

Research on the Internet Marketing in the Cultural Industries

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Abstract. China has entered the urgent need for the development of cultural industries and the marketing of special building wide area, this time factoring the urgent need to provide interactive e-commerce platform and rich sound service system. The development of culture will be on the construction of socialist culture and power play a leading role. Cultural industries into the e-commerce system and relying on China's cultural industry will completely change the existing business model, e-commerce will make the business model of China's cultural industry has entered a new milestone.

Introduction

China has entered the urgent need for the development of China's cultural industry and the marketing of special building wide area, this time factoring the urgent need to provide interactive e-commerce platform and rich sound service system. Cultural industries into the e-commerce system and relying on China's cultural industry will completely change the existing business model, e-commerce will make the business model of China's cultural industry has entered a new milestone. In recent years, by the world energy shortages, raw material prices, RMB appreciation, increasing labor costs, the impact of the US subprime mortgage crisis and unfavorable factors in the global market atrophy, China's cultural industry management situation and the tightening bear unprecedented pressure to survive. Therefore, the cultural industry in urgent need of the help of professional Internet e-commerce platform, which is to reduce transaction costs and improve core competitiveness of products and the only effective way to broaden business channels. Cultural industries sector e-commerce platform must closely follow the international trend to globalization, specialization, refinement, depth of the development concept, dig culture industry segment customer needs, to help broaden its marketing.

In the economic and social infrastructure of cultural industries and cultural industries was born into economic and social development. Culture and cultural demand for products and services is derived from the people's basic material needs are met on the basis of high-level spiritual needs, it increases with the increase in personal income, along with social and economic development and expansion of the cultural industry huge potential market demand, the development of prospect is extremely broad. Economic and social development needs of the development of cultural industry do support the comprehensive development of the cultural industry needs to do to protect cultural industries for economic and social development into continued strong momentum.

The healthy development of cultural industries and cultural coordination depends on the market demand for products and market supply. Cultural goods and services to expand market demand to guide practitioners inevitable subject of cultural industries to increase market supply; cultural goods and services supplied to the market demand has introductory, has a high cultural spending power of the crowd is no specific reason why the demand for cultural products, often because there is no corresponding cultural products, a new supply of cultural products and services can often encourage people to find their missing consumption, arouse people's demand for the kinds of products and services.

The Features of the Internet Marketing In Cultural Industries

Combination of Internet and cultural industry gave birth to the Internet culture industry this new form of industry. As a built up in the traditional form of cultural industries on the basis of industry, the Internet industry, the continuation of the cultural industries and cultural basic amount of industrial areas, but the Internet as a cultural industry opens up new space for development, which not only cultural products on the Internet platform dissemination, distribution, and more essential is the way the Internet has changed the composition and understanding of the scope of the cultural industry, therefore, we must first clear the following five features of the new Internet culture industry.

First, the technology is different from a single IT company profitable way, the Internet culture of enterprise business involves platforms, content and entertainment. On the surface, the Internet is propped up by IT and communication technologies, in fact, the Internet has gone beyond the IT and communications fields. IT becomes a part of the Internet, but not all the Internet. IT companies rely on IT services profitable Internet companies rely on IT services in addition to money, also through the various aspects of people's lives to make money. Like Baidu, Alibaba, Tencent these original IT companies are into Internet companies, traditional portals later turned into a variety of network platforms, by making the platform and then add entertainment to influence people's lifestyles. IT company to get benefits through IT technology, allowing users free access to the Internet company IT technology, but through other channels to make a profit, such as the user is free to use (NN, but the internet can make money by selling takeaway.

Second, the Internet is not equivalent to the new media and new media is just one function of the Internet. In essence, the Internet is a great platform, it operates all the content in the product, and the Internet can provide new media platforms is unique, for example, in the film's marketing aspect, according to the conventional marketing model of a movie, posters , floor activities, outdoor advertising is a very important pieces of marketing investment, but with the development of the Internet, network marketing has begun to replace the traditional media, has become the main battlefield of entertainment marketing. New media advantage is that it enables integration with other functions, such as watching while downloading, watching TV while shopping, financial and payment of these different functions are integrated. Media Traditional media is single, and the new media and the Internet have been combined together, cannot be separated. Therefore, the new Internet medium is assimilated into a one of kind features. Internet platform gives effect new media has brought new business models, but also changed the traditional cultural industries marketing methods.

Third, the Internet and other new media can provide a variety of sales channels and it is generally not possible platform. Why the portal will decline? Because the functions of the portal are too simple, it can only display information and cannot provide sales channels. Compared to new media platforms not only disseminate information but also to sell, transmit, display, trading platform can be implemented on the Internet, the Internet media functions and features into one channel. Because of this, the media would like to expand the direction of the platform, such as the European Cup is now broadcast on the Internet have higher incomes, with the income of traditional media coverage of a lot of difference.

Fourth, the Internet industry is a kind of cross-border cultural industry. For Internet cultural enterprises, business is no limit, something like electricity providers, finance, catering and other traditional cultural industries in the opinion of non-industrial cultural products can be integrated with the Internet cultural products, Tencent, Baidu, Alibaba and other enterprises engaged in internet services from a simple network technology platform manufacturers, operators and service providers started to engage in cultural industries, such as Tencent games, Baidu love Fantastic art, Alibaba internet television business are all cultural industries. Development of cross-border Internet has become a norm of cultural industries, but the Internet is not a simple cross-border business development, it is generally by way of the realization of investment cooperation, in which the capital has played an important role in cooperation between enterprises in different fields in on a common internet platform to achieve a cross-border integration of internet culture industry.

