



Sustainable Utilization of Zhejiang Intangible Cultural Heritage Based on Digital Marketing Matrix

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Abstract. Based on the digital marketing matrix, this paper proposes a strategy for the sustainable utilization of Zhejiang's intangible cultural heritage: rely on technology to create consumer-centered digital marketing, realize the whole chain of "new economy of intangible cultural heritage", comprehensively build an ecosystem of intangible cultural heritage, and help intangible cultural heritage break the circle quickly. Digitalization has become a normal part of people's lives. We use digital marketing to identify and develop digital products and services, attract young consumers through IP marketing, and create a digital marketing matrix for Zhejiang's intangible cultural heritage: private domain operation as a user operation position; digital shopping guide for intangible cultural heritage products; brand experience of intangible cultural heritage activities through omnichannel marketing; CDP system as technical support; ChatGPT Improve marketing efficiency. To achieve sustainable development of intangible cultural heritage, tell the story of Zhejiang, spread the voice of Zhejiang, provide Zhejiang experience for China, and promote Chinese culture to the world better.

Keywords: digital marketing · intangible cultural heritage · sustainable development · content marketing

1 Introduction

Digital marketing matrix is a management tool that can be used to analyze and evaluate digital marketing strategies and plans. The main objective of the Digital Marketing Matrix is to help intangible cultural heritage enterprises determine which digital marketing channels are best suited to meet marketing objectives, most effectively engage with customers, and evaluate the efficiency and cost-effectiveness of different channels. Based on the continuous development and application of artificial intelligence technology, especially the advancement of natural language processing and machine learning, machines can imitate human thinking and language ability to generate text, images, audio and video content in various forms that conform to grammatical structure and semantic logic. ChatGPT based on AIGC (AI Generated Content) has created a boom at home and abroad. At the same time, the popularity of the Internet and social media has also created a large demand for content, which has led to the widespread adoption and

promotion of AI Generated Content. Currently, AI Generated Content has been widely used in various fields, especially in business marketing, journalism and publishing. In the field of business marketing, AI Generated Content can be used to generate advertising copy, product introductions, social media content, etc. to help companies increase customer attention and brand awareness.

2 Digital Marketing Strategy

2.1 Identify Target User Groups and Design Products and Services and Their Differentiating Features

Identify target market segments, define core value propositions, explore differentiated needs of customer groups, analyze demographic attributes, and follow Maslow's hierarchical needs theory to progress from function to emotion and finally to values. Construct a user portrait labeling system, and launch localized intangible cultural heritage products and services for Zhejiang region to meet customers' specific emotional needs.

Design intangible cultural heritage products, services, and experiences for the target market and make the features of their combination to fulfill the core value proposition of consumers. Designing competitive selling points, from NRM product performance to product services and ultimately to product experiences.

Delineate different market segments and design different NRM products and services for each segment.

2.2 Deploy Digital Marketing Touch Points Channels and Scenarios

Design channel combinations and marketing scenarios of touchpoints, integrate and coordinate communication channels through IMC (Integrated Marketing Communication), deliver clear, consistent and convincing messages about intangible cultural heritage activities and products, identify all scenarios where customers may come into contact with the company and its brand, create marketing interaction mechanisms, activate online and offline marketing channels, complete user experience online and offline touchpoints, and form a closed-loop traffic link.

2.3 Use Digital Means to Build Brand Image

Through digital means, intangible cultural heritage products are effectively promoted in the market and intangible cultural heritage brand awareness is increased. Digital marketing and operation is the main position for intangible cultural heritage to expand their influence and attract consumer groups, and a series of intangible cultural heritage public welfare activities are carried out through a combination of online and offline activities. By expressing the connotation of intangible cultural heritage in a trendy and youthful way, it is more conducive to making the brand's concept penetrate into people's hearts from the perspective of public welfare, leaving a positive impression in people's minds, and then inspiring people's enthusiasm for participation, enhancing people's understanding of intangible cultural heritage while improving the brand's influence. Integrate into public life through cross-border cooperation with brands.

