

Research on Innovation of Cross-Border E-Commerce Marketing Channels

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Abstract: With the continuous development of economic globalization, the links between countries have become increasingly close. With the support of Internet technology, cross-border e-commerce has risen rapidly and become a new form of international trade. At present, the market scale of cross-border e-commerce is expanding; the infrastructure is improving; the policy environment is well; the development prospect is broad. However, the cross-border e-commerce marketing mode is single; the phenomenon of homogeneous services is serious, and the e-commerce operators are scarce, which is difficult to meet the diversified needs of the market. Therefore, we should actively explore new marketing channels, innovate marketing methods, speed up the construction of independent brands, build professional marketing teams, and occupy a place in the fierce international competition.

1. Introduction

Cross-border e-commerce is a new form of international trade. Transaction subjects in different countries rely on electronic technology to achieve transactions, and realize commodity exchange through cross-border logistics to meet the diversified needs of consumers in different countries. It breaks the trade barriers between different countries and regions, breaks through the traditional forms of trade, and becomes the driving force for the development of China's foreign trade industry with the advantages of low cost and novel mode. In the new era, how to innovate the marketing channels of cross-border e-commerce and achieve transformation and development is an urgent problem to be solved.

2. Characteristics of Cross-Border E-Commerce Enterprises in the New Era

With the continuous improvement of China's opening-up level, the gradual expansion of market scale, the continuous improvement of infrastructure, and the increase of policy support, cross-border e-commerce has ushered in new development opportunities.

2.1. The Market Scale is Gradually Expanding

In recent years, China's cross-border e-commerce market has gradually expanded. According to a

data survey, the scale of cross-border e-commerce transactions increased from 1.2 trillion yuan to 13.7 trillion yuan from 2010 to 2022. At the same time, the industries and types covered by cross-border e-commerce have been constantly enriched, ranging from daily necessities, clothing and food, to automobile parts and electronic products, bringing convenience to people's lives and truly realizing the globalization of trade.

2.2. Infrastructure Has Been Improved

In the new era, China's scientific and technological level has been continuously improved. The continuous development of big data, internet, artificial intelligence and other technologies has facilitated the development of cross-border e-commerce. The continuous improvement of network facilities has broken the space-time barrier of information exchange, reduced trade costs, opened up new markets, and laid a good user foundation for the development of cross-border e-commerce. In addition, the acceleration of logistics and the expansion of logistics scope have enabled consumers to get goods in a shorter time and improved their purchasing experience.

2.3. The Policy Environment is Very Well

China's accession to the World Trade Organization and the the Belt and Road Initiative have greatly changed the traditional trade pattern, and cross-border e-commerce has gradually emerged. In recent years, the government has increased its support and has successively promulgated new policies and measures to encourage and support the development of cross-border e-commerce. Taking Luosifen as an example, the local government departments in Liuzhou are trying to help cross-border e-commerce enterprises solve the problems encountered in their development and promote more smooth export channels. American consumers have been able to buy instant Luosifen on *Yamibuy*, which is not only conducive to regulating and guiding the development of cross-border e-commerce enterprises, but also conducive to expanding China's popularity and enhancing its influence.

3. Analysis of Marketing Problems of Cross-Border E-Commerce Enterprises

The development of the Internet has brought new opportunities for cross-border e-commerce, and also brought a series of problems, such as the single marketing mode, the serious phenomenon of homogeneous services, the lack of e-commerce operators, etc., which restrict the development of cross-border e-commerce enterprises.

3.1. Single Marketing Mode

Different marketing methods have different effects and can bring different shopping experiences to users. At present, the single marketing mode has become the bottleneck restricting the development of cross-border e-commerce enterprises. On the one hand, the marketing method is more traditional and the degree of informatization is low. Cross-border e-commerce enterprises have a short history of development and lack of experience. They mostly use or copy the marketing methods of successful enterprises to build their own marketing system, mostly focusing on cross-border e-commerce platform transactions, without relevant expansion and construction. Most cross-border e-commerce enterprises adopt some traditional marketing channels, which lack development momentum. For example, they produce parts and components for foreign manufacturers, and process products on behalf of others. The traditional access to information, networking, and information construction are insufficient. It is difficult to accurately grasp the

needs of foreign markets, and lags behind the development of the time to some extent. On the other hand, the logistics system is not yet mature, which seriously restricts the service quality of cross-border e-commerce. The traditional international trade is dominated by marine transportation, but it is no longer suitable for the development of modern cross-border e-commerce enterprises due to its high cost and slow speed. At present, there are also problems of speed and cost in Post EMS, SF express, etc. The imperfect logistics system restricts the transformation of cross-border e-commerce marketing methods. [1]

3.2. The Phenomenon of Homogeneous Service is Serious

The continuous development of the Internet has made information increasingly transparent. The openness of the network has diversified the target groups of cross-border e-commerce. They come from all over the world and have different living habits, cultural concepts, economic levels and consumption habits. They can search the products of different sellers on the search engine or official website, and select the products with the highest cost performance through comparison, making the market competition more fierce. On a cross-border e-commerce platform, we can find hundreds of thousands of products by randomly searching a keyword. Driven by huge economic benefits, some cross-border e-commerce companies, in order to shorten the time and reduce costs, adopt a homogenized business model and produce a large number of imitations, with vague product positioning, single service group, and lack of innovation awareness, which makes it difficult to form a brand effect. For example, the world has heard of "Made in China", but few people can name several famous brands in China. In the face of a large number of homogenous products, consumers are very likely to have aesthetic fatigue and lower consumption desire, which hinders the further development of cross-border e-commerce enterprises.