Challenge Facing Internet Marketing in the Cultural Industries

Although the Internet has brought to the cultural industry of these new changes, which contains a wide variety of development opportunities for the cultural industry opens up new space for development, but we also need to note that the Internet has brought to the cultural industry cannot be ignored the challenge, confront and understand these challenges is a necessary prerequisite for the development of Internet culture industry forward.

The first challenge is borderless Internet allows companies must achieve economies of scale to survive. Internet must have a scale to profit, and only reached the leader in related areas in order to survive for long. Otherwise, market value is very small, homogenous and other companies may catch up at any time. Value of the Internet culture business depends on its market size, the user is able to attract long-term market share or size is a very big challenge in a rapidly changing Internet.

The second challenge is the homogenization of competition and fake issues brought about by the Internet. Because of the low barriers to entry of the Internet, follow the trend of serious homogenization of competition is the Internet's ills. For a number of homogeneous attract business user or consumer purposes are depressed commodity prices, while its profits from the sale of counterfeit goods. This is undoubtedly worsened the competitive environment of the Internet, so the Internet culture business to be successful must think about how to stand out in the homogenization of competition in the Internet, and rely on the quality of cultural products occupy the core competitiveness.

The third challenge is the Internet's enormous impact on traditional cultural industries. These traditional newspapers and magazines media culture will become a small minority media, previously occupied by a large proportion of traditional media revenue, such as advertising and printing, will continue to decline, mainly due to the pressure rise of the Internet and other new media; traditional opera and other traditional cultural development and the protection of intangible cultural heritage and will face even greater pressure on the market, the traditional culture is difficult to obtain a dominant position in the market; local television stations will continue to decline, in addition to CCTV and a handful of local TV stations, TV revenue growth the stagnation or decline, while the video site as a representative of the media will be the main competitor of Internet television; physical store operations and most of the exhibition will be a crisis, whether it is gifts, arts and crafts, books, antiques or jewelry, the store will encounter the impact of the electricity supplier.

The fifth challenge is the traditional cultural industries even want to transition to the Internet is also very difficult. Traditional cultural enterprises to achieve the transformation of most require significant investment to expand their business through new investments or acquisitions, and therefore adequate funding is the primary difficulties faced by the transition. In addition, there is the risk of transformation. The two added together so that the risk of Internet culture industry has a higher risk. So, who are generally large companies can be successful on the Internet, only a handful of successful companies to win at high-risk high-return, most enter the field of Internet companies have failed, it is a challenge to face restructuring of enterprises .

The Internet Marketing Strategy in the Cultural Industry

Enterprises should choose the best play to their strengths to cut links network culture industry, do something according to their characteristics. Network culture industry marketing strategy from the viewpoint of the following:

Combined with consumer demand for mining resources potential value of network culture network culture can be seen as "reality" of cultural resources to the network "Migration." This feature is the integration of resources to reduce cultural communication costs, increase cultural exchange rate, increasing the likelihood of Cultural Resources. Emerging network culture industry through continuous cultural resources "restructuring", "recycling" a new cultural platform network, effectively improve the cultural creativity. Current consumption showing a personalized, fashion, technology and networking features and companies should aim at the network of cultural resources,

to explore more in line with consumer demand for products to.

Focusing on network culture industry market segment, prospect keen grasp the product in the early stages of network culture industry started, the main task is to start marketing needs to grasp the potential of the product and market prospects. Network culture industry includes many products, companies in this industry should be based on development and we need to focus on their own resources, monographs a field, providing products for a professional market. We can roughly determine the market positioning of the network of cultural products: primary products market. It refers to the direct commercial use of cultural resources, such as digital books, online literature creation. These products account for a large market in the current network culture industry, but also the basis of the market. Life means and tools to the network in people's lives became inseparable, more and more people use the Internet to read, access to information, access to a wide range of cultural information. It refers to the industrialization of cultural resources and the use of re-creation, such as movies, television, art and so on. Such products require a certain foundation for the arts and artistic support. In the process of industrialization and cultural resources of the re-creation and utilization, we should encourage and support the creation and development of pure art, mid-market products are mostly artistic products and arts-based developed. It refers to the network, digital re-creation of cultural resources and use, such as online games. Online games current products are mostly imported from abroad and the domestic product is too small quantity, poor quality. Deputy foreign companies on the one hand gaming brand, on the other hand to strengthen its own online gaming manufacturing, to attract more people to participate in the creation of this area, because the network game requires high technical support.

Use network marketing campaign to promote the healthy development of the cultural industry Cultural network products market segmentation after, but also have a healthy environment for the development, use marketing strategies to create an atmosphere conducive to its healthy development. Network culture industry in some products, such as online games popular culture is not accepted, so companies need to promote the positive impact of online games, will be advertising in the new cultural ideas permeate to the public, and promote the healthy development of the industry.

Conclusion

With the further development of the domestic Internet applications, related cultural industry chain industries need to combine its own characteristics, with emphasis on the Internet as the breakthrough point, can effectively achieve low-cost marketing and creating new economic growth effect of the cultural industry. China urgently needs to be able to present a full range of platforms and integration of the domestic supply and demand of resources, international cultural opportunities in the cultural industry, the integration of resources through an integrated online and offline, and ultimately the culture industry and the supply and demand characteristics of industrial clusters seamlessly.

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