พัฒนาการตลาดผ่านโซเชียลมีเดียสำหรับพิพิธภัณฑ์ฉางเต๋อ
Developed Social Media Marketing for Changde Museum

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บทคัดย่อ

ในขณะที่เทคโนโลยีดิจิทัลพัฒนาไป พิพิธภัณฑ์จำเป็นต้องมีแนวทางทาง
การตลาดใหม่ ๆ ปัจจุบันพิพิธภัณฑ์ฉางเต๋อไม่มีการเปลี่ยนแปลงทัศนวิสัย มีผู้เยี่ยมชมน้อย
และไม่มีแผนการตลาดเพื่อเพิ่มการมองเห็นและเพิ่มผู้เยี่ยมชม การศึกษานี้มีวัตถุประสงค์
เพื่อ 1) วิเคราะห์ลักษณะการตลาดของพิพิธภัณฑ์ที่มีผู้ค้นหามากที่สุด 10 อันดับแรก
ในประเทศจีน 2) รวบรวมประเด็นทางการตลาดในปัจจุบันของพิพิธภัณฑ์ฉางเต๋อ
3) พัฒนารูปแบบการตลาดบนโซเชียลมีเดียสำหรับพิพิธภัณฑ์ฉางเต๋อ มีการสัมภาษณ์
แบบกึ่งโครงสร้างกับเจ้าหน้าที่พิพิธภัณฑ์ฉางเต๋อเพื่อทำความเข้าใจปัญหาที่มีอยู่ของง
พิพิธภัณฑ์ฉางเต๋อ โดยศึกษาลักษณะการตลาดบนโซเชียลมีเดียของพิพิธภัณฑ์10 อันดับ
แรกที่มีผู้ค้นหามากที่สุดในประเทศจีน พัฒนารูปแบบการตลาดบนโซเชียลมีเดียสำหรับ
พิพิธภัณฑ์ฉางเต๋อ ผลการวิจัยแสดงให้เห็นว่าพิพิธภัณฑ์ที่มีผู้ค้นหามากที่สุด 10 อันดับ
แรกในประเทศจีนมีโซเชียลมีเดียที่ได้รับการพัฒนาอย่างดี เนื้อหาที่เกี่ยวข้องกับ
พิพิธภัณฑ์ อย่างใกล้ชิด มีปฏิสัมพันธ์ที่แข็งแกร่ง และการสร้างแบรนด์ที่สมบูรณ์ โมเดล

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การตลาดบนโซเชียลมีเดียที่เสนอในการศึกษานี้สามารถให้คำแนะนำสำหรับการออกแบบการตลาดผ่านสื่อของพิพิธภัณฑ์ฉางเต๋อ ซึ่งช่วยขยายอิทธิพล เพิ่มรูปแบบการโต้ตอบและเพิ่มการมีส่วนร่วมของสาธารณชน การศึกษานี้สำรวจกลยุทธ์การตลาดผ่านโซเชียลมีเดียสำหรับพิพิธภัณฑ์จีน ซึ่งยังคงเป็นงานวิจัยที่ค่อนข้างใหม่ กรอบการวิเคราะห์และแบบจำลองที่กำหนดขึ้นในการศึกษาครั้งนี้เป็นข้อมูลอ้างอิงที่ดีสำหรับการวิจัยเพิ่มเติม

คำสำคัญ : พัฒนาการตลาดโซเชียลมีเดีย พิพิธภัณฑ์ ฉางเต๋อ

Abstract

     s digital technology continues to evolve, museums must adopt innovative marketing strategies. Currently, Changde Museum suffers from limited visibility, low visitor numbers, and it lacks a comprehensive marketing plan to increase its visibility and visitors. The purposes of this study were to: 1) analyze the marketing characteristics of the top ten most searched museums in China; 2) gather the current marketing issues faced by Changde Museum; and 3) develop a social media marketing model tailored to Changde Museum. Semi-structured interviews were conducted with Changde Museum staff to gain insights into the existing problems by studying the social media marketing characteristics of the top ten most searched museums in China. A social media marketing model was proposed for Changde Museum. The findings revealed that these top ten most searched museums in China maintain well-developed social media presences, produce content that is closely aligned with their identities, foster strong interactivity, and exhibit well-established brand building. The proposed social media marketing model in this study offered practical guidance for

enhancing Changde Museum's media marketing, enabling it to expand its reach, enrich interactive engagement, and boost public participation. This study contributed to the emerging field of social media marketing in Chinese museums. The analytical framework and proposed model offer valuable references for further research.

