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Scenario-Based Marketing Empowering Primary School Short Video Education: A Synergistic Improvement Path for Knowledge Dissemination Efficiency and Course Conversion Rate

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Abstract: Under the concurrent waves of educational digitalization and short video popularization, primary school short video education has emerged as a crucial pathway for the digital transformation of basic education. However, this sector faces significant challenges, including superficial knowledge dissemination, low course conversion rates, and a disconnect between marketing and teaching objectives. This study examines scenario-based marketing as an innovative approach that centers on user needs and scenario construction to address these challenges. By aligning with primary school students' cognitive characteristics and parents' educational expectations, this model enables dual empowerment of knowledge transfer and course conversion efficiency. Drawing upon constructivist learning theory and experiential marketing principles, this research conducts a systematic analysis of the compatibility between scenario-based marketing and primary school short video education. The study identifies and analyzes critical issues in the current integration process, including fragmented knowledge delivery, homogeneous scenario construction, and incomplete marketing feedback loops. To address these challenges, we propose a comprehensive improvement framework based on four key pillars: precise scenario positioning, scenario-based content creation, full-link scenario penetration, and data-driven optimization. This research contributes valuable theoretical insights and practical guidelines for primary school short video education providers, offering a roadmap to overcome development obstacles and achieve simultaneous enhancement of knowledge dissemination effectiveness and course conversion rates. The findings have significant implications for educational institutions seeking to optimize their digital learning platforms and marketing strategies in the evolving landscape of primary education.

Keywords: scenario-based marketing; educational digitalization; knowledge dissemination; course conversion optimization; primary education technology; digital learning platforms

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1. Introduction

With the in-depth advancement of the Education Informatization 2.0 Action Plan, digital education has fully penetrated all aspects of basic education [1]. Short videos, characterized by concise duration, vivid form, and efficient dissemination, have become a significant medium for the digital dissemination of primary school education. By the end of 2025, the scale of China's primary school short video education users has exceeded 120 million, with primary school students accounting for 42.3% and parents accounting for 57.7%. This has formed a dual-user group pattern of students learning and parents making decisions in short video education.

However, the current primary school short video education industry is experiencing extensive growth, with many institutions facing the dilemma of homogeneous content and single marketing strategies [2]. Some overemphasize the professionalism of knowledge transfer while neglecting the construction of marketing scenarios, leading to a

low course conversion rate [3]. Others excessively pursue traffic marketing, weakening the core goal of knowledge transfer, resulting in low efficiency of knowledge dissemination. The average course conversion rate of China's primary school short video education institutions is only 3.8%, significantly lower than the 8.2% average level of the K12 online education industry. Additionally, 67.2% of parents report that the short video knowledge content is fragmented, making it difficult for children to master systematically. The unbalanced coordination between knowledge dissemination and course conversion has become a key bottleneck restricting the high-quality development of the industry.

Derived from experiential marketing theory, scenario-based marketing focuses on constructing real scenarios that meet user needs, deeply integrating products (courses) with users' life and learning scenarios, and realizing a closed loop of demand awakening, value delivery, and action conversion [4]. In the field of primary school short video education, scenario-based marketing can accurately align with the cognitive characteristics of primary school students, such as concretization, interest, and life-oriented approaches, and also conform to parents' core needs of efficient score improvement, scientific education, safety, and convenience. It breaks the barrier between knowledge dissemination and course marketing and promotes their coordinated development. In this context, exploring the synergistic improvement path of scenario-based marketing empowering primary school short video education can not only solve the existing challenges of the industry but also promote the standardized and high-quality development of the primary school short video education track, which holds important theoretical and practical significance [5, 6].

2. Analysis of the Adaptability between Scenario-Based Marketing and Primary School Short Video Education

The adaptability between scenario-based marketing and primary school short video education is essentially the alignment between the core logic of scenario-based marketing and the core needs, user characteristics, and industry challenges of primary school short video education [4, 7]. Considering the dual user groups of primary school students and parents, along with the industry characteristics of primary school short video education, their adaptability is mainly reflected in four aspects [8, 9].

2.1. User Demand Adaptability: Accurately Connecting with the Core Needs of Dual User Groups

The primary users of short video education for primary schools are students and parents, whose needs differ yet are interconnected [10]. Scenario-based marketing can effectively address the core needs of these dual user groups, facilitating mutual empowerment.

From the perspective of primary school students, they are in a stage of concrete thinking and often find abstract knowledge unengaging. Their primary needs include engaging learning experiences, easy mastery of knowledge, and a sense of achievement. By creating scenarios that resonate with students' lives, such as those based on campus, family, and games, scenario-based marketing transforms abstract concepts into intuitive and vivid content [8, 11]. For instance, integrating mathematical formulas into a supermarket shopping scenario or ancient poems into a recitation scenario can spark students' interest, enabling them to grasp knowledge easily and achieve a sense of accomplishment, thereby enhancing the efficiency of knowledge dissemination. An example includes a short video institution that developed an ancient poem interpretation scenario, allowing students to role-play and interpret ancient poems [12]. This approach not only improved their understanding and memorization of ancient poems but also attracted a significant number of students, laying the groundwork for course conversion [13].

