

# Current Situation, Development Shackles and Relief Paths of Dual-Channel Marketing of "Intangible Cultural Heritage" Shui Ethnic Group Horsetail Embroidery Products

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## Abstract

**This paper analyzes the current situation and problems of online and offline dual-channel marketing of horsetail embroidery products by using literature method, field investigation method and interview method. The key factors for the success of horsetail embroidery product marketing. The horsetail embroidery product itself must not only meet the needs of modern consumers, but also make good use of modern new media and e-commerce platforms in product marketing. The platform and new model help the marketing and inheritance of horsetail embroidery products, make the intangible cultural heritage culture form an active and emerging intangible cultural heritage economy, drive the expansion of the influence of tourism brands in Sandu county, economic development and the common prosperity of the people, and boost the rural revitalization of Qiannan.**

## Keywords

**Horsetail Embroidery Products; Dual-Channel Marketing; Non-Genetic Inheritance; Tourism Brand; Rural Revitalization.**

## 1. Introduction

### 1.1. Overview of Horsetail Embroidery and Horsetail Embroidery Products

#### 1.1.1. Horsetail Embroidery: The Continuation of Intangible Cultural Heritage

Guizhou Sandu Shui Horsetail Embroidery is a traditional special embroidery technique with horsetail as an important raw material passed down by Shui women from generation to generation. In 2017, Sandu's "Shui Ethnic Horsetail Embroidery" was awarded the "National Geographical Indication Product Protection Certificate" by the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China. Embroidery products that mark product protection[1].

The production techniques and methods of horsetail embroidery are very complex and unique, making the production of horsetail embroidery impossible to replace by machines. When making horsetail embroidery, the first step is to use 3 to 4 horsetail hairs as the core, and hand-wrap the white silk thread tightly around the horsetail hair to make it a prefabricated embroidery thread similar to bass strings. The second step is to embroider the embroidery thread with the horsetail core on the home cloth with the Shui ethnic culture pattern painted on it. The third step is to weave flat colored threads with colored silk threads of different colors, and fill in the middle part of the outline of the embroidered pattern. The fourth step is to embroider the rest according to the usual embroidery techniques such as flat embroidery, cross-stitching, random stitches, and skip stitches.

The production process of horsetail embroidery is very complicated, but the embroidery made by this process has a sense of bas-relief, and different patterns and patterns have different symbols and meanings, which are unmatched by other embroidery techniques. Horsetail embroidery was first used to make straps for carrying children (called "evil knots" in Shui language). Shui ethnic straps are an indispensable daily necessities for Shui women, an essential tool for raising children, and play an important role in various production labor. The child of the Shui tribe grows up on the mother's back, the mother has to work and take care of the child, and the strap becomes the mother's good helper [2]. In addition, horsetail embroidery is also used for pointed embroidered shoes (called "Zhekie" in Shui language), women's waistbands and breastplates, children's hats, purses, scabbard sheaths, etc. However, with the changes of the times, the old patterns and styles can no longer meet the aesthetic needs of contemporary people, and more and more young people of the Shui ethnic also go out to work, which brings great disadvantages to the inheritance and development of horsetail embroidery. influences. In order to realize the sustainable development, protection and inheritance of horsetail embroidery, the intangible cultural and artistic heritage of ancient horsetail embroidery must be organically integrated with modern culture and technology, and it must be re-conceptualized or innovatively designed, so that horsetail embroidery can be used in modern products. It shows the charm of traditional culture and meets the psychological needs of modern consumers who advocate and show their individuality, thus attracting attention from all walks of life to the intangible cultural and artistic heritage of horsetail embroidery, so that it can not only be better protected and inherited, but also provide The coordinated development of regional economy in Guizhou Province and the development of social culture have unique value.

### **1.1.2. Horsetail Embroidery Products: the Carrier of Intangible Cultural Heritage**

In order to protect, inherit and develop horsetail embroidery, through the joint efforts of the government and non-genetic inheritors, the Shui people also began to change their traditional concepts and began to accept the application of horsetail embroidery to some modern people's favorite items, so many horsetails were created. Embroidery cultural and creative products and a wide variety of other horsetail embroidery products. For example, horsetail embroidery is embroidered on leather bags, canvas bags, cheongsam, Qiannan, group fans, pencil cases, accessories, etc., gradually catering to the needs of the market. Since horsetail embroidery was listed as a national intangible cultural heritage, its products have gradually developed in the direction of industrialization. During the period of targeted poverty alleviation, driven by the intangible inheritors of horsetail embroidery, more than tens of thousands of embroiderers from Shui ethnics have participated in the development of horsetail embroidery. In the embroidery work, the development of the industrialization of horsetail embroidery has solved the employment problem of embroidered women, allowing them to find employment at their doorstep, which not only increases the economic income of themselves and their families, but also can take care of the elderly and children at home. At the same time, it also promotes social stability and local economic development.