Keywords : developed social media marketing, museum, Changde

Introduction

The Changde Museum is a historical museum located in Changde City, Hunan Province, China. It was founded in 1990. Carrying the region's rich historical and cultural heritage (Wei et al., 2020). In an era of ubiquitous digital technology and the proliferation of social media platforms, institutions and organizations around the world are faced with unprecedented opportunities to engage with their audiences (Zayani, 2021).

The Changde Museum faces the problem of low visitor numbers. According to statistics, less than half of museums in China are able to use the Internet and social media for effective promotion (Batat, 2020). This is because traditional museums pay more attention to physical space design and static exhibitions and are less sensitive to the new opportunities and problems brought by digitalization.

As early as 2016, the Chinese government promulgated the "Thirteenth Five-Year Plan for the Development of Museums", proposing goals such as improving museum classification settings and promoting the modern development of museums. Many scholars have conducted research

on the development of museums. For example, Lo (2018) found that the digital construction of Chinese museums has entered a stage of rapid development, but the integration and continuous construction of digital resources still faces challenges. Chiwara and Chipangura (2018) believe that Chinese museums should strengthen Internet thinking, implement social operations, actively expand intangible cultural heritage displays, and promote traditional cultural inheritance and innovation. Giannini (2019) believes that museums need effective marketing and promotion strategies to attract tourists and visitors, especially in the highly competitive tourism market.

Regarding The Changde Museum, many scholars have conducted related research, such as An empirical study on tourists' perception of Changde Museum. Chiwara and Chipangura (2018) studied Above the Dust - Changde Cellular House Museum, a philosophical and poetic construction. Interpretation and analysis of the exhibits in Changde Museum. Although many scholars have studied the Changde Museum, no scholar has yet conducted research on the social media market. There is an academic gap in the social media marketing of the Changde Museum.

This article will explore the development of social media marketing of Changde Museum, find out the current problems of Changde Museum, collect the top ten search volume museums in China, analyze their marketing characteristics, and formulate a social media marketing plan for Changde Museum. Widespread adoption of social media not only changes communication but has the potential to reshape the way museums operate. By leveraging social media marketing, museums like Changde can capitalize

on this shift to reach a broad and diverse audience, promote collections, and stimulate cultural curiosity.

Objective

1. To analyze the marketing characteristics of the top ten most searched Museums in China.

2. To collect Changde Museum's current marketing problems

3. To develop a Social Media Marketing model for Changde Museum

Conceptual framework

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│       for Changde Museum         │
└─────────────────────────────────┘
       ↙                    ↘
┌──────────────────────┐  ┌──────────────────────────────┐
│ Interviews with ten  │  │ Collection of marketing      │
│ Changde Museum staff │  │ strategies for the top ten   │
│                      │  │ most searched museums in China│
└──────────────────────┘  └──────────────────────────────┘
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│ To collect and       │  │ Analysis and summary of the  │
│ summarize the current│  │ marketing characteristics    │
│ marketing problems of│  │ of the top ten museums in    │
│ Changde City Museum  │  │ China by search volume       │
└──────────────────────┘  └──────────────────────────────┘
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│     Developing social media marketing strategy   │
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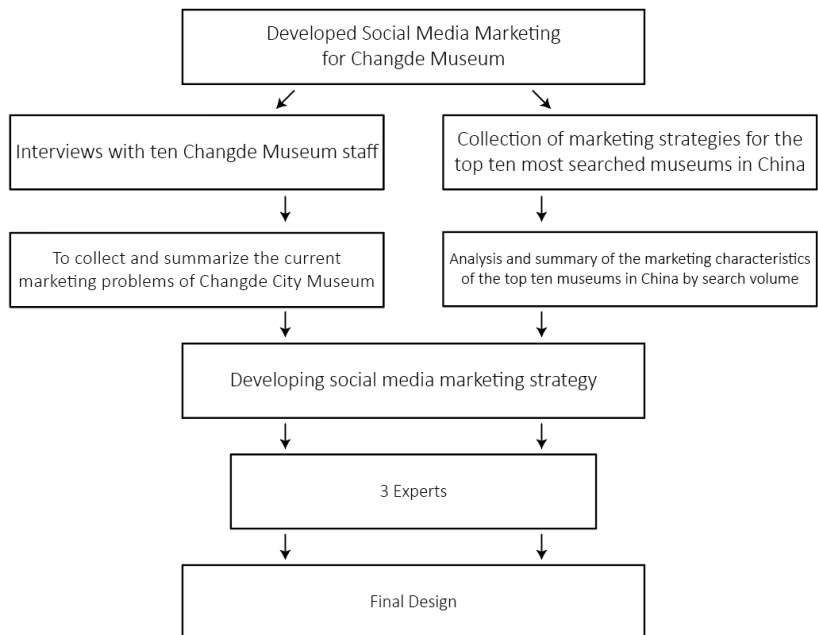
Figure 1 Conceptual Framework