Create a publicity platform for intangible cultural heritage through new media, build an omnichannel digital operation, break geographical restrictions, and develop a digital experience that combines online presence and offline integration. Through innovative communication mechanisms between the public and intangible cultural heritage, we promote intangible cultural heritage IPs to break through the audience circle, enhance the commercial applicability of IPs by using new media technology, and realize the digital development of culture with the help of modern technology, so as to make intangible cultural heritage “come alive” and give it more vitality and modernity.

Search engine optimization (e.g. SEO, SEM) is a digital marketing tool with a high adoption rate among companies. The rapid growth of information on the Internet has made it more difficult for people to search for relevant target information. Through SEO, we can develop new scenarios of digital intangible cultural heritage consumption and give intangible cultural heritage related websites a leading position so that they can gain corresponding brand revenue. By increasing the exposure of “intangible cultural heritage”, the visibility of related websites can be increased.

2.4 Visualize the Data Resources of Intangible Cultural Heritage

Build a communication platform, innovate the marketing and communication channels for Zhejiang’s intangible cultural heritage protection, construct a new media communication system, visualize the data resources of Zhejiang’s intangible cultural heritage, realize real-time intelligent monitoring, intelligent analysis and evaluation, and integrated crisis warning, and promote digital marketing of intangible cultural heritage.

Explore new paths of intangible cultural heritage media through digital resource empowerment. Through new media communication systems such as microblogging, live streaming and short video, build platforms such as Zhejiang intangible cultural heritage network and WeChat public number to form a digital marketing matrix for intangible cultural heritage. Promote the modernization of the management system and capacity of intangible cultural heritage protection in Zhejiang Province with the help of the information platform for intangible cultural heritage protection in Zhejiang. Promote the dissemination of intangible cultural heritage and lead the consumption of intangible cultural heritage.

Take Intangible Cultural Heritage Go as an example, Intangible Cultural Heritage Go is a digital guide map of Zhejiang intangible cultural heritage, which collects Intangible Cultural Heritage digital resources in Zhejiang Province on the basis of Zhejiang Intangible Cultural Heritage protection information platform, visualizes Intangible Cultural Heritage data resources, provides Intangible Cultural Heritage public services for people, and provides Intangible Cultural Heritage guide for tourists as well as relevant Intangible Cultural Heritage information for researchers. To learn about Zhejiang’s Intangible Cultural Heritage, all you need is a map to search based on regions, batches, categories, etc.

3 Build a Digital Marketing Matrix for Intangible Cultural Heritage

3.1 Use Private Domain Operation as User Operation Position

With the increasing development of technology, public domain traffic is declining in terms of quality and flow, while private domain traffic has become one of the long-term stable customer sources for brands. With the rise of DTC (Direct to Consumer) marketing, private domain operations are becoming increasingly important as a new operating ground for businesses. Technology support for consumers to achieve targeted and personalized in-depth operation to provide a guarantee. Create a one-stop digital marketing platform to automate the whole process of private domain operation.

Content operation is mainly to do the planning, editing, publishing, marketing, optimization and creativity of content, through the creation or other means, output can improve consumer activity, the core of which is to build a virtuous cycle around the production and consumption of content, and ultimately achieve consumer conversion. In the context of the Internet era, content is traffic, traffic is a deal, digital marketing can not be separated from the content operation. User-centric, personalized operation strategies are developed through continuous content operations as the core of private domain operations, which encompasses product, target customer, channel and touchpoint attributes.