3.3. Lack of E-Commerce Operators

In the new era, the quantity and quality of talents are also the core competitiveness of cross-border e-commerce enterprises. At present, there are some problems in cross-border e-commerce talent training in China. On the one hand, e-commerce operators are scarce. With the rapid development of cross-border e-commerce, the gap of cross-border e-commerce operators has increased. Relevant research shows that the current cross-border e-commerce talent gap in China is as high as 4 million. On the other hand, the quality of e-commerce operators is not high. Some personnel have conservative ideas, single marketing concepts, do not understand foreign laws and regulations, lack a comprehensive and complete understanding of the new market demand, and are difficult to put forward scientific marketing strategies, and cannot form their own unique advantages in the fierce market competition. In addition, the development of cross-border e-commerce requires relevant personnel to have certain capabilities in data analysis, image processing and market operation, and the current talent training model is difficult to meet this demand.

4. Innovative Exploration of Cross-Border E-Commerce Marketing Channels

Under the impact of the COVID-19, the global economy continued to be depressed, and the trade demand of countries declined significantly. Therefore, we should actively innovate marketing channels, adopt various marketing methods, strengthen the construction of independent brands, build professional marketing teams, and improve market competitiveness.

4.1. To Innovate Marketing Methods

At present, the network penetration rate has been greatly improved, and cross-border e-commerce enterprises should take advantage of this advantage to innovate their marketing methods. First, enterprises can use new media for marketing. With the development of the times, the new media industry is gradually warming up, and applications such as Weibo, WeChat, Tiktok, Kwai, Little Red Book are emerging in endlessly, providing new development opportunities for cross-border e-commerce. Cross-border e-commerce should increase its marketing efforts in new media, sell goods by shooting short videos, live broadcasting with goods, establishing enterprise websites and other ways to expand marketing channels. Secondly, enterprises can use third-party platforms for marketing. Some cross-border e-commerce enterprises have established long-term cooperative relations with other local enterprises and choose middlemen or agents for product sales, which can rapidly expand the market and achieve collaborative development online and offline. [2] Finally, enterprises should establish overseas warehouses and create new docking channels. By building an independent overseas e-commerce logistics platform, we can effectively expand production scale, improve logistics speed, reduce logistics costs, and further promote the development of cross-border e-commerce marketing channels.

4.2. To Accelerate the Construction of Independent Brands

Strengthening the construction of independent brands can create a good corporate image, enhance brand awareness, enhance user stickiness, and form a new competitive advantage. First of all, we should grasp consumer demand and accurately position the market. Relevant enterprises should build an information sharing platform, establish an integrated database including consumers and suppliers, better understand market demand, capture new consumption hot-spots, and develop appropriate marketing strategies for target groups. Secondly, we should improve innovation ability and shape brand personality. Cross-border e-commerce should increase technical investment, pay attention to product design and research and development, highlight product characteristics in packaging, material, touch and other aspects, improve product quality, reasonably allocate resources, and improve the global supply chain. Finally, enterprises should improve service quality and expand brand influence. In the promotion of new products, consumers' desire to buy is aroused by issuing coupons, giving small gifts and full discounts; After the product is sold, the enterprise should timely improve the after-sales service system, conduct regular sales return visits, understand the use of consumers, rectify and optimize the product according to the feedback, pay attention to the user experience, and establish a good brand image.

4.3. To Build a Professional Marketing Team

In order to adapt to the fierce market competition and meet the diversified needs of consumers, we should build a high-quality talent team with high professional quality, strong marketing ability and the courage to explore and innovate. On the one hand, we should improve the talent training system. Colleges and universities should strengthen the construction of marketing specialty, adopt the way of school-enterprise cooperation to cultivate talents, learn advanced marketing concepts, guide students to participate in cross-border e-commerce practice, understand the sales channels and operation modes of cross-border e-commerce, and make the university become a talent reserve base for cross-border e-commerce. On the other hand, we should pay attention to the training and management of existing employees. [3] Cross-border e-commerce enterprises can invite professionals to train department employees, establish correct marketing concepts, form Internet thinking, improve the ability of data collection, analysis and processing, and cultivate sales talents

internally.

5. Conclusion

Today, international competition is increasingly fierce; market demand is more diversified, and opportunities and challenges coexist. Therefore, we should actively forge ahead, explore and innovate, adopt various marketing methods, and improve market share. Then, we should avoid the phenomenon of homogenization, pay attention to brand building, and improve market attractiveness; we should also cultivate high-quality marketing talents, give full play to enterprise advantages and improve market competitiveness.

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