The research framework explains that first, through online interviews, the staff of Changde Museum were interviewed in order to collect the current problems of Changde Museum. Then use hot search data to collect and analyze the marketing strategies of the top ten museums in China. Create a marketing strategy for the Changde Museum based on the existing problems of the Changde Museum and the marketing characteristics of the top ten Chinese museums with search volume, and then consult with experts to improve the marketing plan and complete the formulation of the final marketing strategy (Draw as a diagram to demonstrate the conceptual framework to cover the subject studied. There is a description under the diagram.)

Literature review

1. Research Theory

This study involves Sociocultural Theory, which provides the necessary concepts, frameworks and guidance to support the research and provide a theoretical basis for developing Changde Museum's marketing model (Qureshi, 2021). These theories include market segmentation, brand management, consumer behaviour, etc. They provide a profound theoretical perspective for the research and explain the principles behind the research findings (Heding et al., 2020). In addition, marketing theory also provides methods and tools for data analysis, allowing research to answer questions more comprehensively and develop effective marketing strategies (Riikkinen et al., 2018).

2. Museum Definition

A museum is a cultural institution whose core responsibility is to collect, protect, study and display objects and cultural heritage of cultural, historical, scientific or artistic value to educate, inspire and entertain the public (Hewison, 2023). The museum provides a public resource that promotes cultural understanding, the dissemination of knowledge and the transmission of cultural heritage through exhibitions, educational activities, research and community engagement. They contribute to safeguarding a society's cultural diversity and historical memory by protecting and promoting cultural assets in all their forms (Blake, 2018). Museums also have a social responsibility to provide value at a cultural, educational and social level, to meet the needs of different groups of people and to promote cultural dialogue and reflection (Pop et al., 2019).

3. Historical Museums

Historical Museums: Historical museums are dedicated to collecting, preserving, and displaying historical artefacts, archives, and exhibits to help the public understand the history of a specific period, event, or society (Mairesse, 2019).

4. Changde Museum

Figure 2 Changde Museum

Source : http://www.hncdbwg.cn

Changde Museum belongs to the classification of history museums. History museums focus on collecting, preserving and displaying historical artifacts, archives and exhibits to help the public understand the history of a specific region, including social, cultural, political and economic developments. This type of museum typically displays artifacts and materials related to the area or community's past to promote historical education and cultural heritage (Borell & Dussubieux, 2022).

5. Marketing Definition

Marketing is an organizational activity designed to understand customer needs and desires and to meet these needs through the effective management, pricing, promotion and distribution of products and services to achieve organizational goals and customer satisfaction (Daniel, 2018). Marketing includes not only the design and development of products or services, but also communication with potential and existing customers to build lasting relationships, create value and achieve competitive advantage (Lo & Campos, 2018). Marketing emphasizes customer orientation, market orientation, and strategic planning to achieve organizational success and growth in an ever-changing market environment (Bhaskar, 2020).

