Communication and Marketing Strategies for Cultural and Creative Products in the Internet Era

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Abstract: Cultural and creative products, also known as cultural and creative products, are a kind of new products that take cultural elements as the source of inspiration for innovation, and integrate culture with daily necessities, tourist souvenirs, art products and so on. Cultural and creative products have received more and more attention because they meet the needs of the current material life and social development. Therefore, in such a background, people's demand for cultural and creative products is also growing. Under the Internet era, in order to meet the development of this consumer industry, cultural and creative products need to keep pace with the times in order to better adapt to this era.

Keywords: Internet era; Cultural and creative products; Communication; Marketing strategy

Introduction

Fundamentally speaking, cultural and creative products are a kind of product that combines with the real needs of modern cultural exchange, which is rooted in the development needs of the present time and has a close connection with the Chinese cultural origins. The attraction of cultural and creative products lies in the fact that they are in essence special products that can combine various cultural elements together and have a profound impact on people's ideology. Under the current situation of huge market demand, the deep combination of these cultural resources with Internet resources is conducive to promoting the transformation and upgrading of cultural and creative products, which has a positive effect on the development needs of today's society.

1. Overview of Cultural and Creative Products in the Internet Era

1.1 Characteristics of Cultural and Creative Products

Firstly, cultural and creative products contain rich cultural connotation and are an important carrier of cultural inheritance and innovation. Second, innovative design is not only a cultural and creative product, but also a symbol of life style. Third, cultural and creative products focus on user experience and attract customers with unique design, such as integrating AR technology with books to make reading vivid and interesting. Fourthly, the added value of cultural and creative products is high, which can satisfy the personalised and differentiated needs of customers. For example, brands designed by designers whose limited products are often highly understood in the market and can get more value in return.

1.2 New Changes of Cultural and Creative Products in the Internet Era

In the Internet era, the cultural and creative products get rid of the traditional form and show a new look. With the rapid development of social media, big data, AR/VR and other digital technologies, cultural and creative products not only present diversified and personalised features, but also change their communication and marketing mode. This new shift requires designers to focus not only on product innovation but also on the use of Internet tools for communication and marketing when designing products.

In the communication strategy, the innovation of content is crucial. In the Internet era, the rapid transmission of information and the user's demand for novel and unique content is increasingly high. Innovation in content can not only improve the attractiveness of the product, but also lay a good foundation for the next marketing. In addition, the use of KOL (Key Opinion Leader) and UGC (User Generated Content) is also an effective way of disseminating cultural and creative products in the Internet era. Such a communication mode greatly enhances the social influence of the enterprise and increases its market penetration.

The use of e-commerce platforms should not be overlooked in marketing strategies. For example, the "Made in China on Taobao" platform provides a platform for many cultural and innovative designers to display and market their products. Through accurate user profiles and recommendation algorithms, cultural and creative products are able to find an audience, which in turn drives revenue growth. Meanwhile, innovative marketing using AR/VR technology, such as NIKE's "Virtual Shoe Trial" function, provides consumers with a more realistic and interesting shopping experience and enhances their market competitiveness.

1.3 The impact of the Internet on cultural and creative products

The emergence of the Internet has profoundly impacted the cultural and creative products, which not only changes the way people create products, but also changes the way people communicate and market. In the age of the Internet, digital technologies such as VR and AR can make cultural and creative products have richer ways of expression, so that consumers can feel the connotation of the products more intuitively and deeply. At the same time, the Internet also breaks through the geographical limitations, so that users around the world can have access to a variety of cultural and cultural and creative products, thus greatly expanding the market space of the products.

2. Communication Strategy of Cultural and Creative Products

2.1 Content Innovation and Communication Strategy

In the Internet era, the key to the success of cultural and creative products lies in content innovation and communication strategy. Content innovation not only requires products to have their own characteristics and cultural connotations, but also breakthroughs in form and expression. In terms of communication strategy, KOL and UGC are mainly used to achieve this, and KOL can rapidly expand the product through its influence. At the same time, users are encouraged to create content, such as the use and sharing of all kinds of cultural and creative products on the "Tiktok" platform, which can generate a good word-of-mouth effect and enhance the product's sense of community.

The use of big data is also an important tool to improve the efficiency of communication. Businesses can analyse user data to understand their preferences and behavioural habits to get accurate push notifications. In addition, marketing methods that combine AR/VR technology are gaining attention. pokémonGO utilises AR technology to fuse virtual characters with the real world, creating a new user experience and demonstrating the huge potential of cultural and creative products in the market. These strategies make cultural and creative products more suitable for the Internet era and maximise the value of communication.

2.2 Communication strategy of utilising KOL and UGC

In the Internet era, the use of KOL and UGC is an important means of communication for cultural and creative products.KOL can quickly enhance the brand's popularity and credibility by virtue of its influence in a specific field and a large fan base. The UGC strategy focuses on mobilising users' participation and creativity, so that they can actively participate in brand communication. For example, Tiktok's "Chinese Traditional Style Project", through which users spontaneously create and share small videos with traditional Chinese culture, can not only enrich the expression of cultural and creative products, but also establish a deeper interactive relationship between users and brands. According to statistics, the related videos have been played more than 10 billion times, showing the powerful communication ability of UGC.

