

Research on integrated marketing communication strategy of intangible cultural heritage brands based on media integration

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Abstract: Under the background of media integration, in order to continuously improve the marketing communication influence of intangible cultural heritage brands, it is necessary to continuously innovate marketing communication strategies, such as content integration and the combination of multiple marketing methods. Channel integration, all-round marketing communication; Form integration, marketing communication of the whole process; Cross-border integration, intangible cultural heritage brand image building; Experience integration, highlight marketing interactions, etc. This paper analyzes and discusses the integrated marketing communication strategies of intangible cultural heritage brands in the context of media convergence.

Keywords: media convergence; Intangible cultural heritage brands; integrated marketing; Propagation strategy

Introduction:

The construction of intangible cultural heritage brands can promote the inheritance and promotion of traditional national culture and continuously enhance people's cultural self-confidence. Under the perspective of media integration in the new era, in order to ensure the effectiveness of intangible cultural heritage brand building, we should continue to innovate marketing and communication strategies, tap the cultural and educational value of intangible cultural heritage, and give full play to the cultural influence of intangible cultural heritage brands.

I. The practical significance of integrated marketing communication of intangible cultural heritage brands

Intangible cultural heritage is the crystallization of national culture, in the perspective of cultural confidence, we should continue to promote the publicity and education of intangible cultural heritage, in order to make intangible cultural heritage have greater cultural influence, it is necessary to promote the construction of intangible cultural heritage brands in an orderly manner, so that the people can form cultural identity and national identity for intangible cultural heritage brands. In the context of the development of integrated media, in order to achieve the purpose of intangible cultural heritage brand building, the integration of intangible cultural heritage brand marketing strategies, resource integration, form integration and channel integration should be highlighted, so as to make the intangible cultural heritage brand marketing work enter a new height, continuously improve the work efficiency of intangible cultural heritage brand marketing, and give full play to the market influence of intangible cultural heritage brands.

II. Exploration on integrated marketing communication strategies of intangible cultural heritage brands from the perspective of media integration

(1) Content integration, combination of multiple marketing methods

In order to make people have a strong memory and understanding of intangible cultural heritage brands, when carrying out the integrated marketing of intangible cultural heritage brands, the effective integration of marketing content should be highlighted, and a combination of multiple marketing methods should be created, and then the optimal marketing mix should be selected according to the changes in social development.

The author believes that when carrying out the marketing and communication of intangible cultural heritage brands, it is necessary to create recognizable intangible cultural heritage programs, adopt novel program creation methods, analyze the cultural heritage of intangible cultural heritage from multiple dimensions, and form relevant hot topics, guide the public to participate in topic discussion activities, and enable the public to have a certain identification with intangible cultural heritage brands.

In order to help the construction of intangible cultural heritage brands, when carrying out intangible cultural heritage brand marketing work, the unity of marketing concepts should be highlighted, that is, the ideology of unifying intangible cultural heritage marketing work, and different cultural and creative product packaging design, marketing communication and brand building should closely follow the national thinking of intangible cultural heritage, so that the public can perceive the intangible cultural heritage brand from multiple aspects and recognize the intangible cultural heritage brand.

When combining multiple marketing methods, it is inevitable to use cultural IP brand building strategies. Based on the core content of intangible cultural heritage, create a cultural IP image with intangible cultural heritage characteristics, adopt interesting content to complete the shaping of cultural IP, so that cultural IP has character, emotion, appeal, image, connotation and thought, and gain more people's cultural recognition and ideological resonance, and promote the development of intangible cultural heritage brand marketing and communication in an orderly manner.

(2) Channel integration, all-round marketing communication

In order to achieve the expected results of the marketing and communication of intangible cultural heritage brands, intangible cultural heritage brands can exert a certain cultural influence. In the process of marketing communication innovation, it should be in line with the opportunity of the era of media integration, highlight the organic integration of media communication channels, carry out all-round marketing communication, and comprehensively improve the work effectiveness of marketing communication. For example, when some units carry out intangible cultural heritage brand building, they will create a media matrix for the official marketing communication channels of the unit to effectively enhance the publicity effect of the intangible cultural heritage brand image. With the effective integration of media communication channels such as Douyin account, B station account, Kuaishou account, WeChat public account, Weibo account, and official website, the intangible cultural heritage and ideological connotation can be quickly and effectively transmitted, so that consumers can obtain correct and official information in the first time, facilitate the maintenance of the intangible cultural heritage brand image, and avoid affecting the overall construction effect of the intangible cultural heritage brand due to the spread of false information.