6. Social Media Marketing

Social media marketing involves utilizing platforms like Instagram, Twitter, and YouTube to establish a brand presence, connect with customers, drive website traffic, and boost sales. These platforms have proven to be excellent marketing tools due to their capacity to educate customers about products, personalize consumer social media experiences, and engage with an audience in unprecedented ways (Macarthy, 2021).

Marketers rely on data analytics tools to craft targeted advertisements and timely posts, which increase social media engagement with brands and enhance revenue (Ducange et al., 2018).

    7. Museum Marketing

        Regarding the marketing of museums, many scholars have conducted relevant academic research. For example, Macalik (2018) studied Museum's marketing communication tools-results of empirical research. The main content of this paper is about the marketing communication tools of Polish museums. The research, using quantitative survey methods, surveyed 85 museum marketing managers in 2017. The conclusion highlights the need for museums to focus more on marketing and communication activities to attract a wider audience and maintain relationships with existing visitors (Macalik, 2018). Macarthy (2021) studied the Marketing Strategy of the Indonesian Soldier Museum to Increase Tourist in Supporting Awareness of Defending the Country. This study aimed to explore the marketing strategy of the Indonesian Soldier Museum, with special emphasis on product, The importance of factors such as price, promotion, location and staff in the management of a museum. The study found that museums currently do not have a clearly defined marketing strategy, which makes it difficult to measure their achievements and effectiveness. This study provides useful insights for museum managers on how to enhance their marketing management strategies to better fulfill their educational and national defense missions in society. Lukáč et al. (2021) studied the Potential of marketing communication as a sustainability tool in the context of castle museums. This paper mainly studies The potential of marketing

communication as a sustainable development of castle museums aims to explore how to promote the sustainable development of museums through effective marketing communication strategies. The research question revolves around the relationship between marketing communication and sustainability in the Castle Museum as the research objective. The research highlights the key role of effective marketing communications in achieving sustainable development for castle museums, providing useful management insights for cultural institutions. YETİMOĞLU & BÜYÜKŞALVARCI (2018) studied contemporary approaches in museum marketing strategies and applications in private museums in ankara. This paper mainly studies the marketing organization of museums and its role in improving visitor satisfaction and attracting more role in tourists and increasing revenue. Research questions revolve around how museums can apply different marketing channels to meet the needs of a wider audience and how to develop appropriate marketing strategies to achieve this. The study adopted a qualitative research method and obtained data on the museum's marketing activities by conducting in-depth interviews with relevant museum staff and analyzing their responses. The findings indicate that museums in recent years have begun to apply different marketing channels such as personal selling, advertising, word-of-mouth, educational events and distribution to increase visitor engagement. In addition, the museum collaborates with other museums internationally to share and learn from marketing experiences. Ultimately, the article concludes that correct and effective marketing strategies will help increase visitor satisfaction and loyalty, making museums more attractive. Liu (2021) studied Utilizing

Museum Marketing Strategies to Help Xianyang Museum to Attract Visitors. This paper aims to explore how to attract more tourists through museum marketing strategies. Research questions include how museums adapt to social needs, improve market competitiveness, and how to establish an effective museum marketing system. The paper concludes by pointing out that museum marketing is an effective way to ensure the survival and development of museums, which need to keep pace with the times and cater to changing social needs to avoid being marginalized. Suwaryono et al. (2022) studied Challenges and Issues on Marketing the Museum in Indonesia. This paper mainly studies the situation of Indonesian museums when facing market challenges and issues. The research goal is to explore how to improve the attractiveness of museums and attract more visitors. The study used a quantitative descriptive research method using a questionnaire to collect visitor demographic information, frequency of visits, and perceptions of the museum. The paper concludes that museums need to work hard to improve public perception of them and increase their attractiveness to attract more visitors, and recommends that museums work with the community and actively participate in volunteer activities to improve their image and make the museum a more Attractive place to visit.

8. Summary

Many research questions revolve around "How to use marketing methods to increase the number of visitors to museums." Most scholars believe that marketing methods have a positive effect on museums and can promote the increase of museum traffic. So far, the Changde Museum has not carried out marketing-related development, resulting in very little traffic

in the Changde Museum. Therefore, the Changde Museum needs to carry out marketing development.

