

Research on New Media Marketing Strategy of Kedong Manchu Embroidery under the Background of Digital Economy

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Abstract: *With the continuous improvement of Internet infrastructure and the constant integration of technology and culture, the new media industry is developing rapidly. As a national intangible cultural heritage project, Kedong Manchu embroidery has a deep cultural heritage and urgently needs protection and dissemination. Using Kedong Manchu embroidery as the research object, this paper explores how Kedong Manchu embroidery can conduct new media marketing under the background of the digital economy. The paper conducts a PEST analysis and proposes a new media marketing strategy for Kedong Manchu embroidery based on the 4I marketing theory in four aspects: personality interests, interaction, and fun.*

Keywords: *digital economy, Kedong Manchu embroidery, new media marketing*

1. Introduction

On March 2, 2023, China Internet Network Information Center (CNNIC) released the 51st "Statistical Report on China's Internet Network Development" in Beijing, showing that as of December 2022, the scale of China's netizens has reached 1.067 billion, an increase of 35.49 million from December 2021, and the Internet penetration rate has reached 75.6%. As a high-level form of the Internet economy, the digital economy contains enormous development potential. The scale of China's digital economy has grown from 11 trillion yuan in 2012 to 45.5 trillion yuan in 2021. The digital economy is gradually penetrating all aspects of social production and life, continuously changing the public's consumption and lifestyle. The rapid development of Internet technology and the growth of the number of netizens have also presented a positive trend in the development of new media, bringing new vitality to non-material cultural heritage such as Kedong Manchu embroidery.

As an outstanding intangible cultural heritage of mankind, Manchu embroidery originated in the 14th century, is a unique Manchu handicraft technique, has unique artistic value and national characteristics, and is mainly distributed in the northeast region of the historical birthplace of the Manchus. Manchu embroidery was first produced by sewing and garment making, and then developed into embroidery. Kedong Manchu embroidery is known as the most authentic Manchu embroidery, and is known as "Chinese Qing Dynasty imperial embroidery". Figure 1 shows the Kedong Manchu Embroidery Exhibition Hall, located in Kedong County, Qiqihar City, Heilongjiang Province. Kedong Manchu embroidery has a long history and has its unique cultural value, Figure 2 is the embroidery of Kedong Manchu embroidery, special stitching, good gloss of embroidery thread, silky thread, and high artistic value.

2. New media marketing and the 4I marketing theory

2.1. New media marketing

New media marketing refers to the method of conducting market marketing activities through new media platforms. New media marketing is based on the upgrading and application of traditional marketing ideas, new media marketing emphasizes more systematic, communicative, differentiated, creative, and associative marketing strategies, and gains social attention by obtaining a large number of traffic and exposure. The foundation of new media marketing is to position the product and platform, and find their own resource advantages, and then select suitable new media platforms for promotion. The main advantages of integrated new media marketing include fast promotion, wide coverage, lower cost,

precise promotion target and better interactivity.



Figure 1: Kedong Manchu embroidery exhibition hall

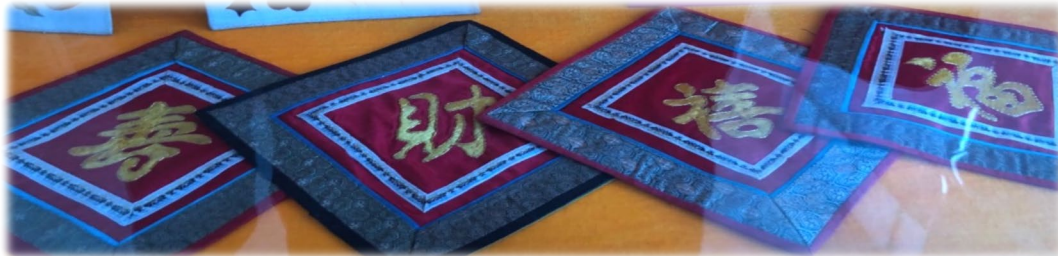


Figure 2: Kedong Man embroidery

2.2. 4I marketing theory

In the 1990s, Don Schultz, a professor of marketing at Northwestern University in the United States, proposed the 4I marketing theory. The basic connotation is to design strategies according to the company's overall goals to dominate all the company's resources to achieve strategic goals. The four principles in the 4I marketing theory are: individuality, interests, interaction, and fun.

The principle of individuality refers to the uniqueness of the product or marketing method, and also refers to the ability to meet the individual needs of consumers; The principle of interest means that the marketing method is interesting and entertaining; The principle of interaction refers to fully tapping network interaction; The principle of interests means that the marketing entity should be able to make the audience gain something.