## **2. The Current Situation and Existing Problems of Offline Marketing of Horsetail Embroidery Products**

### **2.1. Description of the Current Situation of Offline Marketing of Horsetail Embroidery**

After visiting Sandu Shui Horsetail Embroidery Museum, Sandu County Peach Blossom Horsetail Embroidery Art Production Co., Ltd., and visiting the national intangible inheritor of horsetail embroidery, Mrs. Wei Taohua, senior technician of horsetail embroidery, and Mr. Pan Wentian, general manager of the company, learned that: After horsetail embroidery was

included in the first batch of national intangible cultural heritage in 2006, with the strong support of the government and people from all walks of life, the intangible inheritor of horsetail embroidery and the person in charge of horsetail Embroidery Art Production Co., Ltd. will often Participate in some municipal, provincial and even national competitions organized by the government in terms of tourism, cultural and creative products, traditional national handicrafts, and intangible cultural heritage crafts. The superb and exquisite embroidery skills can also take advantage of this opportunity to promote horsetail embroidery and its products, Shui ethnic culture, water books, and Shui ethnic festivals to the outside world. Some other horsetail embroidery products brought in during the race will also be purchased at higher prices by the public who come to watch the race. In 2006, at the "Colorful Guizhou" Tourism Commodity Design Competition and the Finals of Skilled Craftsmen held in Guizhou Province, Wei Taohua won the special prize for her exquisite horsetail embroidery craftsmanship, thereby showing the horsetail embroidery to consumers and stepping out of the horsetail. An important step in the industrialization of embroidery [3]. In addition, before the outbreak of the COVID-19 pandemic, some large-scale exhibitions and expositions of intangible cultural heritage, traditional handicrafts, ethnic handicrafts, tourism cultural and creative products, etc. were often held all over the country and around the world. Mrs. Wei Taohua has participated in thousands of various exhibitions at home and abroad in the past 16 years. At the exhibition, horsetail embroidery cultural and creative products and other products are deeply loved by Chinese and foreign friends. The exquisite and unique traditional embroidery craftsmanship of Chinese ethnic minorities can often be sold at a good price, and has been highly recognized and praised by Chinese and foreign friends. In addition, some handicrafts, cultural and creative products, luggage and clothing companies will also sign some short-term or even medium and long-term orders with the non-genetic inheritors at the exhibition. With these orders, the non-genetic inheritors can drive more local Sandu people Embroidery women make horsetail embroidery, which drives local farmers' income and promotes local economic development. The local government of Sandu also actively organizes training courses on horsetail embroidery skills for embroidery girls. During the training sessions, embroidery girls can improve their embroidery skills and improve and innovate the craftsmanship of horsetail embroidery products. under the leadership of non-genetic inheritors, many more attractive horsetail embroidery products have been developed. In addition, there are offline Shui ethnic horsetail embroidery museums and franchise stores in Sandu County, million households Shui ethnic Village, Zhonghe Town, and other tourist attractions in Guizhou, such as Fanjing Mountain and Libo Ancient Town, and tourists can also buy horsetail embroidery products in tourist places. However, after on-the-spot research and visits, the author found that in the "Shui Ethnic Horsetail Embroidery Store" in Zhonghe Town and Libo Ancient Town, most of the horsetail embroidery operated in the store are not hand-embroidered, but machine-made, which has been completely lost. It shows the authenticity of the traditional handicraft of horsetail embroidery. Only the horsetail embroidery and its products presented in the "Sandu Shui Horsetail Embroidery Museum" and the "Song Shuixian National Folk Collection Exhibition" visited by the author, such as horsetail embroidery decorative paintings, horsetail embroidery traditional Shui ethnic costumes, children's hats, back fans, shoes, Jewelry, horsetail embroidery bags, etc. are made by traditional horsetail embroidery techniques.