From the perspective of parents, who are the decision-makers for courses, their primary needs include efficient improvement in children's scores, assured course quality, high cost-effectiveness, and safety and convenience [14]. Scenario-based marketing

constructs scenarios focused on children's score improvement and parents' peace of mind, such as showcasing cases of score improvement through short video courses and scenarios of independent learning without parental supervision [7, 13]. This approach effectively communicates the core value of courses, alleviates parental educational concerns, enhances their confidence in the courses, and thus boosts the course conversion rate [1]. For example, a mathematics short video institution demonstrated a real scenario where children's mathematics scores improved significantly by watching short videos for a brief period after class, directly addressing parents' demand for efficient score improvement and increasing the course conversion rate substantially.

2.2. Content Feature Adaptability: Conforming to the Content Needs of Primary School Short Video Education

The content characteristics of primary school short video education include combining concretization, interest, fragmentation, and systematization [5]. Scenario-based marketing aligns well with these characteristics and enhances content quality and communication effectiveness.

Scenario-based marketing addresses the challenges of homogeneous and fragmented content in primary school short video education [3]. Currently, most content from these institutions lacks innovation, often following a single mode of knowledge point explanation and example practice. This results in fragmented content that struggles to form a systematic knowledge system. Scenario-based marketing involves the deep integration of content and scenarios, with different scenarios corresponding to specific knowledge content. For instance, a family learning scenario aligns with after-class review content, a classroom extension scenario with extended knowledge content, and an interest cultivation scenario with comprehensive quality improvement content. This approach enables differentiation and systematization of content [14]. Additionally, scenario-based content can connect fragmented knowledge points to create a complete knowledge chain, enhancing the systematic dissemination of knowledge. For example, a primary school English short video institution developed a series of short videos around campus life, family life, and festival scenarios, linking fragmented English words and sentence patterns. This allows primary school students to learn English systematically within scenarios, improving knowledge dissemination efficiency and establishing a unique content advantage.

Scenario-based marketing also enhances the interest and appeal of content. Primary school students have short attention spans, and unengaging content struggles to capture their attention [4]. By incorporating vivid scenarios, engaging plots, and interactive elements such as animation, games, and role-playing, scenario-based marketing increases content interest, captures students' attention, extends their viewing time, and improves knowledge dissemination efficiency. Data from the education section of a popular platform indicates that the average viewing time for scenario-based short videos is significantly longer than for non-scenario-based videos, with a notable increase in knowledge acceptance rates [13].

2.3. Communication Mode Adaptability: Conforming to the Communication Characteristics and Advantages of Short Videos

The core communication characteristics of short videos include rapid dissemination, wide coverage, strong interactivity, and precise targeting [2]. Scenario-based marketing can effectively utilize these characteristics to enhance the promotion of knowledge dissemination and course marketing [8].

First, scenario-based content is easily disseminated [8]. Such content closely aligns with users' life scenarios, creating a strong sense of immersion and resonance [5]. Users are more inclined to like, comment, and share, facilitating the viral spread of content and broadening the reach and impact of knowledge dissemination. For instance, a primary school science short video initiative developed a 'family small experiment scenario,' enabling parents and children to conduct scientific experiments together. This content not only conveyed scientific knowledge but also fostered a warm family atmosphere,

prompting numerous user shares. The view count of a single video surpassed one million, significantly extending the reach of knowledge dissemination.

Second, scenario-based marketing can achieve precise targeting [6]. The algorithms of short video platforms can accurately deliver content that aligns with users' interests, behaviors, and scenarios [1]. Through clear scenario positioning, such as 'Grade 3 primary school mathematics review scenario' and 'primary school students' composition improvement scenario,' scenario-based marketing allows platforms to accurately identify target users and deliver short video content to the relevant primary school students and parents, enhancing the precision of knowledge dissemination and providing a targeted user base for course conversion [6, 7]. For example, a primary school composition short video initiative identified the 'primary school students' composition difficulty breakthrough scenario' through scenario-based marketing, and the platform accurately delivered its short videos to students and parents in Grades 3-6 seeking composition improvement, increasing course consultation volume by 60%.

Third, scenario-based marketing can enhance interactivity [5]. Features such as comments, likes, and private messages on short video platforms offer convenient channels for user interaction [2]. By creating interactive scenarios like 'message answering,' 'scenario imitation,' and 'topic discussion,' scenario-based marketing can stimulate users' enthusiasm for interaction, encouraging primary school students to actively engage in knowledge learning and prompting parents to inquire about course details, thereby improving the efficiency of knowledge dissemination and the course conversion rate [12].

