

The Road of International Marketing of Foreign Trade Enterprises

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Abstract: In recent years, while the degree of opening-up of our country is deepening, the development speed of foreign trade enterprises is also accelerating, the formation of export trade in the past has been unable to meet the national market development needs. Based on this, this paper takes a foreign trade enterprise as an example, in-depth analysis of the development stage of international marketing, and on the basis of combining the marketing situation of the enterprise, from multiple perspectives, in-depth exploration of the international marketing path of foreign trade enterprises, so as to ensure that foreign trade enterprises can achieve sustainable development.

1. Introduction

In the new era of deepening the process of economic globalization, the number of foreign trade enterprises in China is increasing year by year, which provides a great boost for the relief of social employment pressure. However, at the same time, the market competition pressure of foreign trade enterprises is gradually increasing, especially in the increasingly complex international market, if foreign trade enterprises want to achieve sustainable development, they need to combine their own status quo, increase marketing efforts, and reasonably formulate marketing strategies.

2. International marketing development of foreign trade enterprises

Table 1: Comparative analysis of different stages of international marketing of foreign trade enterprises

	The connection with the foreign markets	International business premises	Enterprise oriented	Type of international activity
stage 1	Indirect, passive	internal	internal	Goods and services
stage 2	Direct, active	internal	internal	Goods and services
Stage 3	Direct, active	both here and abroad	Domestic	Foreign trade, foreign direct investment, foreign aid
Stage 4	Direct, active	both here and abroad	transnational	Foreign trade, foreign direct investment, foreign aid

Through the analysis of the development process of international marketing of foreign trade

enterprises, it can be seen that there are mainly four stages, as shown in Table 1.

The first stage, indirect or passive trade. At this stage, enterprises establish contact with foreign investors and contact the international market through intermediary companies, and products need to be sold by intermediary agents. In product marketing, enterprises do not directly participate in the international market.

The second stage is direct or active trade. At this stage, enterprises can actively, proactively and directly contact with users, strengthen communication with suppliers, strengthen the development of foreign markets through the reasonable construction of distribution institutions, and ensure that foreign sales can be further expanded. International marketing and domestic marketing are regarded as two independent business categories and are treated differently. In the early stage of internationalization, although the stakes in the international market continue to grow, the market share is low, and the domestic market is still the main market ^[1].

The third stage, international marketing stage. Enterprises use indirect or direct investment to enter overseas markets, manufacture products and provide corresponding services abroad, and fully integrate themselves into the international market as far as possible. At the same time, by establishing institutions or agents in the overseas market for direct procurement, manufacturing, and marketing of products, the goal of product maturity improvement can be achieved.

The fourth stage is the global marketing stage. At this stage, the enterprise has a clear global strategy and positioning, has strong competitiveness in the international market, gradually develops into the international market in terms of technology and labor force, and its products and services can meet the development needs and changes of the international market ^[2].

3. International marketing status of foreign trade enterprises

In the process of this study, take a foreign trade enterprise as an example. Established in 2013, the company is an enterprise integrating industry and trade. While selling its products, it also purchases different series of materials produced by other factories. The specific marketing structure is shown in Figure 1.