Content marketing starts with brand awareness, analyzing the hotness of brands and products, mining target group tags, making them interested, gaining fan value recognition, and thus attracting traffic. Content production mainly includes UGC (User Generated Content), PGC (Professional Generated Content) and PUGC (Professional User Generated Content), whose core objective is to continuously supply content, ensure stable and efficient the core goal is to continuously supply content, ensure stable and efficient production, achieve distribution in the circle, and multiple retransmission tracking. The key lies in the ability to retain customers, achieve consumer conversion, and use different operational strategies at different stages of development to realize business value. Drive potential customers to make decisions through further Intangible Cultural Heritage brand culture delivery, as well as the introduction of Intangible Cultural Heritage product highlights and the promotion of Intangible Cultural Heritage service experience. The system of after-sale preferences, membership rights and benefits, and membership points further extends the value and cultivates loyal users (Fig. 1).

During the newbie period, content guidance, such as popular and high-quality content, content recommendations on the launch page, so that customers can quickly understand.

During the growth period, we set specific tags for users based on data analysis, and make user classification recommendations, search recommendations, and extended reading recommendations to enhance consumer stickiness.

During the maturity period, content interaction is carried out to develop users' interests and user range, build up a content-related system, and strengthen the connection with customers.

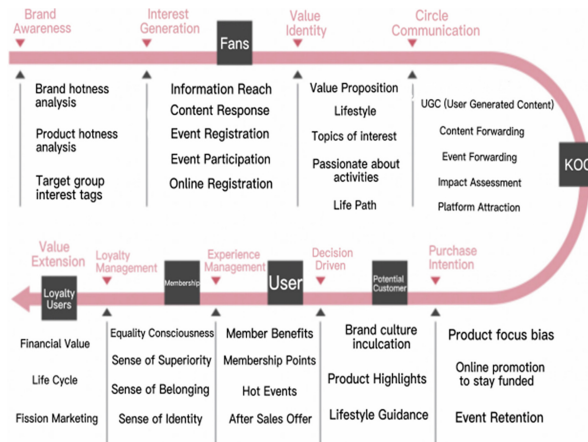


Fig. 1. User lifecycle-based content operations.

During the decline period, content recommendation is carried out to retain the corresponding customers through popular content, stimulate new points of interest, and expand the range of user interests.

During the attrition period, content recall is conducted to analyze the reasons for customer attrition, adopt different customer recovery solutions according to different reasons, conduct data analysis, and optimize the corresponding content and mechanism.

Private domain operations can not only help companies improve operational efficiency, but also extend the life cycle of consumers and continue to expand the influence of the brand. Around the consumer life cycle, companies can make the following efforts.

First, realize user sub-group and stratified operation. By further refining the population, we can reach consumers accurately through multiple channels.

Second, realize content guidance and community operation. Continuously interact with NRM consumers to maintain a good relationship, enhance consumer stickiness, and facilitate consumer repurchase through Intangible Cultural Heritage festivals and Intangible Cultural Heritage events.

Third, build a circle of private domain users. Continuously explore the value of consumers, build a private custom community for private domain consumers and fans, and create a stronger connection with the Intangible Cultural Heritage brands to achieve continuous innovation, vitality, and the ability to realize timely cash.

3.2 Digital Shopping Guide for Intangible Cultural Heritage Products

Traditional shopping guide is mainly sales, affected by the epidemic, the offline store traffic decreased, many offline companies face the challenge of a substantial reduction in business. Under the heavy threats and challenges, the guide began to try digital solutions, and the guide became an important touch point for digital marketing, collecting user behavior and interaction data with the guide through the guide. In the post-epidemic context, online and digitalization become an important basis for practice.

Building digital capabilities requires: recording the process data completed by the guide KPI (Key Performance Indicator), providing feedback on the data and giving a more optimized marketing strategy; recording the guide circle management through CRM (Customer Relationship Management) and conducting data analysis on lead generation and placement; through Through KPI, we record the management of the shopping guide circle and analyze the data of attraction and placement; through KPI, we develop incentive mechanism to supervise and manage the digital shopping guide, and realize the closed loop of KPI supervision and management for the establishment of shopping guide performance target, supervision of the process and incentive mechanism.