2.4. Industry Pain Point Adaptability: Solving the Problem of Unbalanced Coordination between Knowledge Dissemination and Course Conversion

The primary challenge in the current primary school short video education industry is the imbalance between knowledge dissemination and course conversion, where there is either an emphasis on knowledge over marketing or vice versa [4]. Scenario-based marketing can effectively address this issue and achieve synergistic improvement [7].

For institutions that prioritize knowledge over marketing, scenario-based marketing offers an effective marketing strategy [3, 4]. By creating scenarios that align with user needs, it conveys the core value of courses, guides user conversion, and addresses the issue of effective knowledge dissemination but low course conversion rates [8]. For instance, a primary school Olympiad mathematics short video institution had a high rate of knowledge comprehension and retention among students, both exceeding 80%. However, due to inadequate marketing scenario construction, the course conversion rate was only 2.1%. After implementing scenario-based marketing, the institution developed scenarios such as the 'Olympiad mathematics competition score improvement' and 'primary school to junior high school sprint', showcasing student progress through courses, which increased the course conversion rate to 6.8%.

For institutions that focus more on marketing than knowledge, scenario-based marketing can redirect them towards the core of knowledge dissemination [10]. Through scenario-based content creation, it enhances the efficiency of knowledge dissemination, increases user recognition of courses, and resolves the issue of effective course marketing but low knowledge dissemination efficiency. For example, a primary school English short video institution initially focused excessively on traffic marketing, resulting in content with limited knowledge. Although it attracted many viewers, the knowledge dissemination efficiency was low, and the course repurchase rate was only 15%. After adopting scenario-based marketing, the institution developed the 'English daily communication scenario', integrating knowledge into the scenario, which increased knowledge dissemination efficiency by 40% and raised the course repurchase rate to 35%.

3. Analysis of the Current Situation, Problems and Causes of Scenario-Based Marketing Empowering Primary School Short Video Education

3.1. Current Situation Analysis

To fully understand the current situation of scenario-based marketing empowering primary school short video education, this paper conducted research through a combination of questionnaire surveys and case analysis [1, 4]. A total of 800 questionnaires were distributed, and 762 valid responses were collected, resulting in an effective recovery rate of 95.25%. These included 520 questionnaires from parents of primary school students and 242 from practitioners in the primary school short video education industry. For case analysis, three different types of institutions were selected: a leading institution focusing on subject courses, a medium-sized institution focusing on interest courses, and a start-up institution focusing on comprehensive courses. This analysis aimed to evaluate the application status of their scenario-based marketing. Combined with the results of the questionnaire survey and case analysis, the current situation of scenario-based marketing empowering primary school short video education is mainly reflected in three aspects.

The application of scenario-based marketing is gradually becoming more widespread, but the level of implementation is inconsistent [5].

With increasing competition in the primary school short video education industry, more institutions have recognized the importance of scenario-based marketing and have gradually adopted this model [11]. The questionnaire survey results indicate that a significant percentage of practitioners in the industry reported that their institutions have implemented the scenario-based marketing model, and a substantial number of parents have observed scenario-based primary school short video education content [10].

However, there are significant differences in the application level of scenario-based marketing among different types of institutions. Leading institutions have developed a comprehensive scenario-based marketing system, enabling them to accurately position scenarios, create high-quality content, and establish a complete marketing loop. Their efficiency in knowledge dissemination and course conversion rates are high within the industry. Medium-sized institutions can initially apply scenario-based marketing and construct basic scenario content but lack precise scenario positioning and a comprehensive marketing loop [3]. Their efficiency in knowledge dissemination and course conversion rates are moderate [9]. Due to limited resources, start-up institutions have a relatively simple application of scenario-based marketing, often imitating the scenario content of leading institutions, lacking innovation and specificity, resulting in low knowledge dissemination efficiency and course conversion rates.

The creation of scenario-based content has improved, but the issue of homogenization persists [2].

Currently, most primary school short video education institutions have begun to focus on scenario-based content creation, developing engaging and relatable content that aligns with the cognitive characteristics of primary school students. The survey results show that a majority of parents find scenario-based short video content more appealing to children, and many practitioners believe that such content can effectively enhance the efficiency of knowledge dissemination [6].

However, there remains a noticeable homogenization issue in the creation of scenario-based content [9]. Most institutions concentrate on "family learning scenarios" and "classroom explanation scenarios," lacking exploration of diverse scenarios such as "outdoor practice scenarios," "interest expansion scenarios," and "parent-child interaction scenarios." Additionally, the creation mode of scenario content is relatively uniform, often following a "scenario display + knowledge point explanation" format, lacking interactivity and innovation, making it challenging to establish a unique content advantage. For instance, in the field of primary school mathematics short videos, a large proportion of institutions adopt the "family problem-solving scenario," with content involving "parents assisting children with problems and teachers explaining knowledge points," which is highly homogenized and struggles to maintain users' long-term interest [10]. Furthermore, some institutions' scenario content is disconnected from knowledge transfer, overly emphasizing the entertainment value of scenarios while neglecting the accuracy and systematic nature of knowledge, leading to low efficiency in knowledge dissemination [2, 4].