When conducting KOL and UGC strategies, companies should focus on originality, compliance, and consistency with the brand image. Provide users and COL with guidelines for content creation that are in line with the brand's tone, and set up a corresponding monitoring mechanism to ensure that the information is accurate and legal. In addition, by setting up innovative rewards, providing exclusive offers and other incentives, it can better stimulate user interaction and improve the efficiency of communication.

2.3 Leveraging Big Data and Precision Marketing

In the Internet era, with the help of big data, precision marketing and other means, it can penetrate and reach consumers more effectively. Big data is mainly used to collect and analyse users' Internet behaviours, consumption habits, interests and preferences, so as to build a more accurate user profile. For example, The Palace Museum's cultural and creative products use big data to analyse visitors' browsing behaviours to design products that match contemporary aesthetics. Accurate marketing strategies, on the other hand, are based on an understanding of users' needs and direct promotion of cultural and creative products with personalised content push, advertising and personalised recommendations, in order to attract consumers. In addition, companies can also use A/B testing and user segmentation to continuously optimise their marketing strategies. For example, an independent designer brand can try out various advertising designs and pricing strategies based on different user groups, and through feedback from big data, determine which approach can more effectively stimulate consumers' purchase intentions and achieve the greatest market effect.

3. Marketing Strategies in the Internet Era

3.1 E-commerce platform and marketing of cultural and creative products

In the Internet era, e-commerce platforms have become the main way for enterprises to carry out cultural innovation marketing. Through e-commerce platforms, cultural and creative products are able to break through geographical boundaries and communicate with a wider range of consumers.The Palace Museum online shop has successfully integrated traditional culture and modern life by selling its innovative elements, such as mobile phone cases and notebooks, which has greatly increased its marketing volume.

In the e-commerce environment, personalised recommendation and personalised service for cultural and creative products are particularly important. The use of big data to analyse consumers' shopping habits and preferences can recommend cultural and creative products that match

the user. For example, platforms such as Redbubble allow artists to upload original designs. Customers can customise some of the products, such as T-shirts and posters, and such a C2M model greatly increases the purchase rate of customers. In addition, live marketing on e-commerce platforms provides a new channel for the circulation of cultural and creative products. Hosts enhance customer loyalty and purchase willingness through image display and explanation. For example, Taobao hostesses showed a series of cultural products with unique regional characteristics, such as Jingdezhen ceramics, in the live broadcast, and the sales were soon greatly increased through the live broadcast format.

3.2 Application of experiential marketing in cultural and creative products

In the Internet era, the marketing strategy of cultural and creative products is becoming more and more diversified, especially experiential marketing, which has attracted much attention. Experiential marketing emphasises the creation of a deep sensory feeling and emotional resonance in the process of customers' purchase or consumption of products, thus enhancing brand loyalty and reputation. For cultural and creative products, it mainly includes interactive displays, virtual reality experiences and customised services.

For example, the Palace Museum's "Forbidden City Treasure Hunt" is a clever experiential marketing. Through the design of a series of creative peripheral products, such as the "I know" tape, the Palace style mobile phone case and other innovative peripheral products, not only can make traditional culture more convenient into the public's daily life, but also through the online and offline interactive experience, so that customers in the shopping at the same time, but also to experience a strong historical and cultural atmosphere. This strategy not only promotes Forbidden City's marketing, but also significantly increases its brand awareness.

3.3 Innovative marketing using AR/VR technology

In the Internet era, the marketing strategy of cultural and creative products has also changed, and marketing based on AR/VR has become a new trend. AR/VR can bring consumers an immersive experience, so that users can more intuitively and profoundly understand the connotation and value of the cultural and creative products.The Palace Museum launched the "Palace VR Experience Project" to give visitors an immersive sense of its story and enhance its attractiveness. The Palace Museum has launched the "Forbidden City VR Experience Project", which gives visitors a sense of immersion, enhances its storytelling and attractiveness. In addition, the development of interactive cultural and creative products can also be carried out through technology platforms such as AR/VR. For example, NIKE uses AR technology to allow customers to try on virtual sports shoes in real life, using their smartphones. This new shopping experience not only enhances user satisfaction, but also promotes product marketing. This "trying on" experience is also a reference value for other cultural and creative products. How to integrate the real with the virtual to create a unique user experience is an important trend in the development of future marketing strategies.

4. Conclusion

To sum up, in the Internet era, it is of great significance to study the dissemination and market of cultural and creative products. How to continuously stimulate creative and attractive cultural and creative products in the rapidly changing Internet era is the focus of future research. However, how to apply new technologies to the marketing of cultural and creative products requires the construction of a suitable theoretical analysis framework to explore their impact on consumer experience and purchasing behaviour. In addition, in order to promote the sustainable development of the industry, research should focus on industry standards, policies, regulations, and even social culture.

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