Research Scope

    1. Changde Museum Staff, The top ten most searched museums in China

    2. Population

        (1) 10 Changde Museum staff

        (2) Three experts will be selected by Marketing

    3. Sample Size

The top ten most searched museums in China.

Research Methodology

    1. Data collection and analysis:

Analyze the marketing characteristics of the top ten China Museums by search volume.

    2. Interview:

Online interviews with ten Changde Museum staff to understand the marketing problems of Changde Museum.

    3. Ask experts:

Ask experts to evaluate the marketing of Changde Museum, collect feedback, and optimize it

Results

1. Problems existing in Changde Museum

Regarding the current problems of the Changde Museum, the researcher conducted a semi-structured interview with the Changde Museum and invited 10 Changde Museum staff to conduct interviews. These 10 staff members were the director of the Changde Museum and the senior management of the museum. There are three staff members, three museum technicians, and three visitor service and tour guides. The interviews were audio-recorded and coded by each of the 10 staff members. Facing the first question, Problems existing in Changde Museum, 10 staff members gave their answers as follows:

Table 1 Interview list of 10 people from Changde Museum

Position	Problem Perspective
Director of Changde Museum	The marketing issue is that we need more branding and visibility, we need to build a stronger marketing brand to attract more visitors and supporters.
Senior Museum Administrator (1)	Coordination of internal departments needs improvement to ensure that marketing strategies are consistent with the museum's mission and goals. Cooperation between departments needs to be improved to ensure smooth flow of resources.
Senior Museum Administrator (2)	Limited budget is one of the marketing issues, and more funds are needed to support advertising, promotion of special exhibitions and activities with local partners.

Position	Problem Perspective
Senior Museum Administrator (3)	Digital transformation is one of the challenges, requiring more technology and training to improve online presence and digital media strategy, requiring additional investment.
Museum Technician (1)	The interactivity of the website and digital channels needs to be improved to attract the younger generation of visitors. Website and social media strategies need to be improved and professional technical support is required.
Museum Technician (2)	The online ticketing and booking experience needs to be improved. We heard tourists complain that the process of online ticket purchasing and booking visits is not convenient enough, and the website and ticketing system need to be optimized.
Museum Technician (3)	The maintenance of digital display equipment is a problem and more technical support is needed to ensure the normal operation of exhibits and interactive equipment. If equipment malfunctions, it may impact the guest experience.
Visitor Services and Guides (1)	Guides need to be better trained to provide more in-depth information and guidance, ensuring that guides have expertise.
Visitor Services and Guides (2)	More training is needed to improve the quality of visitor services to meet a variety of needs, provide friendly and professional service, and ensure visitors have a pleasant experience.
Visitor Services and Guides (3)	One of the marketing issues is the need for more resources to provide interactive tours and activities, which can increase visitor engagement but require budgeting and planning.

These questions cover many aspects of marketing, including branding, internal coordination, budget management, digital transformation, online interactions, service quality and resource allocation. Addressing these issues will help museums increase their visibility, reach a wider audience,

increase visitor engagement, and thus better achieve their cultural and educational missions.

2. The current status of Changde Museum's operations in the design media market

(1) Social media account opening

Regarding the opening of social media accounts of Changde Museum, we selected the most popular APPs in China, including the official website, Tiktok, Kuaishou APP, Weibo, WeChat official account, Xiaohongshu APP, and Bilibili.

Table 2 The current status of Changde Museum's operations in the design media market

Media name	Whether to open	There is a problem
Official website	Yes	Outdated style and rarely updated content
Xiaohongshu APP	NO	
Douyin APP	NO	
Kuaishou APP	NO	
WeChat public account	Yes	Content is rarely museum-related
Weibo	No	
Bilibili	No	

(2) Sales Platform

Regarding the product sales platform of Changde Museum, it has not opened a marketing account among many sales platforms.

(3) Brand related construction

The analysis found that Changde Museum does not have a clear brand image, including its standard colors, etc., and there is no relevant extended publicity such as posters, IP images, etc.