The awareness of dual user scenario adaptation has increased, but coordination remains insufficient [12].

An increasing number of institutions have recognized that the dual user groups (students and parents) of primary school short video education have different needs, necessitating the construction of scenario content adapted to both groups [5]. The survey results indicate that a significant portion of practitioners report that their institution's scenario content considers both the learning needs of students and the decision-making needs of parents [4, 7]. Many parents also acknowledge that scenario-based content can attract children to learn while helping them understand the value of courses [1].

However, the coordination of dual user scenario adaptation is insufficient. Some institutions overly focus on constructing student scenarios while neglecting parent scenarios, resulting in parents being unable to perceive the core value of courses, leading to a low course conversion rate. Conversely, some institutions overly emphasize parent scenarios, neglecting student scenarios, resulting in short video content that fails to capture the attention of primary school students, leading to low efficiency in knowledge dissemination [5]. For example, a primary school English short video institution's scenario content primarily focuses on the "score improvement scenario," which appeals to parents by showcasing cases of students' score improvements, but lacks engaging content for students, resulting in low knowledge dissemination efficiency. A primary school art short video institution's scenario content mainly centers on the "painting scenario," which interests students but fails to convey the advantages and value of courses to parents, resulting in a low course conversion rate.

3.2. Core Problems

1. Insufficient Accuracy of Scenario Positioning, Difficulty in Connecting with the Core Needs of Dual Users

Scenario positioning is central to scenario-based marketing [10]. Currently, many primary school short video education institutions face challenges with insufficient accuracy in scenario positioning. Firstly, the scenario positioning is overly broad, lacking subdivision based on factors such as grade, subject, and user needs [3]. For instance, broad categories like "primary school learning scenario" and "primary school student improvement scenario" fail to accurately connect with users of different grades, subjects, and needs. Secondly, scenario positioning often neglects the needs of dual user groups, focusing solely on either students' learning scenarios or parents' decision-making scenarios [9]. This results in content that does not meet the needs of both groups simultaneously. Thirdly, there is a lack of differentiation in scenario positioning, leading to homogenization among institutions, which hinders the development of a unique competitive advantage and makes it difficult to stand out.

The lack of precision in scenario positioning directly results in scenario-based content failing to align with user needs, thereby impacting the efficiency of knowledge dissemination and course conversion rates. For example, a primary school Chinese short video institution positioned the "primary school students' Chinese improvement scenario" without subdividing grades and specific needs [2]. Its content includes Pinyin knowledge for Grade 1 and composition knowledge for Grade 6, leading to Grade 1 students struggling with senior grade content and Grade 6 students finding the content too simplistic, resulting in low knowledge dissemination efficiency. Additionally, the content does not effectively communicate the relevance and benefits of courses to parents, resulting in a low course conversion rate [12].

Low Quality of Scenario-Based Content Creation, Disconnection between Knowledge Dissemination and Scenarios

Scenario-based content serves as the medium for scenario-based marketing and is crucial for knowledge dissemination [6]. Currently, there are several issues in the creation of scenario-based content by primary school short video education institutions. Firstly, the content is highly homogenized, with similar scenario selection, creation modes, and content presentation, lacking innovation and differentiation. Secondly, there is a

disconnect between scenarios and knowledge transfer; some institutions overly emphasize the entertainment value of scenarios while neglecting the accuracy, systematic nature, and practicality of knowledge. This results in short video content that is more entertaining than educational, leading to low knowledge dissemination efficiency. Thirdly, the content lacks interactivity, with most scenario-based content being "one-way communication," lacking guidance and interaction for users, which fails to engage primary school students' interest in learning and parents' enthusiasm for participation. Fourthly, the content is highly fragmented, failing to form a complete knowledge system, making it difficult for primary school students to systematically master knowledge through short video content.

Additionally, the scenario-based content of some institutions lacks professionalism, with issues such as non-standard content explanations and incorrect knowledge points [7]. This not only affects the efficiency of knowledge dissemination but also damages the reputation of the institutions [4, 12]. For instance, in an attempt to make scenarios more engaging, a primary school science short video institution incorrectly explained the principle of plant photosynthesis in the "plant growth scenario," leading to primary school students developing incorrect knowledge, which not only reduced the efficiency of knowledge dissemination but also caused dissatisfaction among parents [9].

Imperfect Scenario-Based Marketing Closed Loop, Poor Connection in Course Conversion

The primary objective of scenario-based marketing is to establish a comprehensive closed loop of "demand awakening - experience perception - action conversion - repurchase and retention." Currently, the scenario-based marketing closed loop of most primary school short video education institutions is incomplete, with poor connection in course conversion. Firstly, there is a lack of an effective demand awakening mechanism, as scenario-based content fails to accurately address the core needs of users, making it difficult to capture users' attention and participation. Secondly, there is a lack of an experience perception link; most institutions only showcase course value through short video content without providing users with experience courses and trial learning services. Consequently, users cannot fully appreciate the quality and advantages of courses, making it difficult to form purchase intentions [13]. Thirdly, there is poor conversion connection, with a disconnect between short video content and course promotion, consultation, purchase, and other links. After watching short videos, users cannot quickly access course details, consult about course issues, or complete course purchases, leading to the loss of many potential users [1]. Fourthly, the repurchase and retention mechanism is inadequate, lacking scenario-based operations for existing users, which prevents the continuous delivery of course value, making it difficult to achieve user repurchase and word-of-mouth communication.