## **2.2. Explanation of the Problem of Offline Marketing of Horsetail Embroidery Products**

Since the outbreak of the epidemic in December 2019, for more than two years, horsetail embroidery and its products, which have been using offline marketing as the main means, have encountered serious sales problems. With the need for epidemic prevention and control, exhibitions at home and abroad have been cancelled one after another, and the number of

various traditional handicraft competitions has also decreased sharply. In addition, the number of tourists visiting Sandu and major tourist attractions in Guizhou is also decreasing. sales also had a huge negative impact.

### **2.2.1. The Complicated Production Process Limits the Production Capacity of Horsetail Embroidery Products**

During the investigation, General Manager Pan Wentian mentioned that the traditional embroidery patterns and colors of Shui ethnic horsetail embroidery cannot meet the aesthetic needs of contemporary people, and the production process is complicated and the cycle is long, making it impossible for large-scale and batch production of horsetail embroidery. If, like other common industrial products, it is first produced and then sold, because the existing products cannot meet the preferences of consumers, the embroidered horsetail embroidery and its products will be unsaleable, wasting human, material and financial resources. at this stage, horsetail embroidery is more sold on offline orders. They customize the style, pattern, and tone according to the customer's needs. After the customization is completed, the horsetail embroidery piece is mailed to the customer. As for the customer who will They also don't know what kind of products the horsetail embroidery pieces are used for.

### **2.2.2. Self-developed Horsetail Embroidery Products Lack Brand Influence**

The survey found that after decades of development, although the horsetail embroidery products have shown industrialized development, and the inheritors and sales companies have also registered the brand, the horsetail embroidery products produced by the company are not only in style but also in product technology. Rough and unable to attract more consumers. The local horsetail embroidery production does not have a complete industrial chain. For example, taking the horsetail embroidery leather bag as an example, the horsetail embroidery sales company cannot complete the production of the entire horsetail embroidery leather bag. Because of the production process requirements, it must first meet the requirements of size, style and color. The horsetail embroidery pieces are mailed to some leather bag production companies in Guangdong, and then the leather bag production companies will sew the embroidery pieces on different styles of leather bags, and attach the name of the local brand of horsetail embroidery, and then the horsetail embroidery art production limited company sells. In addition, some other products of horsetail embroidery, such as clothing, accessories, group fans, etc., do not have brand logos on the products. In this way, consumers do not have a deep brand awareness of the product, and they will intuitively believe that the value of the product is relatively low, making it extremely difficult for the brand of horsetail embroidery products to have greater influence.

### **2.2.3. The High Price of Horsetail Embroidery Products Affects the Purchasing Power of the Market**

In the investigation, the price of the horsetail embroidery products in the Shui ethnic Horsetail Embroidery Museum is still unreasonable. For example, the price of relatively high-end horsetail embroidery products such as horsetail embroidery clothing is more than 10,000 yuan; the price of horsetail embroidery decorative paintings and leather bags is generally more than 2,000 yuan; the price of horsetail embroidery pillows and women's shoes is more than 300 yuan; horsetail embroidery small mirrors , earrings, hair cards and other small accessories that are deeply loved by female consumers, the price is also more than 100 yuan. Due to the high price of horsetail embroidery products, consumers who often come into contact with a dazzling array of modern industrial products stay away.

### 3. The Current Situation and Existing Problems of Online Marketing of Horsetail Embroidery Products

#### 3.1. The Current Situation of Online Marketing

##### 3.1.1. The Current Situation of E-Commerce Platform Marketing

After inputting keywords such as horsetail embroidery, horsetail embroidery bag, horsetail embroidery clothing, and horsetail embroidery hanging pictures on domestic mainstream e-commerce platforms such as Taobao, Pinduoduo, and JD.com, the statistics show that the number of horsetail embroidery and products on mainstream e-commerce platforms is the sales are as follows:

**Table 1.** List of Sales of Horsetail Embroidery Mainstream E-Commerce Platforms

PLATFORM NAME	NUMBER OF PRODUCT TYPES	SHOP NAME	BRAND	NUMBER OF PIECES SOLD	PRODUCT
TAOBAO	9	Qianmin Embroidery Factory	none	16	horsetail embroidery patch
PINDUODUO	59	Suimei Shui ethnic horsetail embroidery	none	34	horsetail embroidered bags, shoes, bags, belts, small mirrors, bracelets, earrings,
TAOBAO	4	Wang's hand creation	Wang's hand creation	14	horsetail embroidery fan, horsetail embroidery gift
TAOBAO	11	Qian Shangpin	none	4	horsetail embroidery decorative painting
TAOBAO	15	Mengmengyu Intangible Cultural Heritage	Shuixian horsetail embroidery	0	horsetail embroidery bag
TAOBAO	2	Xiaoyi's grocery store	Cicada Travels	0	Horsetail embroidered card bags, handbags, cultural and creative products
TAOBAO	1	Mu Xiaonannan's shop	Cicada Travels	0	Horsetail embroidered envelope bags, handbags, cultural and creative products
TAOBAO	1	Cloud ornament totem original old embroidery ethnic	Cloud Totem	0	horsetail Embroidered Women's Bags, Shoulder Bags
TAOBAO	1	Guodan's small shop in the department store	Cicada Travels	0	horsetail embroidered shoulder bag, evening clutch
TAOBAO	2	Waiting for Begonia	Cicada Travels	0	Horsetail embroidered handbags, national style bags, envelope bags, cultural and creative products
TAOBAO	1	Achang Yun Guichuan specialty	none	0	horsetail embroidered shoulder bag
TAOBAO	1	Splendid Qianzhong	none	0	horsetail embroidered tote bag

TAOBAO	12	Qiancui Xing Guizhou Featured Products Mall	Qian Cui Xing	0	horsetail embroidery decorative painting
TAOBAO	3	Shenshan Market Official Store	none	0	horsetail embroidery notebooks, embroidery pieces, sachets
PINDUODUO	1	Yuan's bedding franchise store	none	0	Small horsetail embroidery
PINDUODUO	2	mountain guide	none	0	horsetail embroidery thread, horsetail embroidery piece
PINDUODUO	5	accidentally discovered	none	131	horsetail embroidered shoes, clothing, pendants
PINDUODUO	5	Yixin Yiyi is customized for you	none	11	Horsetail embroidery clothing

It shows:

#### (1) The type of platform

On mainstream e-commerce platforms, a total of 18 stores specializing in the sale of horsetail embroidery products were retrieved. Among them, there are 13 stores that open stores on Taobao to sell horsetail embroidery products, while only 5 stores specialize in selling them on Pinduoduo, and there are no stores selling horsetail embroidery and its products on the Jingdong platform.

#### (2) The number of types of horsetail embroidery products on each platform

First, the store with the largest number of types of horsetail embroidery products is the store named "Sumei Shui ethnic Horsetail Embroidery", with a total of 59 kinds of products; secondly, the store named "Mengmengyu Intangible Cultural Heritage" has a total of 15 kinds; , there are 12 kinds of stores named "QiancuiXing|Guizhou Featured Products Mall"; finally, there are 11 kinds of stores named "Qian Shangpin". The other 14 stores have less than 10 product types.

#### (3) Horsetail embroidery product brand

Among the 18 stores selling horsetail embroidery products on mainstream e-commerce platforms, 7 of them have product brands. Among them, the "Cicada Travel Notes" brand has appeared 3 times, and the other brands are "Wang's Hand Creation" and "Daffodil Horsetail Embroidery". , "Cloud Totem", "QiancuiXing", and the other 11 stores that sell horsetail embroidery products, their products are all unbranded.

#### (4) The number of pieces sold by each store

Only 6 stores sold horsetail embroidery products, and the remaining 12 stores sold 0 pieces. The number of pieces sold in descending order is: "Unintentional Discovery" shop, sold 131 pieces; "Suimei Shui ethnic Horsetail Embroidery" shop, sold 34 pieces; "Qianmin Embroidery Factory" sold 16 pieces; 14 pieces were sold at the "Hand-made" store; 11 pieces were sold at the "Yixin Yiyi Customized for You" store; 4 pieces were sold at the "Qian Shangpin" store.

#### (5) Types of horsetail embroidery products

The "Suimei Shui ethnic Horsetail Embroidery" store sells the most abundant products, with a total of 7 kinds, namely: horsetail embroidery bags, shoes, bags, belts, small mirrors, bracelets, earrings. Followed by the "One Waiting Begonia" store, there are 5 kinds in total, including horsetail embroidered handbags, national style bags, envelope bags, and cultural and creative products. The other 16 stores sell less than 5 types of horsetail embroidery products. Among them, 8 stores sell horsetail embroidery bags. It can be seen that horsetail embroidery bags belong to a type of horsetail embroidery products commonly sold in various stores.



### 3.1.2. Marketing Status of Short Video and Live Broadcast Platforms

Taking Douyin and Kuaishou short video platforms as examples, this paper collects the sales status of horsetail embroidery products, and finds that horsetail embroidery non-genetic inheritors and embroiderers have gradually used new media platforms to create their own short video IPs. By publishing some short videos related to horsetail embroidery on the short video platform, the content includes: introduction to horsetail embroidery, the process of making horsetail embroidery, horsetail embroidery cultural promotional videos, videos showing and making horsetail embroidery products, etc.