Table 3 Brand related construction

Brand logo	It has been established
IP Image	NO
Brand standard colors	NO
Poster Promotion	NO

3. Summary

Through interviews with 10 Changde Museum staff, we learned that the Changde Museum has problems in many aspects of marketing, including brand promotion, internal coordination, budget management, digital transformation, online interaction, service quality and resource allocation. After collecting information on the Changde Museum's social media presence, we found that the Changde Museum has only opened an official website and a WeChat public account, and there are also problems. Regarding brand building, only the brand LOGO has been built. Since there are many problems in Changde Museum, the author will solve limited problems from the aspect of social media marketing. Solving these problems will help the museum increase its visibility, attract more audiences, and increase visitor participation.

4. The top ten most searched museums in China

According to the data "Chinese Museum Trending Searches" released by the National Bureau of Statistics of China in December 2022, the top ten museums and search indexes are:

Table 4 2022 Chinese Museum Hot Search Index Ranking

Museum name	Hot search index
Palace Museum	4.87
National Museum of China	4.58
Suzhou Museum	4.47
Nanjing Museum	4.45
Shanghai Museum	4.29
Guangdong Provincial Museum	4.22
Henan Museum	4.21
Shaanxi History Museum	4.15
Chengdu Museum	4.09
China Silk Museum	4.01

(Data comes from the National Bureau of Statistics of China)

5. Social media marketing characteristics of the top ten most searched museums in China

Table 5 Social Mdia and brand building of the top ten most searched museums in China

Museum name	Social Media
Palace Museum	Douyin, Bilibili, WeChat official account, Weibo
National Museum of China	Douyin, Bilibili, WeChat official account,Weibo, Xiaohongshu

Museum name	Social Media
Suzhou Museum	Douyin, Bilibili, WeChat official account,Weibo, Xiaohongshu
Nanjing Museum	Douyin, Bilibili, WeChat official account, Xiaohongshu
Shanghai Museum	Douyin, Bilibili, WeChat official account,Weibo, Xiaohongshu
Guangdong Provincial Museum	Douyin, Bilibili, WeChat official account,Weibo,
Henan Museum	Douyin, Bilibili, WeChat official account,Weibo, Xiaohongshu
Shaanxi History Museum	Douyin, Bilibili, WeChat official account,Weibo,
Chengdu Museum	Douyin, Bilibili, WeChat official account, Weibo, Xiaohongshu
China Silk Museum	Douyin, Bilibili, WeChat official account, Weibo

Table 6 Social media content updates

Museum name	Douyin	Bilibili	WeChat official account	Weibo	Xiaohongshu	Content preferences
Palace	1articles /2day	1articles week	1articles /1 week	1articles /day	/	Museum content
National Museum of China	1articles /3day	1articles /5day	1articles /1 week	1articles /1 week	1articles /1 day	Museum content
Suzhou	1articles /1 day	1articles /1 month	1articles /5 day	3articles /1 day	2articles /1 day	Museum content
Nanjing	1articles /5 day	1articles /1 week	1articles /1 week	/	1articles /1 week	Museum content
Shanghai	1articles /1 week	1articles /1 week	1articles /1 week	1articles /3 day	1articles /2 week	Museum content
Guangd Provincial	1articles /1 week	1articles /2 week	1articles /1 day	1articles /3 day	/	Museum content
Henan	1articles /3 day	1articles /5 day	1articles /1 day	2articles /1 day	1articles /3 day	Museum content

Museum name	Douyin	Bilibili	WeChat official account	Weibo	Xiaohongshu	Content preferences
Shaanxi History	2articles /5 day	1articles /5 day	1articles /1 day	1articles /1 day	/	Museum content
Chengdu	1articles /1 day	1articles /1 month	1articles /10 day	3articles /1 day	1articles /1 day	Museum content
China Silk	1articles /2 day	1articles /1 week	1articles /1 day	2articles /1 day	/	Museum content
Content preferences	Highly interactive	High quality long videos	Long pictures and texts	Mostly activities and topics	Exhibition surroundings	

7. Top 10 Museum Marketing Characteristics

The top ten most searched museums in China Features of social media marketing include:

(1) Social media has a wide scope, including text content, video content, short video content, graphic content, etc.