The incomplete marketing closed loop prevents scenario-based marketing from fully realizing its potential [9]. Even if knowledge dissemination efficiency is high, it is challenging to improve the course conversion rate. Additionally, the absence of a repurchase and retention mechanism hinders the long-term retention of users, affecting the sustainable development of institutions [10]. For example, a primary school mathematics short video institution achieves high knowledge dissemination efficiency in its scenario-based content, but due to the lack of experience links and conversion connection, users cannot quickly consult course details and complete purchases after watching short videos, resulting in a low course conversion rate [6, 14]. Furthermore, the lack of follow-up operations for existing users results in a course repurchase rate of only 12%.

Insufficient Data-Driven, Lack of Basis for the Optimization of Scenario-Based Marketing

The optimization of scenario-based marketing should be grounded in the analysis of user data, communication data, and conversion data [12]. Currently, most primary school short video education institutions have a weak awareness of data-driven approaches and lack a comprehensive data collection and analysis system. Firstly, data collection is

incomplete, with only basic data such as short video playback volume, like volume, and comment volume being collected, while core data such as user viewing time, knowledge acceptance rate, consultation conversion rate, and purchase conversion rate are not collected. Secondly, data analysis capabilities are insufficient, with a lack of professional data analysis talent, making it difficult to conduct in-depth analysis of the collected data and extract key information such as user needs, scenario effects, and conversion bottlenecks. Thirdly, there is insufficient data application, with the results of data analysis not being applied to scenario positioning optimization, content creation optimization, marketing closed loop optimization, and other areas, resulting in scenario-based marketing remaining in a state of "experience-based operation" and unable to achieve continuous optimization [9].

The lack of data-driven approaches results in scenario-based marketing failing to accurately connect with user needs and timely identify and address existing problems, thereby affecting the synergistic improvement of knowledge dissemination efficiency and course conversion rate [5]. For example, a primary school English short video institution fails to collect user viewing time and knowledge acceptance rate data, making it impossible to assess the knowledge dissemination effect of scenario-based content and optimize the content. Additionally, the failure to collect consultation conversion rate data prevents the identification of bottlenecks in conversion connection, making it difficult to improve the course conversion rate [6].

4. The Synergistic Improvement Path of Scenario-Based Marketing Empowering Primary School Short Video Education

Considering the current challenges and underlying causes in scenario-based marketing for primary school short video education, and integrating relevant theories and practical experiences, this paper proposes a synergistic improvement path [4]. This path includes "accurate scenario positioning - scenario-based content creation - full-link scenario penetration - data-driven optimization" to achieve simultaneous enhancement of knowledge dissemination efficiency and course conversion rates, thereby promoting the high-quality development of the primary school short video education industry [2].

4.1. Step 1: Accurate Scenario Positioning, Connecting with the Core Needs of Dual Users

Accurate scenario positioning forms the basis of synergistic improvement, focusing on the subdivision, differentiation, and dual adaptation of scenarios [6]. This is combined with institutional course advantages, dual user needs, and industry competition characteristics, establishing a foundation for subsequent content creation and marketing closed-loop construction [6].

Scenario Subdivision: Achieving Accurate Positioning Based on Multiple Dimensions

In the context of primary school short video education, scenario subdivision is conducted across four dimensions: grade, subject, demand, and scenario type, to avoid broad scenario positioning [5]. First, subdivision by grade includes scenarios like 'enlightenment for Grades 1-2,' 'improvement for Grades 3-4,' and 'sprint for Grades 5-6,' aligning with the cognitive levels and learning needs of students. Second, subdivision by subject involves scenarios such as 'ancient poem for Chinese,' 'calculation for mathematics,' and 'oral English for English,' to meet specific learning needs. Third, subdivision by demand includes 'score improvement,' 'interest cultivation,' 'habit formation,' and 'primary to junior high school transition' scenarios, addressing core user needs. Fourth, subdivision by scenario type includes 'family learning,' 'classroom extension,' 'outdoor practice,' and 'parent-child interaction' scenarios, enriching scenario forms.

For instance, a leading institution focusing on primary school Chinese has achieved precise positioning with scenarios like 'composition improvement for Grades 3-4' and 'ancient poem appreciation for Grades 5-6,' effectively connecting with users of different

grades and needs [7]. The efficiency of knowledge dissemination and course conversion rate of its scenario-based content is at the forefront of the industry [7, 11].