3. PEST analysis of new media marketing environment

3.1. Political environment

The "Opinions on Further Strengthening the Protection of Intangible Cultural Heritage" issued on August 12, 2021, proposed to increase the dissemination and popularization of intangible cultural heritage, adapt to the trend of deep media integration, enrich dissemination methods, expand dissemination channels, encourage news media to set up special topics and columns on intangible cultural heritage, support the strengthening of the creation of documentaries on related topics, run relevant outstanding programs, and encourage various new media platforms to do a good job in related dissemination work. The government's support creates policy soil and provides favorable policy guarantee for the new media marketing of non-traditional culture.

3.2. Economic environment

In 2022, China's GDP grew by 3.0% year-on-year. Kang Yi, the director of the National Bureau of Statistics, stated that in 2022, the national economy continued to develop under pressure, the overall economy reached a new level, employment and prices will be generally stable, people's living standards continued to improve, high-quality development achieved new results, and the overall economic and social situation will be harmonious and stable. In 2022, the number of intangible cultural heritage stores on the Taobao platform was 32,853, an increase of 9.5% over 2020, and the transaction volume of intangible cultural heritage increased by 11.6% over 2020.

3.3. Social environment

With the prosperity of online markets and the maturity of new media marketing models, domestic brands and national popular products continue to emerge. When consumers engage in spiritual and cultural consumption, they pay more attention to personalized and interesting experiences. The significant improvement of cultural consumption capacity has also made many young consumer groups care less about price and more about the brand attributes of culture. Post-90s and post-00s gradually become the main force of consumption, with a high degree of understanding of new media and a high acceptance of new things. The post-90s and post-00s have gradually become the main force of consumption, they have a high degree of understanding of the use of new media, a high degree of acceptance of new things, their minds are more open, and they pay more attention to the fun of the product itself and the experience in the purchase process. This has created more possibilities for Kedong Manchu embroidery to open up the new media market.

3.4. Technical environment

The improvement of the level of science and technology has correspondingly brought changes and upgrades in people's needs, which has deeply affected the production and dissemination of Kedong Manchu embroidery. At present, new technologies such as big data, artificial intelligence, 5G, VR/AR, etc., have penetrated various industries, and technological empowerment has brought the applications of live broadcasting technology, digital animation technology, 3D animation technology etc. to a new level. The interaction between new technologies and intangible cultural heritage allows more people to have a stronger awareness of national culture, and the rise of new media represented by mobile social networking has also brought diversified means of communication to intangible cultural heritage, and short videos and live broadcasts have become a trend for the future development of new media, presetting the premise for the all-round display and innovative marketing of intangible cultural heritage handicrafts.

4. Kedong Manchu embroidery new media marketing strategy

4.1. Strengthen the concept of personalized new media marketing

Personalized marketing is the main marketing breakthrough in the new media period, and in the process of new media marketing, we should not only fight for sales volume, but also focus on personalization of the brand to attract young consumers. The promotion of intangible cultural heritage by new media is increasingly moving towards branding and marketization. In the new media marketing, the formation of brand IP, consciously pass out the sexualized image to realize the flow of cash.

To tell the IP story well, through the expression image of IP convert its own development process and marketing reform content into a series of short videos and graphics etc., through WeChat public account, Tik Tok short videos, Little Red Book little graphics and other forms to deliver to the public, and to constantly publicize and enrich their IP stories. Finally, the core values of IP should be conveyed to the public, not only the expression of IP story level, but also the spirit of IP. [1]

In the new media era, the choice of user media information is increasing, and in order to attract the attention of users, personalized marketing promotion strategies are extremely critical. People can fully explore and grasp consumer information, integrate and analyze user data, and make accurate judgments on users' individual needs, so as to develop corresponding marketing strategies. For example, people can participate in the "Intangible Cultural Heritage Partner Program" and "Seeing the Craft Program" launched by Tik Tok, and participate in popular topic activities such as the "Intangible Cultural Heritage Leader Program" released by AAuto Quicker. On the platform, a series of short videos focusing on

inheritors are released to tell the stories of intangible inheritors and attract "Potential Customers"; Set up an online store, empower with new technologies such as big data, artificial intelligence, 5G, VR/AR, etc., and conduct live promotions. After the end of the new media marketing campaign, the data assistant and fan service column of the new media platform will be used to organize the preliminary data of fans' browsing and interaction, so as to have a deeper understanding of users and achieve accurate promotion according to big data information flow technology. [2]

4.2. Enriching the content of interest-based new media marketing

When conducting new media marketing, it is essential to fully consider consumers' psychological needs and center new media marketing around their demands. Before launching the marketing campaign, it is necessary to generate interest in Kedong Manchu embroidery through official promotional topics to meet consumers' psychological needs. Then use interesting marketing activities to keep interested people concerned, and effectively guide and influence consumers to spontaneously spread information. According to the feedback from consumers, adjust the grasp of consumers' emotional needs and psychological needs.

