

Research on the promotion of museum influence with the help of new media

Liu Xia, Shi Weidong, Zhang Yuan

Taishan University, Tai'an, Shandong, 271021, China

Abstract: This paper takes the promotion of museum influence as the research object and puts forward seven ways to enhance the influence of museums with the help of new media on the basis of in-depth analysis of the related concepts and development of new media: understanding the psychology of tourists, focusing on key marketing, capturing cross-border hotspots, marketing with the help of big events. What's more, we need to stimulate the vitality of talents, implement marketing with talents and to create a proprietary account and multiple marketing. Channels like creating innovative cultural products and souvenir sales, enhancing visitor experience and digital marketing, and launching exclusive APP to drainage customers' expectation are all proposed.

Keywords: new media, marketing strategy, museum, influence promotion

1. Introduction

A museum is an institution to protect cultural relics. In people's eyes, it is related to the past and history. In people's impression, a museum is a heavy and serious place. Nowadays, with more and more developed technology, museums have to connect with the latest technology. People's dependence on mobile devices and the important role of technology in spreading the influence of museums are all important factors that promote the current transformation of museums.

1.1 Related Concepts

In 1967, American scholar P. Goldmark first proposed the concept of "New media". Currently, common new media mainly include Internet-based websites, WeChat, Weibo, Tiktok and other media application forms. Since the emergence of new media, the means of brand management promotion are increasingly diversified, so do the forms. New media brand management refers to a brand management or marketing method that uses the Internet, social media and digital technology to publicize and promote products or services to achieve the purpose of publicity, promotion and sales of target audiences.

1.2 Characteristics of new media brand management

New media marketing communication is not limited by time and space, with fast transmission speed and low transmission cost, forming viral transmission, faster transmission speed and wider coverage^[1]. The characteristics of new media marketing are mainly digitalization in technology, interaction in communication, timeliness of user interaction, faster, intuitive and efficient content transmission, which can better locate the target audience and maximize the effect of publicity and promotion. Through data analysis and tracking, we can understand the target audience's behavior and preferences, so as to better develop marketing strategies. New media means such as social media platforms can be used to interact with target audiences to enhance brand image and user loyalty. Through real-time feedback and data analysis, marketing strategies can be adjusted in time to improve marketing effects. In a word, new media marketing is a powerful marketing method that can help enterprises better interact and communicate with target customers, improve brand awareness and sales performance.

1.3 The New Era Museum is in the ascendant

Since the 18th National Congress of the CPC, the CPC Central Committee has attached great importance to the work of museums, and remarkable achievements have been made in the cause of museums in China. In May 2021, in order to promote the high-quality development of China's museum industry, nine ministries including the Central Propaganda Department, the Ministry of Culture and

Tourism and the State Administration of Cultural Heritage issued *The Guiding Opinions on Promoting the Reform and Development of Museums*, which pointed out that China's museums have increasingly become the center and hotspot of the development of world museums, and it also proposed to basically build a world museum power by 2035. In 2022, China added 382 new museums for the record, and the total number of museums in the country reached 6,565, ranking top in the world. During the year, it held 34,000 offline exhibitions and nearly 230,000 educational activities, receiving 578 million visitors, launched nearly 10,000 online exhibitions and more than 40,000 educational activities, which received nearly 1 billion web views and more than 10 billion new media views. Through continuous improvement of the free museum opening policy, more than 90% of China's museums are free to open.

In today's life, museums are the link between social life, cultural landscapes and the natural environment. In order to take full advantage of this connectivity and play the role of museum links to attract new audiences and strengthen their connections, museums are constantly improving their collection, research, display, education and service functions, and actively improving their ability to serve the public and attract new audiences. In this era of strong demand for information, visitors increasingly rely on a variety of high-tech to experience museum trips, while museum staff rely more on technology to interpret museum collections and experiences. At the same time, museum display experience has begun to cater more to audience needs. The audience is eager to obtain more information, which promotes the vigorous development of content production and cultural and creative production in the museum industry, and the application of new media has become an important means for the sustainable operation of museums.