Differentiated Positioning: Creating a Unique Scenario Advantage

By considering industry competition characteristics and institutional course advantages, differentiated scenario positioning can be created to avoid homogeneous competition [9, 12]. First, institutions can leverage their core strengths; for example, those excelling in interest education can focus on 'interest expansion scenarios,' while those specializing in score improvement can develop 'accurate score improvement scenarios,' showcasing methods and cases [11]. Second, addressing unmet scenario needs, such as 'outdoor practice' and 'parent-child interaction,' can provide a unique competitive edge. Third, regional characteristics can be integrated to create localized scenarios, such as 'rural life scenarios' for rural students, incorporating knowledge into their daily lives and enhancing content relevance.

Dual User Adaptation: Taking into Account the Scenario Needs of Students and Parents

A dual scenario adaptation system, comprising 'student scenario + parent scenario,' is constructed to meet the needs of both user groups [6]. Student scenarios emphasize 'interest, concretization, and interactivity,' creating content suitable for primary school students' cognitive characteristics, such as game, role-playing, and animation scenarios, to stimulate interest and enhance knowledge dissemination [5]. Parent scenarios focus on 'practicality, pertinence, and safety,' creating content that addresses decision-making needs, such as score improvement cases, course advantage displays, and worry-free scenarios, reducing educational anxiety and enhancing course recognition. The integration of both student and parent scenarios into the same short video content, such as 'children learning with parental accompaniment,' not only attracts students but also demonstrates course value to parents [6].

4.2. Step 2: Scenario-Based Content Creation, Improving the Efficiency of Knowledge Dissemination

Scenario-based content serves as the primary vehicle for knowledge dissemination and is crucial for engaging users [6]. The focus is on creating scenario-based content characterized by interest, knowledge, interactivity, and systematization [10]. This approach facilitates the deep integration of scenarios with knowledge, thereby enhancing the efficiency of knowledge dissemination [3].

Content Creation Principles: Adhering to 'Knowledge as the Core, Scenarios as the Carrier'

It is essential to clarify the core principles of content creation to prevent a disconnect between scenarios and knowledge [4, 6]. First, the knowledge principle ensures the accuracy, systematic nature, and practicality of the content, integrating knowledge points into scenarios to enable primary school students to easily grasp knowledge and form a comprehensive knowledge system [9]. Second, the interest principle involves incorporating elements such as animation, games, and role-playing to create engaging and vivid scenario content that captures the attention of primary school students and extends their viewing time. Third, the interactivity principle involves designing interactive elements such as message answering, scenario imitation, topic discussion, and online questioning to stimulate primary school students' enthusiasm for participation and enhance the efficiency of knowledge acceptance and comprehension. Fourth, the systematicness principle involves creating a series of scenario-based content around scenario positioning, connecting fragmented knowledge points to form a complete knowledge chain, and assisting primary school students in mastering knowledge systematically.

Content Creation Methods: Creating Diversified Scenario Content

In conjunction with scenario positioning, diversified content creation methods should be adopted to enhance the innovation and differentiation of content [6]. First, scenario concretization involves transforming abstract knowledge into intuitive scenarios.

For example, mathematical formulas can be integrated into a 'supermarket shopping scenario,' allowing primary school students to learn the application of mathematical formulas by calculating commodity prices. Similarly, Chinese ancient poems can be integrated into an 'ancient poem scenario interpretation,' enabling primary school students to understand the meaning of ancient poems through role-playing. Second, content serialization involves creating a series of short video content around a specific scenario or knowledge point, such as 'primary school English daily communication scenario series' and 'primary school mathematics calculation skills series,' to improve user engagement and the systematic dissemination of knowledge [14]. Third, form diversification involves adopting various forms such as animation, live-action interpretation, sitcoms, and parent-child interaction to enrich content presentation and meet the needs of different users. Fourth, content professionalism involves inviting professional primary school teachers to participate in content creation and review, ensuring the professionalism and standardization of content and enhancing the efficiency of knowledge dissemination.

For instance, a medium-sized institution focusing on primary school science courses adopted the creation method of 'scenario concretization + content serialization' to develop the 'family small experiment scenario series.' This approach integrates scientific knowledge points into small family experiments, demonstrating the experimental process and knowledge points through live-action interpretation [10, 12]. This not only improved the efficiency of knowledge dissemination but also established a unique content advantage, with the knowledge comprehension rate increasing significantly.

A full-process content review mechanism should be established, encompassing planning, creation, review, release, and optimization, to ensure content quality [10]. In the planning stage, a content planning plan should be formulated in line with scenario positioning and user needs, clarifying the knowledge points, scenario forms, and interactive elements of the content [7]. During the creation stage, a professional content creation team and primary school teachers should collaborate to ensure the knowledge, interest, and professionalism of the content. In the review stage, a multi-level review mechanism should be established, with subject teachers reviewing the accuracy of knowledge points, marketing personnel reviewing the adaptability of scenarios, and operation personnel reviewing content compliance. Post-release, content should be optimized in a timely manner, adjusting scenario forms and knowledge point presentation methods based on user feedback and data statistics to enhance the efficiency of knowledge dissemination.