### 3.1.3. Marketing Status of WeChat Mall

Shuixian Horsetail Embroidery has set up its own brand WeChat mall, and has classified and priced the creative products of horsetail embroidery and has already started official operation, which means that the sale of horsetail embroidery products on the online platform has officially kicked off. According to analysis, the categories of Shuixian Horsetail Embroidery Online WeChat Mall are divided into 7 categories: handbags and bags, jewelry accessories, cultural and creative, blue dye series, business gifts, shoes, and clothing. Among them, there are 29 products in handbags and bags, with prices ranging from 160 yuan to 17,000 yuan; 53 products in jewelry accessories, priced between 90-1200 yuan; 13 products in cultural and creative categories, priced between 60-1200 yuan. Between 3800 yuan; there are 21 products in the clothing category, the price is between 1000-30000. The price of the horsetail embroidery products sold by the brand on the WeChat mall is generally high, and the target group is positioned in the middle and high-income groups.

## 3.2. Problems Existing in Online Marketing

### 3.2.1. Mainstream E-Commerce Platforms

In mainstream e-commerce platforms such as Taobao and Pinduoduo, the sales stores and sales volume of horsetail embroidery products are not optimistic, and the sales volume of each product is very small. On the one hand, the types of horsetail embroidery products are very limited, and there are only a limited number of products on the shelves in each store, which cannot reach the scale of horsetail embroidery online franchise stores. At the same time, consumers cannot choose their favorite products, and the styles cannot cater to contemporary times. The aesthetic needs of consumers. On the other hand, the products on the shelves in various stores are either machine-made, which is completely contrary to the traditional embroidery techniques of horsetail embroidery, so that consumers who really want to buy horsetail embroidery products cannot buy pure handmade horsetail embroidery. Or the store has no one to manage, even if the managed store is too high in terms of product pricing, and consumers are discouraged, resulting in zero sales in many stores.

### 3.2.2. Short Video Live Broadcast Platform

On Douyin, Kuaishou, WeChat video account, Xiaohongshu and other short video live broadcast platforms, there are some national, provincial, and county-level horsetail embroidery non-genetic inheritors or embroidered mothers who have gradually realized the use of new media to promote and selling horsetail embroidery and its products, and also began to try to create their own self-media accounts. For example, some horsetail embroidery introductions and short videos are published on these platforms, but because these self-media people lack creativity and technology in video shooting, editing, copywriting, scene selection, theme design, etc., the quality of the short videos shot low, the content is boring and cannot attract fans' attention. Through the observation of the short videos related to horsetail embroidery released on the above short video live broadcast platforms, it is found that there is no vertical video number related to horsetail embroidery. Many short videos are very casual clips of their own life scenes, and the content is too mediocre. Completely unable to attract fans to pay attention.

Some video accounts occasionally post videos about the production of horsetail embroidery or the display of horsetail embroidery products, but there is no systematic and reasonable idea and design for short video shooting, which leads to the fact that even through new media platforms to promote horsetail embroidery and its products, it is still very difficult. It is difficult to expand its influence and popularity, and it is even more difficult to attract the attention of consumers.

#### **4. Offline and Online Marketing Bailouts for Horsetail Embroidery Products**

Today, with the integration of marketization and modernization, Shui ethnic horsetail embroidery should get rid of the shackles of its own development, and inherit and develop in combination with the market[4]. As an intangible cultural heritage, horsetail embroidery has always had a bumpy road to inheritance and development. Because of its complicated production process, long production time, and can not bring much economic benefits, in order to maintain survival, let yourself and your family Most young people are reluctant to devote themselves to the production, inheritance and development of horsetail embroidery, but choose to go to developed areas to make a living. Compared with the income from working outside, it is much higher than the income from making horsetail embroidery. With the continuous and repeated epidemics in recent years, the plight of horsetail embroidery products in terms of sales has been solved in an orderly manner.

##### **4.1. Offline Relief Path**

###### **4.1.1. Horsetail Embroidery Must be Made by Traditional Embroidery Techniques**

In the horsetail embroidery stores in some tourist attractions that I visited on the spot, it was found that many horsetails embroidery in the stores were made by machines. Machine-made horsetail embroidery is very different from hand-embroidered horsetail embroidery in terms of aesthetics and durability. Therefore, in the production and marketing of horsetail embroidery and its products, it is impossible to save trouble and use inferior quality. It will definitely make consumers feel disgusted and unwilling to buy, especially for consumers who are very familiar with horsetail embroidery and its cultural heritage.

