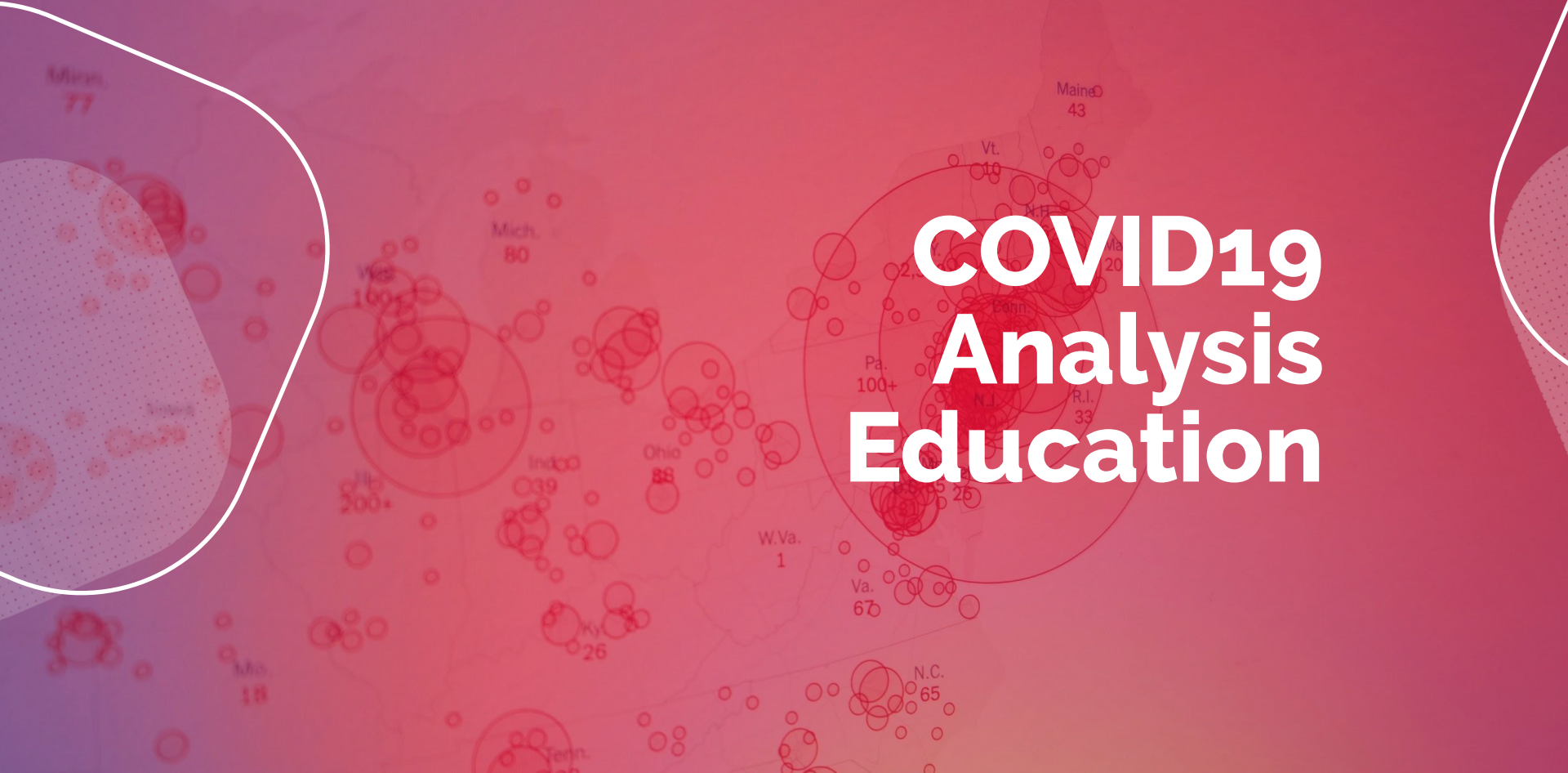


# COVID19 Analysis Education



A young child with short, light-colored hair is shown in profile, looking intently at a laptop screen. The child is wearing a light-colored, patterned shirt. The laptop screen displays a photograph of a person. The background is softly blurred, showing what appears to be a desk lamp and some papers. The entire image has a warm, reddish-pink color cast. A diagonal line separates the image into two sections: the top-left section is a solid reddish-pink color, and the bottom-right section is a lighter, more natural color.