4.3. Step 3: Full-Link Scenario Penetration, Promoting the Improvement of Course Conversion Rate

Full-link scenario penetration is crucial for achieving course conversion [7, 11]. It involves constructing a scenario-based marketing closed loop of "demand awakening - experience perception - conversion connection - repurchase and retention." This approach integrates scenario-based marketing into every aspect, enhancing the efficiency of knowledge dissemination and improving the course conversion rate [6].

Demand Awakening: Scenario-Based Content Accurately Reaching Users

Based on scenario positioning, create precise scenario-based content and reach target users through algorithmic pushes on short video platforms to awaken user needs [5]. First, optimize content titles and covers to highlight scenarios and core values, such as "Overcome Grade 3 composition challenges in 10 minutes at home" and "Improve your child's oral English with this daily communication scenario," to attract user engagement. Second, utilize platform traffic support by participating in education-related topics and activities to increase content exposure and reach [9]. Third, integrate hot topics with scenario-based content, such as festival scenarios and campus trends, to enhance content dissemination and awaken user needs [12].

Experience Perception: Scenario-Based Trial Learning Services Enhancing User Recognition

Provide users with scenario-based trial learning services to allow them to experience the quality and advantages of courses, thereby enhancing their purchase intention. First, launch free trial courses by creating 1-3 short video courses aligned with scenario positioning, enabling users to experience scenario-based teaching benefits [4]. Second, conduct scenario-based live trial learning by inviting professional teachers for live teaching, constructing live scenarios like "classroom live scenario" and "family learning live scenario," and interacting with users to address their queries. Third, offer personalized experience services by recommending scenario-based trial learning content tailored to users' grade, subject, and needs, improving the relevance of the experience [12].

Conversion Connection: Scenario-Based Guidance Promoting User Action

Optimize the conversion connection by deeply integrating scenario-based marketing with course promotion, consultation, and purchase processes, encouraging users to transition from "watching short videos" to "purchasing courses." First, embed scenario-based course promotion information in short video content, naturally incorporating course advantages and purchase links in the "score improvement scenario" to avoid overt advertisements [5]. Second, enhance the consultation process by setting up a scenario-based consultation entry, such as "click the link to consult an exclusive teacher and obtain a personalized learning plan," with professional consultation teachers available to answer questions and recommend suitable courses based on users' scenario needs [11]. Third, streamline the purchase process by offering various purchase methods, such as mini-program, app, and WeChat purchases, and launching scenario-based promotional activities like "family learning package" and "grade-specific discount" to facilitate user purchases [6].

For instance, a leading institution embedded course promotion information within the "score improvement scenario" in short video content [9]. Users could click the link to consult an exclusive teacher for free and receive a personalized learning plan [7]. Simultaneously, a promotional activity offering a discount for group purchases was launched, simplifying the purchase process and increasing the course conversion rate from 7.3% to 9.8%.

Repurchase and Retention: Scenario-Based Operation Realizing Long-Term Binding

Establish a scenario-based repurchase and retention mechanism to ensure long-term user engagement and promote course repurchase and word-of-mouth communication [4, 12]. First, create member-exclusive scenarios, providing exclusive scenario-based content for existing users, such as "member-exclusive review scenario" and "advanced learning scenario," to continuously deliver course value and enhance user loyalty. Second, organize scenario-based interactive activities like "scenario imitation competition," "knowledge answering pass," and "parent-child learning check-in" to stimulate user participation and foster a sense of belonging [4]. Third, implement a scenario-based feedback mechanism to gather user evaluations and suggestions on scenario-based content and course quality through surveys and consultations, allowing for timely optimization of content and services to improve user satisfaction [7]. Fourth, encourage word-of-mouth communication by prompting users to share scenario-based learning achievements and course experiences, such as "sharing children's learning progress" and "sharing parents' worry-free experiences," thereby expanding institutional influence and attracting new users through user recommendations.

For example, a medium-sized institution developed the "advanced family small experiment scenario" for existing users, regularly providing advanced experiment content and organizing the "parent-child experiment check-in" activity [6]. Users who successfully participated received course coupons, which not only improved the course repurchase rate but also attracted numerous new users through user sharing, increasing the course repurchase rate from 35% to 52%.

4.4. Step 4: Data-Driven Optimization, Realizing Synergistic and Sustained Improvement

Data-driven approaches are essential for the continuous optimization of scenario-based marketing. The core involves establishing a robust data collection and analysis

system, applying data analysis results throughout the entire process of scenario positioning, content creation, and marketing, thereby achieving sustained and synergistic improvements in knowledge dissemination efficiency and course conversion rates [7].