(2) The brand building is perfect, and many designs including IP image, product packaging, derivative products, and sales platforms have been designed.

(3) The social platform opened has unified content, high relevance to the museum, stable content updates, and high quality.

(4) Douyin, weibo, and xiaohongshu app update content more frequently, while WeChat public accounts and bilibili update more slowly.

8. Changde Museum Social Media Marketing Model

Changde Museum Social Media Marketing Model

Douyin(Tiktok)
1. A close-up video of the cultural relics on display, accompanied by simple and vivid explanations, with a duration of 15-30 seconds.
2. Animation restoration videos of cultural relics in the collection make the antiquities "alive" and increase interactivity.
3. Record videos of the restoration process of national treasure-level cultural relics to satisfy users' curiosity.
4. Release short popular science videos related to traditional culture during important festivals.
5. Organize short video challenge activities around the exhibition such as "Take you on a quick tour of the xx exhibition".

Bilibili
1. Video explaining cultural relic restoration techniques, 3-5 minutes in length.
2. The historical background and legends of the national treasure-level cultural relics in the collection.
3. Hold an online "Dubbing for Cultural Relics" event to collect interesting user dubbing works.
4. Launch cultural and creative products such as Q-versions of cultural relics in the collection to attract users to purchase.
5. Organize interactive videos such as Q&A on cultural relics and culturally related encyclopedia Q&A.

Weibo
1. Carry out the "Weibo Live Visit" new exhibition preview activity.
2. Publish exhibition posters and pictures of key exhibits to increase warm-up exposure.
3. Carry out online prize-winning interactions, forward lottery draws, etc.
4. Publish notices of important academic lectures and activities in the library.
5. Regularly push the historical story or legend behind a cultural relic.

WeChat public account
1. Publish special articles to provide in-depth interpretation of the important cultural relics on display.
2. Organize experts to comment on the exhibition.
3. Users who check in to visit the event can receive small cultural and creative gifts.
4. "WeChat Collection" column introduces the fine collections in detail.
5. Regularly send out lectures and course notices in the library.

Xiaohongshu
1. Actual pictures of the exhibition, accompanied by text and background introduction.
2. Demonstration of outfits for key exhibits to enhance interactivity.
3. User-generated content to collect visitor experiences.
4. Food guide around the exhibition.
5. Special recommendations for cultural and creative products in the collection.

Douyin(Tiktok)	Bilibili	Weibo	WeChat public account	Xiaohongshu
1 articles / 1 week	1 articles / 2 week	1 articles / 1 day	1 articles / 1 day	1 articles / 1 week

Figure 2 Changde Museum Social Media Marketing Model

The social media marketing of Changde Museum is launched from five APPs, namely Douyin, Bilibili, WeChat official account, Weibo, and Xiaohongshu. Douyin APP updates content every week, Bilibili APP updates content every two weeks.Weibo APP updates content every day. The WeChat public account updates content once a day. Xiaohongshu APP updates content once a week.

9. Ask the experts

Ask three experts about this social media model, namely brand marketing expert: Mu Hong, chairman of China Advertising Association, product planning expert: Liu Luanping, an entrepreneur who founded multiple companies, social media operations expert, deputy director of China Advertising Association Chairman: Yuan Jian

Expert 1: Mu Hong, Chairman of China Advertising Association

Mu Hong Experts said that this content marketing plan is relatively comprehensive and systematic, with good positioning and main content on different social media platforms. However, it is recommended that when creating content, attention should be paid to promoting traditional Chinese culture and improving the cultural confidence of Chinese people. In addition, the educational function of the museum can be appropriately strengthened and some popular science content that is both educational and entertaining can be added.

Expert 2: Liu Luanping, entrepreneur

Expert Liu Luanping said that this plan highlights the marketing concept for different users, which is worthy of recognition. It is recommended that you occasionally try some new creative ideas. For example, Xiaohongshu

can launch special exhibition etiquette photos to attract young people. Sometimes you have to think outside the box to make the museum's social media operations more exciting.