# Facts & Opportunities

# Education & Formation summary.

The education sector has slowed down with only select higher education programs continuing online courses. UNESCO has estimated that this is affecting close to 300 million students. Globally, the **education systems were not prepared** to take on this course of action and in many places **technology is still lacking to ensure it can be executed to full capacity**. Nonetheless, this pause can only last for so long and there will be a need to continue education from homes if quarantines persist.

Beyond the institutions, **edTech is another category which is most likely to grow in the coming months**. edTech companies **provide tools and platforms for institutions to help connect teachers and students** and facilitate online learning.



## Marketing Strategy

Marketing for educational institutions and centers will come in **two phases**. The first is an actual offer of **online courses and services** (if available), **and** the second is a reminder that application and **enrollment remains open for the coming school year**. **Brand awareness is key**, as well as proving that resources and technology exists to ensure proper teaching and formation.

**edTech**, on the other hand, is mainly a **B2B business**. Most schools and institutions will be looking into edTech products as they rush to form a system of online education, edTech companies should be forward looking, **not only trying to capture the market today**, but also ensuring that institutions will be **prepared in the future if a similar event occurs**.



## Industry losses

If schools remain closed, **tuition payments will most likely have to be reimbursed or reallocated in some manner**. This will affect mainly private institutions and special education courses such as language and culinary schools. The bigger effect will come in future enrollments as people will have to rethink education amidst job cuts.



## Social Media Rol

**LinkedIn** plays a **vital role** in the more professional category of education. On top of that, **Facebook and SEM** can provide additional information on interested customers and **offer quality leads**.



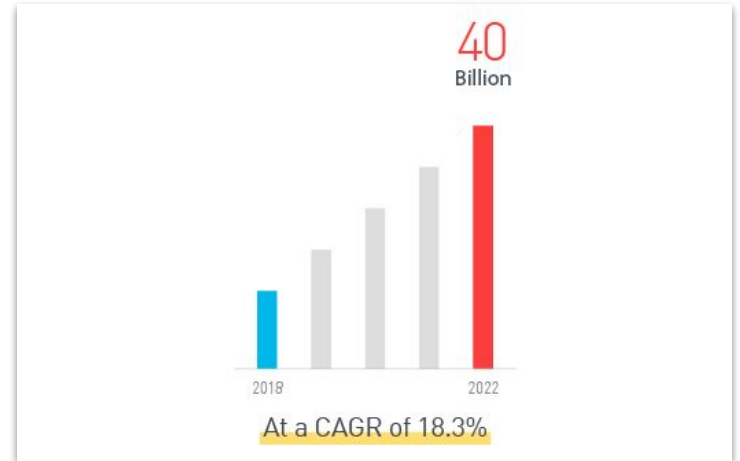
### Market notes

Private institutions, MBA programs and some colleges across **the world have switched to online teaching** if they already had the systems in place beforehand. **Estonia has offered to provide free use of all its edTech** to support the education system of other countries.

### Sample companies



Expected growth in EdTech industry by 2020 (USD, Billion)



Source: Medium

# Some tips from our Team.

## Short Term

Transparency and empathy will be key in all forms of communication with customers, from online interactions to receiving feedback. The objective should be to survive the crisis but not at the expense of people, their health and their resources.

## Mid Term

Remaining relevant and top-of-mind with customers, ensuring that their needs can be fulfilled. This is also a great time to start assessing the different channels of marketing and sales, and whether you are present at every touchpoint.

## Long Term

Brands will have to plan on how to recuperate from these setbacks. The positive side is that the crisis is occurring early in the year which gives brands time to readjust their strategies to move forward stronger. Marketing investments will have to be flexible and adaptable, and contingency plans should be set in place to mitigate any future crises.



# How brands are reacting.

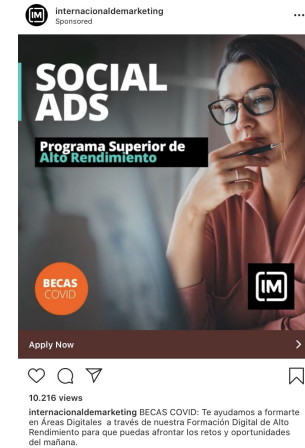
UOC



Campaign focused on On-Line Degrees and Masters with a clear message: Study whenever you want.

IM

Special Offer through Covid-19 Scholarship.



Contact us

**Thank you**

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