In order to give play to the community effect and open up a new path for the marketing and communication of intangible cultural heritage brands, it is necessary to adapt to the social behavior of modern users, and plan targeted marketing plans, such as organizing relevant fan marketing activities according to the fan groups, WeChat groups and QQ groups spontaneously formed by users, distributing intangible cultural heritage cultural and creative souvenirs to loyal fans, enhancing the stickiness between intangible cultural heritage brands and fans, and building real fans of intangible cultural heritage brands into mobile carriers for brand publicity, forming a certain word-of-mouth effect, and achieving the expected effect of all-round marketing communication.

(3) Form integration, the whole process of marketing communication

In the process of intangible cultural heritage brand building, it is not only necessary to carry out all-round marketing communication, but also to complete the integration of marketing communication forms, and carry out the whole process of marketing communication, so as to effectively improve the effectiveness of intangible cultural heritage brand building. Because in the process of intangible cultural heritage brand building, many products will be derived, and the creative ideas of different products have their own characteristics, so in the process of product promotion, the marketing form should be effectively integrated to ensure that the marketing work methods and methods at all stages are effectively connected. In view of the characteristics of intangible cultural heritage publicity work, in the stage of whole-process marketing and communication work, full participation and whole-industry chain marketing should be reflected to achieve the purpose of intangible cultural heritage brand marketing and communication work.

(4) Cross-border integration and building of intangible cultural heritage brand image

From the perspective of media integration, in order to complete the integrated marketing communication of intangible cultural heritage brands, the practical role of integrated marketing is fully played. In the specific work development stage, it can start from the dimension of cross-border integration, so that elements of different industries, different fields, different disciplines, and different industries can be integrated across borders, so as to bring consumers a new experience perception. When carrying out cross-border integration, in order to build the brand image of intangible cultural heritage, it is necessary to clarify the marketing and communication principles and objectives of intangible cultural heritage brands of cross-border integration, so as to avoid combining intangible cultural heritage brands with vulgar and spoofy information, which will seriously affect the market influence of intangible cultural heritage brands. In cross-border integration, elements with the same cultural attributes as intangible cultural heritage brands should be selected for integration in close connection with the excellent culture of the Chinese nation, so as to ensure the effectiveness of cross-border marketing and communication work and promote the effective implementation of intangible cultural heritage brand building.

(5) Experience integration, highlighting marketing interactions

The subjective experience of users will directly affect their cultural and emotional identification with intangible cultural heritage. To this end, in the process of building intangible cultural heritage brands, the integration of user experience, such as users' emotional experience, tactile experience, thought experience, visual experience, olfactory experience, auditory experience, etc., should be proposed, so that users can fully integrate into the scene of intangible cultural heritage activities and perceive the cultural heritage and spiritual charm of intangible cultural heritage. The author believes that in the stage of marketing communication of intangible cultural heritage brands, the interactive communication of marketing plans should be highlighted, so that users can complete multi-dimensional interaction with marketing plans, so that users can have a strong sense of identity with intangible cultural heritage brands.

In the context of the era of media integration, in order to achieve the above work goals, modern science and technology, such as artificial intelligence, virtual technology, learning technology, intelligent wearable technology, human-computer interaction technology, big data technology, etc., should be reasonably used, and then under the empowerment of digital technology, a new intangible cultural heritage brand marketing plan should be constructed, so that users can immerse themselves in it anytime and anywhere, effectively break the constraints of the space of intangible cultural heritage activities, truly visit intangible cultural heritage without leaving home, and provide users with diversified choices space. Give full play to the value of intangible cultural heritage activities marketing work empowered by digital empowerment, and continuously enhance users' subjective perception.

III. Concluding remarks

In summary, taking the integrated marketing communication of intangible cultural heritage brands as an example, the author focuses on

the new path of integrated marketing communication of intangible cultural heritage brands from the perspective of media integration, aiming to illustrate the urgency and necessity of marketing communication innovation in the construction of intangible cultural heritage brands. Through targeted marketing innovation, seize the market opportunity of media integration, continuously tap the cultural value of intangible cultural heritage, and achieve the expected effect of intangible cultural heritage brand building.

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