4.3. Establish an interactive new media marketing mechanism

Positive and interesting interactive communication can bring consumers and brands closer to each other, establishing a strong emotional connection. Exclusive services on new media platforms can better meet consumers' inner glory, gradually establish brand reputation, and enhance consumers' loyalty to brands. For example, in live broadcast activities, it is necessary to interact with consumers in real time, reply to customers' comments in time and pay attention to consumers' needs; on the new media platform, the inheritor can use the real-time information transmission function of new media to solicit the production categories, improvement suggestions, marketing methods, etc. of Kedong Manchu embroidery extension products, thereby generating a sense of participation among the crowd; it is also possible to establish a service group centered around the product, invite consumers who have purchased to join, interact with consumers in the WeChat group, provide them with high-quality services, and win word of mouth. Interactive new media marketing helps to shorten the distance with consumers and enhance brand affinity. [3]

In the new media environment, hot topics are a major concern for users, and Kedong Manchu embroidery can follow the trend of new media marketing development, initiate topics, and let more people understand and feel its charm. At present, the post-90s and post-00s have gradually become the main force of consumption. They have a high degree of understanding of the use of new media and a high degree of acceptance of new things. When launching a topic, the company can focus on topics that this group is interested in. For example, in conjunction with the "Summer Social Practice" activities issued by the Central Communist Youth League, new media topics such as "I speak for Kedong Manchu embroidery" and "Extraordinary Intangible Cultural Heritage" were launched, and online competition with prizes were set up to encourage college students to publicize in the form of short videos, VLOGS, graphic promotion, live broadcasts and other forms on new media platforms, so that more young people can contact and understand the charm of intangible cultural heritage, devote themselves to intangible cultural heritage innovation, inherit the spirit of ingenuity, and further promote the innovative and integrated development of Kedong Manchu embroidery. [4]

4.4. Enhance interesting new media marketing methods

Kedong Manchu embroidery can be based on its own long-standing cultural heritage combined with trendy elements to carry forward the cultural charm, breaking through the stereotypes of "rustic", "cheap" and "low-end" for intangible cultural heritage products, and arouse consumers' strong emotional identity, to create a variety of interesting products. Then create one or more "points of interest" in a targeted manner, and promote the new media platform around this unique "point of interest". For example, mouse pads, paper packaging boxes and other accessories and peripherals will be made to add gimmicks to the new media marketing of Kedong Manchu embroidery, so as to achieve some marketing effects, including creating sensory appeal, increasing the added value and emotional value of product appearance, creating more topicality, creating "more cost-effective" reasons for consumption, giving traditional products interesting, and attracting consumers to buy. In addition, the combination of short video, H5, VLOG and other young trendy play, to create an "Internet-famous product", so that the interesting Zhuang Brocade in the new media platform to become a burst.

Combining the experiential with the natural scenes of embroidery creates a combination of life situations, natural scenery and social atmosphere. Using VR technology to deconstruct the production steps, the audience can enjoy the artistic beauty of Zhuang brocade in an audio-visual experience, allowing people to temporarily escape from the fast-paced city life and immerse themselves in the brocade weaving skills, increasing the interest of the event. Online and offline marketing can be synchronized in the process of the event. On-line marketing can be done in a differentiated way, and those who experience the production process on site and publicize it on the Internet can get discounts for purchasing products, forming a closed-loop marketing on and off-line, which helps strengthen brand exposure and improve customer acquisition rate. [5]

5. Conclusions

In the context of the digital economy, the emergence of new media marketing is an unprecedented opportunity for the development of intangible cultural heritage. The inheritance of intangible cultural heritage cannot rest on its laurels, but needs to be innovative and keep pace with the times. At the same time, we must also maintain a rational and objective cognitive attitude, recognize the risks and drawbacks of new media marketing methods, ensure the quality of Kedong Manxiu, carry out personalized and accurate delivery, enhance interest, strengthen interaction with consumers, meet the needs of consumers, and then improve the overall effect of new media marketing.

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