###### **4.1.2. Horsetail Embroidery Products Need to be Scientifically and Reasonably Priced**

Pricing strategy is a critical component of the marketing mix. Price is often an important factor in the success or failure of a deal, and at the same time the most difficult factor to determine in the marketing mix. The goal of corporate pricing is to boost sales and gain profits. This requires enterprises to consider not only cost compensation, but also consumers' ability to accept prices, so that the pricing strategy has the characteristics of two-way decision-making between buyers and sellers. In addition, price is the most flexible factor in the marketing mix, and it can respond sensitively to the market. The six common pricing strategies are: discount pricing, psychological pricing, differential pricing, regional pricing, combination pricing, and new product pricing.

In the horsetail embroidery franchise stores and horsetail embroidery sales companies visited on the spot, the price of horsetail embroidery products is generally high, and there is no classification and pricing of high-end, mid-range, and resistant products for different grades of products. For example, high-end products such as horsetail embroidered clothing, paintings, and leather bags generally cost more than 2,000 yuan, and horsetail embroidered clothing even costs more than 10,000 yuan; horsetail embroidery pillows cost more than 300 yuan; horsetail embroidered small mirrors, earrings, hairbands Some small accessories that are popular among female consumers are also priced at more than 100 yuan. A questionnaire survey of 200 consumers showed that the price of horsetail embroidery products acceptable to consumers is



in a relatively low price range. In fact, the reasons for this result are also reflected in the results of the questionnaire. The results show that : Among the 200 respondents inside and outside the province, 100% of the respondents outside Guizhou have never heard of horsetail embroidery. Therefore, consumers' awareness and awareness of horsetail embroidery also affect to a large extent. consumer acceptance of product prices. It can be seen that the popularity and public influence of horsetail embroidery is still relatively low. Therefore, before selling horsetail embroidery related products, it is necessary to further go through some channels, such as some official government propaganda platforms, government, industry associations, social organizations and other organizations Some exhibitions, expositions, competitions, etc. to promote horsetail embroidery and its products, and not only limited to the propaganda in the province, but also extended to some propaganda outside the province.

In essence, according to General Manager Pan Wentian, the size of the horsetail embroidery piece, the horsetail embroidery pattern, the density of the texture, the difficulty of pattern, color embroidery and matching, and the length of time are some factors that determine the price of horsetail embroidery products. For complicated horsetail embroidery with long embroidery time, patterns, textures, and colors, the price is naturally high. On the contrary, the price is low. According to Mr. Pan, at present, in order to meet the needs of modern consumers for horsetail embroidery products, the production of horsetail embroidery is more customized according to the needs of customers. For example, the horsetail embroidery production company provides customers with some patterns and exquisite styles. For the pattern, the customer decides whether to choose or improve the original sample according to their own aesthetic needs, and the embroidery will not be officially started until the communication is satisfied. On the one hand, such a customized mode can prevent the products embroidered by the horsetail embroidery handicraft production company from being sold, and can guarantee the sales price. On the other hand, it can also ensure that customers get the most satisfactory products and give them reasonable and attractive prices. However, this model also has drawbacks, for example, the customization time is long, it cannot be produced and sold on a large scale, and it cannot meet the needs of customers who want to obtain the product in large quantities. Therefore, the author suggests that horsetail embroidery handicraft production companies should consider a variety of sales models. The combination of large-scale production and customization can be more flexible in pricing. The price of some non-customized products should be distinguished from the price of customized products. In addition, according to factors such as the type of product, the specification of the product, the complexity of the product manufacturing process, the length of production time under standardized production, etc., the products are classified into three categories, and three grades of luxury, light luxury and economical are formulated. products, so that consumers can choose suitable horsetail embroidery products according to their own economic income and affordability, and finally make horsetail embroidery products a product that can be consumed by different income groups, thus promoting the development and inheritance of intangible cultural heritage.