2. Museum new media marketing strategy

In the era of rapid development of information technology and digitalization, museum new media marketing has become one of the important directions of museum development. In order to make better use of new media platforms to meet the needs of tourists, museums need to increase innovation in content creativity, marketing activities, interactive ways, etc. At the same time, they need to timely adjust and improve strategies according to the feedback from tourists. They need to further improve the functions and services of the network platform, such as providing more online interactive experiences and virtual exhibitions; According to its own characteristics and market demand, museums should actively expand new media marketing channels, diversify new media marketing channels, and improve marketing effectiveness and efficiency. The brand image and cultural value needs to be actively promoted in order to let more people understand the characteristics and cultural heritage of the museum and to improve user stickiness, enhancing the social influence and popularity of the museum. Through digital technology and new media means, around "fun, interest, interactive, personalized", a more attractive and immersive exhibition experience to attract more visitors needs to be created. By engaging with the public through new media channels, and carrying out online activities and interactions, interaction and communication between visitors and the museum can be promoted. Guided by the needs of users, the museum deeply explores the exhibition, cultural and historical connotation, and provides users with rich, interesting and interactive content. The new media marketing strategy of museums can be developed from the following six aspects.

2.1 Understanding the psychology of tourists and paying attention to marketing

Young tourists are more interested in popular photo spot and immersive experience projects in the museum. The museum needs to pay special attention to these aspects that tourists are interested in when conducting new media marketing in order to display and vigorously publicize those projects, stimulating the demand for tourists to visit and play in museums.

Museum new media marketing needs to strengthen the interaction with users, increase the frequency of publication, and make the brand more popular; In we-media, users should be guided to understand and buy tourism products more skillfully. Only by strengthening innovation, fine operation and compliance marketing, can brand communication and user transformation be better realized, so as to achieve better publicity effects and marketing objectives.

2.2 Capturing cross-border hotspots, marketing with the help of big events

As a new marketing means, marketing with the help of the existing hotspot subtly guides market consumption and expand its own influence, in order to achieve the ultimate goal of increasing product

sales^[2]. According to Ma Xin's research summary, WeChat public account articles with high reading volume mainly include the following forms: festival activities, current hotspots, preferential information, suspense setting, brand effect, and media cooperation^[3]. Therefore, museums can release innovative and unique WeChat public account articles with the help of current hot news, traditional festivals, network buzzwords, etc., so as to increase the interaction of the new media platform account, attract more platform users, better improve the visibility of the museum, and further convert users into museum visitors.

In the environment of new media, the thinking of "cross-border cooperation" highlights the advantages of communication. Seizing the opportunity, choosing the right object and realizing new cross-border cooperation will be a new path for multi-channel communication of museums in the new media era. Museums should cooperate with other cultural institutions and brands, such as libraries, art galleries, etc., to hold joint exhibitions or cultural activities, carry out content integration and cross-platform promotion. Museums also need to jointly carry out cultural activities and marketing promotion, expand the influence and coverage of accounts, and improve the visibility and influence of museums.

2.3 Stimulating the vitality of talents, conducting marketing with talents

We expand the recruitment scope through new media channels to attract talents with new media marketing skills and cultural and artistic background. Through the museum's official website, social media accounts and other platforms, the museum's unique charm and development prospects can be displayed, thus attracting talents interested in museum culture and new media. Museums can establish cooperative relationships with relevant universities, research institutes and industry associations, participate in talent training programs, and attract and cultivate talents with new media skills and cultural backgrounds. Museum managers need to provide rewards and promotion opportunities for employees who excel in new media marketing and motivate them to continuously improve their professional and innovative capabilities. At the same time, establishing a professional talent network, providing development opportunities and incentives will help attract and retain outstanding talents, and provide strong support for the development of new media marketing of museums.

2.4 Creating a proprietary account and conducting multiple marketing

The characteristics, interests, and needs of target users need to be identified so that content creation and engagement can be tailored to their preferences and needs. Museums also should identify the unique brand positioning and personalization of your account, and create an anthropomorphic, personalized account image that is in line with the museum's unique culture, style and values, so that it is recognizable and resonated with users^[4].

High quality, interesting and educational content also needs to be provided. Museums need to attract audience's attention and participation by sharing museum stories, exhibition information, artwork interpretation, cultural knowledge and other content. By keeping the account active and continuous and updating content regularly, museum need to actively interact with users and respond to their comments, questions and feedback. We encourage museums to adopt measure to let users to participate in the activities and topic discussions of the account to increase interaction and participation. By combining text, pictures, video, audio and other forms, the content types and presentation methods of the account can be enriched, and diversified experience can be provided. Museums need to share the story behind the museum, the creative process and behind the scenes with the audience. By revealing the exhibition's curatorial ideas, artists' creative inspiration, etc., the attraction and human touch of the account can be enhanced.