Expert 3: Yuan Jian, Vice Chairman of China Advertising Association

Expert Yuan Jian said that in terms of content planning, it is recommended to add some interactive links, such as Q&A on cultural relics on public accounts, prizes for likes on Douyin, etc., to enhance user participation and stickiness. In addition, different social media accounts can also promote each other appropriately to expand the scope of communication. Overall, this plan can be used as a good starting point and can be continuously optimized and improved in practice.

New knowledge and utilization

1. The top ten most searched museums in China have extensive social media operations, mainly on Douyin, Bilibili, Xiaohongshu, WeChat public accounts, and Weibo.

2. The top ten most searched museums in China have complete brand construction and have many extended designs such as IP mascots and product derivatives.

3. The social media content of the top ten most searched museums in China is closely related to the museum itself, and social media updates have a fixed time and form a regular pattern.

4. Most scholars believe that marketing methods have a positive effect on museums and can promote the increase of museum traffic.

Conclusions

This study focuses on the Developed Social Media Marketing for Changde Museum study. The main conclusions are as follows:

1. By analyzing the social media accounts of the top ten most watched museums in China, it was found that these museums generally have the characteristics of high and stable update frequency, diverse content forms, strong interactivity, and perfect brand building.

2. After interviews and data collection, it was discovered that Changde Museum has problems such as insufficient account construction, infrequent updates, and poor interactivity in social media marketing.

3. The social media marketing model proposed in the study can provide guidance for the design of media marketing of Changde Museum, helping it expand its influence, enrich interactive forms, and increase public participation.

Discussions

1. The significance of comparative analysis results:

The results show that China's top ten museums generally demonstrate high-frequency updates, diversified content forms, strong interactivity and complete brand building in terms of social media marketing. This illustrates the need for museums to proactively leverage social media platforms to build their brand image, engage audiences, and increase public engagement in a highly competitive social media environment (Vassiliadis & Belenioti, 2017).

2. Problems with Changde Museum

Through interviews and data collection, Changde Museum has problems such as insufficient account construction, low update frequency and poor interactivity in social media marketing. These problems have affected the museum's social media presence and brand image, and also limited its communication and interaction with the public (Drotner & Schrøder, 2013).

3. Implications of the study

The social media marketing model proposed in this study provides important guidance and reference for the Changde Museum, which can help the museum improve its social media marketing strategy and expand its influence and visibility on social media platforms. By increasing account building, increasing update frequency, and enhancing interactivity, Changde Museum can better interact with its audience, enhance public participation, and ultimately achieve better marketing results (Chung et al., 2014).

Recommendations

1. Research on content and form innovation

Research and explore more attractive and innovative content forms on social media, such as virtual tours, AR/VR experiences, short video production, etc., to increase user engagement and retention.

2. Social media marketing effectiveness evaluation

Establish a scientific evaluation index system to conduct quantitative and qualitative evaluations of Changde Museum's social media marketing effects, including focusing on growth, user interaction, content

dissemination, etc., to provide data support for subsequent optimization strategies.

3. Social media cooperation model for cultural institutions

Research and explore social media cooperation models between cultural institutions, including content sharing, joint activities, etc., to expand Changde Museum's influence and popularity on social media.

These research directions can help Changde Museum gain a deeper understanding of the current status and development trends of social media marketing, and provide scientific basis and guidance for its future marketing strategies and practices.

Contribution

This exploratory research makes valuable contributions to the under-studied area of museum social media marketing in China. It proposes an analysis framework and practical model for museums to optimize new media strategies. The findings diagnose the problems of Changde Museum's social media marketing and provide targeted guidance for improvements. The model also has reference value for other museums and public service organizations. While admitting certain limitations, this pioneering study enriches the literature and encourages future research. It is suggested that museums should prioritize new media marketing, cooperate with professionals to produce creative content, adopt differentiated strategies for various platforms, regularly evaluate performance and collaborate for sustainable innovation. To conclude, this research presents a meaningful attempt at exploring museum social media marketing models in the Chinese

context. The insights on both theoretical framework and practical strategies will facilitate future researches and practices in relevant fields.

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