#### **4.1.3. Strengthen the Brand Cultivation and Building of Horsetail Embroidery Products**

Any product can't go far without a brand. The brand can make consumers remember the product, and if the brand has a certain popularity and influence, it can also generate a brand premium. Horsetail embroidery is a national intangible cultural heritage. At present, "Peach Blossom Horsetail Embroidery" and "Daffodil Horsetail Embroidery" are horsetail embroidery brands independently created by two national intangible cultural heritage inheritors, Wei Taohua and Song Shuixian. In the capital area, the industrial chain for making additional products of horsetail embroidery has not been established and formed, and the publicity and promotion effect of horsetail embroidery is not good. On the one hand, the production cost of additional products of horsetail embroidery is high. The brand of horsetail embroidery cannot be as well-known and influential as some big brands. For example, to make a leather bag with

a horsetail embroidery pattern, a horsetail embroidery handicraft production company can only cooperate with some leather bag factories in developed areas, relying on leather bag factories in coastal areas to produce, and then embroider the horsetail embroidery piece or horsetail embroidery. On the bag, a complete horsetail embroidery product can be formed. This model not only makes most of the profit of the product allocated to the leather bag factory, but also is detrimental to the cultivation of the brand of the horsetail embroidery product itself. Therefore, horsetail embroidery trademarks and horsetail embroidery products with their own brands have been registered, and the building of product brands should be strengthened. First of all, make a detailed classification of your existing products, and classify all kinds of products under detailed categories, such as: horsetail embroidery decorative paintings, horsetail embroidery clothing (horsetail embroidery Shui ethnic clothing, horsetail embroidery cheongsam, modern improvement of horsetail embroidery Clothing, etc.), horsetail embroidery accessories (hairpins, headbands, earrings, rings, chains, bracelets, etc.), horsetail embroidery bags (horsetail embroidered leather bags, horsetail embroidered evening bags, horsetail embroidered backpacks, horsetail embroidered ethnic style bags, etc.). Secondly, for each type of horsetail embroidery product, the brand LOGO should be printed on the product, or the brand logo should be hung on the product, so that consumers can deepen their understanding and cognition of the brand when they buy it, so as to play a role in publicity. effect. Finally, when introducing to the customers who come to consult, you can highlight the brand of the horsetail embroidery product, tell the brand culture and brand story to the customer, and let the customer have a deeper understanding of the connotation and story behind the brand.

## **4.2. Online Relief Path**

### **4.2.1. Mainstream E-commerce Platforms**

Open stores on mainstream e-commerce platforms such as Taobao and Tmall, put the classified products on the shelves in turn according to different categories, and record exquisite micro-videos and pictures of horsetail embroidery products to display them in an all-round and intuitive way. Horsetail embroidery products allow consumers to understand the uniqueness of horsetail show products. In the introduction of product details, on the one hand, it is necessary to highlight that horsetail embroidery is an intangible cultural heritage, and is a unique embroidery technique of the Shui ethnic group in Guizhou. Historical origins, different patterns of horsetail embroidery, such as butterflies, dragons, phoenixes, flowers and plants, have their rich meanings, symbolizing the longing and yearning of the Shui people for a better life. On the other hand, the detailed description of each horsetail embroidery product, such as: brand, pattern, material, size, specification, applicable crowd, precautions, etc., must be described in detail according to different types of horsetail embroidery products. In addition, it is necessary to carry out comprehensive training for customer service personnel. Customer service personnel must not only have a thorough understanding of horsetail embroidery, but also be very familiar with horsetail embroidery related products and be able to professionally answer consumer inquiries. In addition, in the promotion of mainstream e-commerce platforms, it is necessary to obtain the support of government departments such as tourism bureaus and cultural bureaus, and publicize horsetail embroidery e-commerce shops in public areas of some tourist attractions, so that more tourists can scan the code to follow and collect the shops. , to help stores accumulate fans and expand their influence. In addition, in the absence of sales and orders, it is impractical for sellers to promote products through store promotion advertisements. Therefore, sellers can use their own communities, such as: WeChat official account, WeChat group, Moments, Sina Weibo, Xiaohongshu, QQ group, QQtalk, etc. are promoted in the form of pictures and soft texts to expand the popularity of the products.

The development of domestic e-commerce has entered a very mature stage. At this stage, no matter what products are sold, the competition is very large, but the profits are very small. If

you want to occupy a place in this red sea market, you can promote the horse tail. Embroidered products are extremely challenging and risky. On the one hand, to be an e-commerce business, you must increase the weight of your store, so that stores and products have more opportunities to appear in front of consumers, and can attract more traffic and eventually convert. On the other hand, reasonable pricing and consumer awareness of the product are also very important. Due to the particularity of its own production techniques, the complexity of production procedures and the long production cycle, horsetail embroidery products are positioned at the level of mid-to-high-end products. Therefore, the audience of horsetail embroidery products belongs to a small group of people, and the market also belongs to niche market. How to make such a niche product known to more accurate consumers is also a problem that needs to be solved in promotion. Although it is very difficult to sell horsetail embroidery on the e-commerce platform, there is also a lot of room for development. It is extremely important for the sales of horsetail embroidery and its products to choose products that meet the needs of modern consumers and are reasonably priced.