With the support of digital conditions, the marketing communication matrix is built with the guide as the center. Through digital means, we realize the integration of resources of product brands, distributors and service providers to achieve large-scale digital operation. To present the cultural elements of Intangible Cultural Heritage, specifically in the products, to realize the productization of Intangible Cultural Heritage, to create creative Intangible Cultural Heritage products, to reflect the rich historical and cultural heritage, to extend the cultural attributes of Intangible Cultural Heritage, and to promote the extension of the creative connotation of Intangible Cultural Heritage, so that more people can be exposed to it. At the same time, promote new modes of personalized and customized products, combine current topical issues, and fuse tradition with technology and art to co-brand with famous IPs to make Intangible Cultural Heritage more vivid and create an emotional connection and touch with the masses. We can attract consumers' attention by using distinctive contents with strong recognition, gradually create the values of Intangible Cultural Heritage, and enhance people's sense of cultural identity of Intangible Cultural Heritage.

3.3 Realize the Brand Experience of Intangible Cultural Heritage Activities Through Omni-Channel Marketing

Due to the lack of an integrated marketing strategy among various departments, consumers' perception of the brand differs greatly, thus affecting the image of the brand in consumers' minds. By opening up various channels of online and offline interaction with consumers, opening up all-channel orders from self-operated, franchised and third-party e-commerce platforms, improving the efficiency of collecting data from all parties' platforms, integrating consumer data from all channels, and obtaining multi-dimensional user information and insights. Create user portraits, accurate marketing, and personalized delivery of information. Establish a comprehensive working platform for Intangible Cultural Heritage resources and form a closed-loop system for the whole life cycle of Intangible Cultural Heritage resource development.

Creatively integrate the concept of branded commercial activities with the cultural characteristics of Intangible Cultural Heritage, refine the representative advantages of both sides, and create a series of Intangible Cultural Heritage activity brands with unique regional characteristics to achieve a win-win situation. Digging into the cultural connotation of Intangible Cultural Heritage, the cultural stories behind, and enhancing the identification with Intangible Cultural Heritage culture in a subtle way. Branding is one of the core elements of enterprise survival and development, and branding should not

only highlight regional characteristics, but also be combined with the actual needs of consumers.

Integrate all kinds of online and offline channels that interact with consumers, go through the whole journey, and create a unique, one-stop brand experience for consumers. Design the omnichannel positioning by focusing on the consumer experience. By interacting with consumers through omnichannel multi-touch points, fully exploit consumer value and realize value realization.

Omnichannel marketing has three advantages. First, consumer-centric, dedicated to improving the overall experience of consumption, is an overall brand strategy landing process. It can form a distinctive brand, which can further transform consumers with high brand loyalty and deliver targeted brand messages. Second, efficient realization of consumer value realization. Multi-touch communication and interaction with consumers means that there are multiple opportunities for consumer conversion and further discovery of their economic and impact value. Third, better attribution of data. Any link of interaction with consumers can collect multi-dimensional and multi-type data and information, which can be used in data analysis to form consumer insights and incorporated into the development of digital marketing strategies for Intangible Cultural Heritage, forming unique marketing plans and eventually precipitated into Intangible Cultural Heritage brand data assets.

The system construction of Intangible Cultural Heritage enterprises is elevated to the height of digital change, and the user data is operated in depth by building a complete membership system, establishing user tags and portraits through data analysis of relevant users, and accurately dividing groups, combining Intangible Cultural Heritage with study tours, rural tourism, red tourism, sports tourism, recreation tourism, ice and snow tourism, etc., and holding “Intangible Cultural Heritage shopping festivals The company also organizes activities such as the “Intangible Cultural Heritage Shopping Festival” and “Intangible Cultural Heritage Food Festival” to realize personalized promotion of Intangible Cultural Heritage for different age groups and different consumption needs, ensuring continuous interaction between brands and members, and eventually transforming omnichannel data information into data assets.

Using the integrated big middle desk business, we can open up different internal and external business objects horizontally and integrate unified data from strategic decoding to data collection vertically to meet the rapidly changing needs of the front-end.