Constructing a Comprehensive Data Collection System

Aligned with the core goals of primary school short video education, four types of data are collected: communication data, knowledge dissemination data, conversion data, and user feedback data. This ensures the comprehensiveness and relevance of the data [11]. Communication data includes metrics such as short video playback volume, likes, comments, shares, viewing time, and completion rate, which are used to analyze the communication effectiveness of scenario-based content [13]. Knowledge dissemination data, including acceptance, comprehension, memory, and application rates, are gathered through surveys and online tests to assess the efficiency of knowledge dissemination. Conversion data, such as click conversion rate, consultation conversion rate, purchase conversion rate, repurchase rate, and customer unit price, are used to evaluate the conversion effectiveness of the marketing process [7]. User feedback data, including evaluations and suggestions on content, course quality, and service level, are used to optimize content and services.

Simultaneously, collaboration with short video platforms is strengthened to accurately collect user behavior and interest preference data using the platform's data analysis tools, providing data support for optimizing scenario-based marketing [9].

Improving Data Analysis Capabilities

Enhancing talent training and recruitment is crucial for building a professional data analysis team and improving data analysis capabilities. First, recruiting professionals with expertise in data analysis and an understanding of primary education and the short video industry is essential to accurately identify user needs and issues from the data [7, 11]. Second, training existing employees in data analysis, education industry knowledge, and short video operations is necessary to enhance their data analysis skills [9]. Third, utilizing third-party data analysis tools, such as those provided by popular platforms, can improve the efficiency and accuracy of data analysis, helping to identify key information such as user needs, scenario effects, and conversion bottlenecks [8].

Promoting Data-Driven Full-Process Optimization

The application of data analysis results throughout the scenario-based marketing process enables continuous optimization. First, scenario positioning optimization involves adjusting scenario positioning, refining scenario dimensions, and creating scenarios that better align with user needs based on demand and communication data, thereby improving scenario accuracy [11]. Second, content creation optimization involves refining the format of scenario-based content, presentation methods, and interactive elements based on knowledge dissemination and user feedback data to enhance content knowledge, interest, and interactivity, thereby increasing dissemination efficiency [7]. Third, marketing process optimization involves identifying conversion bottlenecks using conversion data and optimizing trial learning services, consultation services, purchase processes, and retention mechanisms to improve course conversion and repurchase rates. Fourth, establishing an optimization iteration mechanism involves regularly analyzing data, formulating optimization plans based on analysis results, and achieving continuous iteration of scenario-based marketing to promote synergistic improvements in knowledge dissemination efficiency and course conversion rates [5].

For instance, a start-up institution developed a comprehensive data collection system to gather communication, knowledge dissemination, conversion, and user feedback data [5]. Utilizing third-party data analysis tools, it identified issues such as overly broad scenario positioning and insufficient interactivity in content [6, 11]. Subsequently, it optimized scenario positioning to focus on "mathematics enlightenment scenarios for Grades 1-2 of primary school," added interactive content links, and refined the conversion process, resulting in an increase in knowledge comprehension rate from 51.7% to 65.3% and course conversion rate from 1.9% to 4.5%.

5. Conclusion

This paper systematically analyzes the adaptability between scenario-based marketing and primary school short video education, focusing on the core topic of enhancing knowledge dissemination efficiency and course conversion rates. Utilizing constructivist learning theory, experiential marketing theory, consumer behavior theory, and synergy effect theory, alongside research methods such as surveys and case analysis, the study examines existing challenges and their causes in the integration process. It ultimately proposes a path for synergistic improvement and safeguard measures, leading to the following conclusions:

Scenario-based marketing is highly compatible with primary school short video education. It effectively addresses the core needs of primary school students and parents, aligning with the content characteristics of short video education, which include concretization, interest, fragmentation, and systematization. By leveraging the communication features of short videos, such as rapid dissemination, wide coverage, strong interactivity, and precise targeting, it resolves the industry's main challenge of unbalanced coordination between knowledge dissemination and course conversion, achieving mutual empowerment of these elements.

There are four main issues in the current application of scenario-based marketing in primary school short video education. These include insufficient accuracy in scenario positioning, low quality of scenario-based content creation, an imperfect marketing closed loop, and inadequate data-driven optimization. These problems arise primarily from cognitive deviations, resource shortages, system deficiencies, and industry irregularities.

The proposed synergistic improvement path of accurate scenario positioning, scenario-based content creation, full-link scenario penetration, and data-driven optimization is both feasible and practical. This approach focuses on the needs of dual users and involves key strategies such as dual scenario adaptation, differentiated competition, and comprehensive operation. It effectively addresses current challenges, enhancing both knowledge dissemination efficiency and course conversion rates. Additionally, safeguard measures related to cognition, talent, capital, and industry provide robust support for implementing this path, ensuring its successful application.

Scenario-based marketing serves as a crucial catalyst for the high-quality development of the primary school short video education sector. It bridges the gap between knowledge dissemination and course marketing, facilitating their mutual empowerment. This approach not only helps educational institutions overcome developmental bottlenecks and enhance core competitiveness but also supports the industry's transition from extensive growth to standardized, high-quality development, thereby bolstering the digital transformation of basic education.

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