#### **4.2.2. Short Video Live Broadcast Platform**

On short video live platforms such as Douyin, WeChat video account, and Kuaishou, by shooting creative short videos about the cultural stories of Shui ethnic horsetail embroidery, non-genetic inheritors, embroidery stories, Shui ethnic history and culture, etc., and writing public account tweets, to enhance the public's recognition and understanding of horsetail embroidery, and promote the online sales of horsetail embroidery products through the four-step "online marketing 1234" model of "short video + official account + live broadcast + mall". It is also possible to collect customer product needs by interacting with fans online, design and embroider products that meet consumer needs with consumers as the center, and expand product visibility and influence. Therefore, it is imperative to create an IP account with the characteristics of traditional ethnic handicrafts. Through short videos, more and more people will know, be familiar with, and accept horsetail embroidery products to love horsetail embroidery products.

#### **4.2.3. Cross-border E-commerce Marketing**

Horsetail embroidery and its products are exquisite hand-embroidery skills unique to Chinese ethnic minorities. Its charm and value should not only be known to Chinese people, but also believed that many international friends will also be interested in Chinese traditional embroidery skills, so they can use American e-commerce. Amazon Handmade and Etsy retro and handicraft platforms sell and promote horsetail embroidery products. In addition, the proposal of the "One Belt, One Road" strategy has brought great opportunities for the trade between my country and countries along the Belt and Road. Guizhou and Southeast Asian countries have the advantage of geographical location, so they can also use the Southeast Asian e-commerce platform Lazada For the sales of horsetail embroidery products, for example, you can focus on trial sales at the Singapore site. Singapore is a country with high consumption power in the world, and with the majority of Chinese in Singapore, it is easier to accept products with national characteristics and national style. In addition, you can also use TIKTOK's overseas version of Douyin to promote and sell horsetail embroidery, and use some foreign social media such as Facebook, YouTube, Twitter, and Instagram to promote products.

#### **4.2.4. Pay Attention to Attracting Talents**

In the development of the industrialization of horsetail embroidery, with the support and drive of the government, a horsetail embroidery skill training class is held every year in Sandu to drive local embroiderers to improve their horsetail embroidery skills, so that the embroidered horsetail embroidery can be improved. And the related products produced are more exquisite and beautiful, attracting more consumers. However, in the face of the development needs of the new era and the post-epidemic era, the horsetail embroidery handicraft production company

is in short supply in terms of company operations and e-commerce live broadcast talents. The development of e-commerce in minority areas generally faces the same problem, that is, the shortage of e-commerce professionals. First, the minority areas have not established a talent training system for e-commerce; second, the minority areas are not attractive for professional e-commerce talents. Therefore, solving the problem of talent training is the most fundamental and urgent problem [5]. It is suggested that horsetail embroidery handicraft production companies should recruit some professionals who understand e-commerce operation, short video shooting, production, editing, copywriting and other aspects to publicize and promote horsetail embroidery and its products online, rather than relying solely on family members and non-professionals.

## 5. Conclusion

By analyzing the current situation and existing problems of offline and online marketing of horsetail embroidery and its products, this paper proposes a dual-channel marketing path for horsetail embroidery. In order to transform the intangible cultural heritage into the intangible cultural heritage economy and make the industrialization of horsetail embroidery go more smoothly, the intangible cultural heritage must be integrated into people's clothing, food, housing and transportation. Therefore, horsetail Embroidery Art Production Co., Ltd. and the non-genetic inheritors of horsetail Embroidery must adapt to the development of the times, use new media platforms and e-commerce platforms to promote and sell horsetail Embroidery products, and attract talents who understand marketing and technology to join the group to inheritance and development of heritage. In the post-epidemic era, new development opportunities can be brought for the development and inheritance of horsetail embroidery and the industrialization of horsetail embroidery products. The development of Sandu tourism brand. With the cooperation of horsetail Embroidery Art Production Co., Ltd., local enterprises and enterprises inside and outside the province, it will promote the economic development of the three capitals in southern Guizhou and boost the revitalization of the countryside.

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