3.4 Use CDP System as Technical Support

As the data related to consumers are disorderly distributed among various systems, forming data silos, it is not conducive to enterprises to realize the identification and insight around consumer needs. Through a systematic digital technology means - CDP, a unified user data management platform is established to help companies integrate consumer information and data and effectively establish ways to interact with consumers. Collect the interaction data from all parties of consumers, integrate all kinds of data into a unified platform, provide data support for different departments of the enterprise, meet the needs of different departments, and realize the consistency of user data. Towards digitalization, automation and intelligence.

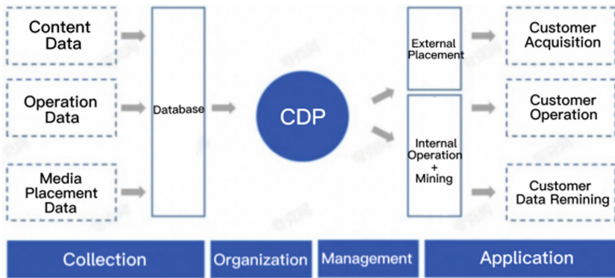


Fig. 2. CDP system

CDP (Customer Data Platform) is a technology solution for centralized management, integration and analysis of customer data. Specifically, it aggregates large-scale customer data from various channels and sources, and cleanses, de-duplicates, standardizes and converts it into a uniform format to enable companies to better understand and gain insight into customer behavior, needs and preferences. Unlike traditional CRM systems, CDP focuses more on data integration and data application, which can help companies carry out more accurate marketing, sales and service efforts to improve performance and customer satisfaction. Its core lies in collecting, organizing, managing and applying (Fig. 2).

Deep insight into users, personalized marketing tracking, integrated consumer portrait, user lifecycle management and further mining of user value through user hierarchical operation, personalized display of Intangible Cultural Heritage culture, active marketing to relevant consumers, and active recommendation of new Intangible Cultural Heritage products. Breaking data silos, through the use of CDP digital technology means, enables Intangible Cultural Heritage enterprises to establish new output methods and realize the whole chain of demand identification around consumers.

3.5 Improve Marketing Efficiency Through ChatGPT

ChatGPT, a conversational large-scale language model released by OpenAI, an artificial intelligence lab, has created a buzz on major media platforms around the world. Previously AI painting, digital avatars, and meta-universe took countries by storm, now the era of AIGC (AI Generated Content) is dawning. Customers can quickly access information related to Intangible Cultural Heritage through ChatGPT and achieve accurate filtering of Intangible Cultural Heritage information through AI interaction. How to effectively achieve user arrival and good AIGC marketing with ChatGPT's intelligent response becomes crucial.

ChatGPT is the result of AIGC (AI- Generated Content) technology progress, and as an AI assistant tool with features such as interactivity and customization. ChatGPT is good at processing data and text, and its ability to output content will have a certain degree of impact on content marketing, making certain changes in the marketing market. ChatGPT technology can significantly improve the efficiency, accuracy and effectiveness of marketing, thus effectively helping companies to achieve their marketing goals. As

the technology continues to advance, ChatGPT technology will become an important tool for business marketing.

4 Conclusions

Under the trend of Internet development and deep media integration, data types are further improved, data connectivity is further strengthened, and digital marketing becomes a necessary marketing tool. In the new stage of digital intelligence supported by technology, digital precision marketing and operation centered on consumers are established with the help of technological progress. Open up the omnichannel chain of digital marketing, let the Intangible Cultural Heritage IP as a symbol, enhance the cultural connotation of digital media, and realize the digitalization of marketing and culture. Take the center service center as the entry point to build interactive platforms for different consumers and precipitate private domain traffic of Intangible Cultural Heritage related brands. By building a new digital marketing matrix for Intangible Cultural Heritage, we can tell the story of Intangible Cultural Heritage from multiple angles with the help of multiple expression forms and multiple expression platforms, expand consumer groups, realize efficient digital marketing, and make Zhejiang Intangible Cultural Heritage renew its development vitality.

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