

Global Education Marketing Services Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Education marketing is a broad area of services that pertain to education-based student recruitment and retention, institution branding, marketing communications, and education market research. The traditional approach to marketing services has evolved over time and encompasses numerous marketing related activities such as designing marketing campaigns.

Scope of the Report:

This report studies the Education Marketing Services market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Education Marketing Services market by product type and applications/end industries.

The growing use of social platforms will drive the growth prospects for the global education marketing services market in the coming years. The social media platforms used by various institutions enable students with better ways to find and contact these institutions.

The global education marketing services market is highly competitive and diversified due to the presence of a large number of regional and international vendors across the globe. According to the industry research report, these vendors are increasingly focusing on offering a wide range of education marketing products and services via online and offline modes, online marketing communications delivery, and accessibility services to customers.

The global Education Marketing Services market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Education Marketing Services.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Agile Education Marketing

Educational Marketing

Enrollment Marketing Solutions

Sprint Media

Focus Marketing

Higher Education Marketing

Keypath Education

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Online modes

Offline modes

Market Segment by Applications, can be divided into

Educational institutions

Ed-tech companies

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