2.5 Innovative cultural products research and development and product marketing

The appearance, cost performance, practical value and other aspects of tourist souvenirs are the priority factors for most tourists when purchasing. Therefore, in the new media marketing, you can focus on showing these aspects to tourists, but also do a good job in the quality control of cultural and creative products themselves to attract repeat customers.

The essence of the research and design of cultural and creative products lies in the designer's image abstraction and refinement of the cultural relics in the collection^[5]. First of all, museums should strengthen product design and quality control, combining "life" and "artistry" to ensure product differentiation and high quality. Museums need to conduct reasonable pricing, so that the price of the product is in line with the market price, improving consumers' costing desire^[6]. Finally, even if consumers

do not visit the museum, they will use the online platform to buy museum cultural and creative products.

In China, the development of cultural commodities itself is one part of mass culture, and the positive mass culture is of great benefit to the construction of socialist culture in the new era^[7]. In the era of cultural consumption, young consumers not only pay attention to the quality of goods themselves, but also pay more attention to the cultural core, creative expression and aesthetic concept behind the goods^[8].

The museum should have a clear brand positioning, combined with the regional development concept and the uniqueness and value of cultural resources, to refine its core connotation. Publicity and promotion should be strengthened, through the official website of the museum, social media, offline publicity and other channels to improve product visibility and sales, follow the pace of the times, and actively introduce Internet thinking to attract consumers' attention. To have cultural connotation, local characteristics, you can also invite local celebrities to promote museums. Cooperation with local tourism organizations needs to be strengthened to promote cultural and creative products to a wider group of tourists, improving the market share and competitiveness of products, so that tourists can experience the charm of cultural and creative products. In this way, tourists can understand the cultural connotation behind them and achieve the dual goals of cultural promotion and product sales^[9].

The theme, beauty and experience of the shopping scene are important factors that affect the purchase of tourism consumers, and their improvement can promote the purchase behavior of tourism consumers^[10]. The museum should strengthen the design of the museum, vigorously promote the environment of the museum when conducting new media marketing, and give tourists a good visiting experience, so that they will have a higher desire to buy.

2.6 Improving visitor experience and digital marketing

Digital construction should be strengthened, and some digital products should be developed, such as digital exhibitions, audio guides, mobile applications, etc., to provide more ways for audiences to display and experience. Through virtual reality technology to create a more immersive exhibition experience, visitors can feel the museum's history and cultural charm, and more and more visitors will come and join the cultural event^[11].

2.7 Launching exclusive apps to divert marketing and sales

The Internet access of APP clients not only increases traffic for tourism enterprises, but also greatly improves user loyalty and activity due to the convenience of mobile phones, which plays a key role in revenue generation and development. APP has become an important marketing channel for more and more tourism enterprises. The museum can develop its own mobile application, learn from the successful case of the Palace Museum APP, provide digital exhibition content and interactive experience, so that visitors can enjoy the museum's exhibits online, and meet the personalized needs of users.

In the process of informatization, games have become a good carrier for education and publicity. The development of museum game applications is bound to break the monotonotonicity of the traditional social education model of museums and incorporate education in game applications, and its situation, competitiveness, stimulation and feedback will be more conducive to the further realization of the publicity and education function of museums facing society and serving the public^[12].

3. Conclusion

Nowadays, museums are no longer the traditional museums in people's impression, but are transforming into cultural centers. More and more audiences regard museums as important cultural places. Due to their increasingly important status, museums can play a role as a link to tell the history of a place. In order to strengthen its collection, display, education and other functions to attract new audiences, they must keep pace with the times, embrace the times, and use new media technology to innovate communication channels to enhance our influence. New media marketing has a significant impact on visitors' satisfaction and loyalty. Visitors who receive information and engage in interaction through new media channels are more satisfied and more likely to become repeat visitors to the museum. Practice has proved that successful museums at home and abroad have adopted various forms of new media marketing strategies, including WeChat public accounts, Douyin short videos, online exhibitions, etc., which have effectively improved the visibility and influence of museums. The success of museum new media marketing requires consideration of market positioning, content creativity, interactive experience and

other aspects in the design and implementation of the strategy, and timely adjustment and improvement of the strategy according to the feedback of visitors.

The forms and methods of museum new media marketing will also continue to innovate and develop. Future research can focus on the following aspects: In-depth research on the impact of new media marketing on museum brand image and social responsibility; In-depth research on the application of digital technology in museum exhibitions and education; The exploration of the collaborative development mode and approach of museums and other cultural industries in the digital age; Comparative analysis of the new media marketing strategies and effects of different types of museums to provide more reference and improvement ideas and methods for new media marketing of museums.

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