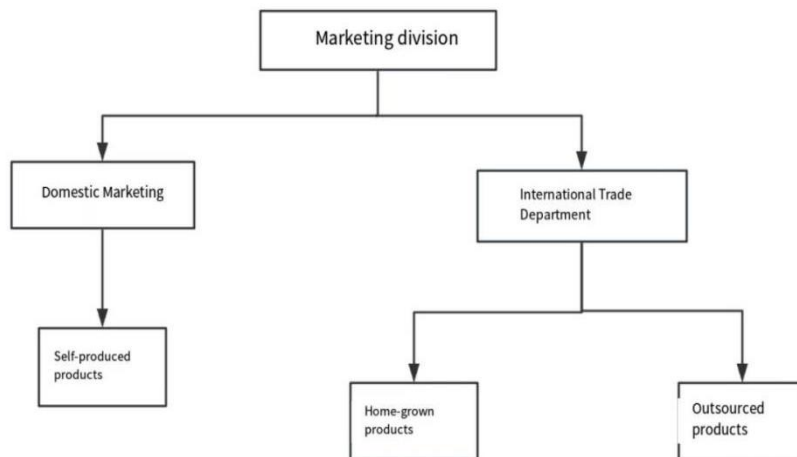


Figure 1: Marketing structure of an enterprise

At this stage, foreign trade enterprises are mainly concentrated in Asia, and due to the impact of the epidemic, their exports are greatly restricted. Therefore, this study does not refer to the data information of 2020 and beyond, as shown in Table 2. According to the data in Table 2, the total sales volume of the enterprise in the Southeast Asian market accounts for a relatively high proportion, reaching more than 70%, and even reaching 80% in 2017.

Table 2: The proportion of sales in Southeast Asia of an enterprise

age	2015	2016	2017	2018	2019
Total exports from Southeast Asia (US \$ ten million)	100	157	187	215	230
Total annual sales (US \$1 million)	128	203	234	275	312
Southeast Asia	78%	77%	80%	78%	73%

Combined with the marketing situation of enterprise products, there are many marketing types, from the initial material products to raw materials and products

Products are sold simultaneously, and material sales are rising year by year, and the proportion of total sales is increasing. However, in terms of marketing, there is a serious shortage of containers, and the destination port is seriously crowded, which makes the initiative and enthusiasm of customers to purchase low-value products decline. Moreover, in terms of marketing channels, the only way to adopt is the mode of direct contact with buyers online. Online marketing has low cost and quick effect, but the customer stickiness is not good. Online buyers can contact multiple suppliers and get quotes within a day, because of the limited time, enterprises can only show the advantages of products to customers, resulting in unnecessary order losses. In terms of product delivery channels, sea transport is the only channel, and the goods will be shipped to the customer after delivery. Before the epidemic, this mode was in a stable state, and the freight was relatively stable, which did not cause too much disturbance to its product marketing. However, in the post-epidemic era, the transportation capacity of ports in various countries declined, and a large number of delays made the freight unstable. The current mode adopted by enterprises could not receive the goods at the first time due to the extended transportation time. Finally, they turn to flexible or other channels for procurement, which ultimately leads to the loss of orders ^[3].

4. International marketing strategies of foreign trade enterprises

4.1 Reasonably develop international marketing plans

Combined with the current international marketing status of a foreign trade enterprise, in the future development process, the enterprise should reasonably analyze various problems in marketing, strengthen the supervision and control of the marketing process, flexibly optimize the marketing plan, and scientifically formulate the annual control plan to ensure the orderly implementation of various marketing strategies, so that the established goals can be successfully achieved.

(1) Clear marketing objectives. In the process of making annual plans, the person in charge of the enterprise needs to take historical experience or strategic arrangement as the basis, and set monthly and quarterly goals reasonably. Or according to the extension period of the enterprise, the target of market impact is scientifically formulated, and the personnel and funds are fully equipped, so that the marketing can be smoothly promoted. At the beginning of the year, the enterprise should formulate a new annual plan based on the order volume and execution of last year. At important time points of several major domestic and foreign exhibitions, the company should analyze orders in depth and allocate personnel according to their importance to form an annual plan ^[4].

(2) Target performance measurement. Enterprises can regularly calculate and make statistics on target performance within a specified period of time, obtain accurate data on target implementation, and provide support for subsequent target revision. After each exhibition, the company will assign specific tasks to different foreign trade salesmen and measure business performance regularly.

(3) In-depth analysis of the deviation from the goal. If the monthly and quarterly indicators are

not completed or over-completed within the specified time, in this case, the personnel in charge of the enterprise objectives shall, with the assistance of relevant departments and employees, conduct in-depth analysis of the reasons for the deviation of the objectives and form a report to provide a basis for the subsequent adjustment and optimization of marketing strategies.

(4) Reasonable correction objectives. In the actual operation process, if an abnormal phenomenon occurs, the enterprise should formulate rectification strategies at the first time to pull the operation system back to the right track ^[5].

Through the reasonable application of the above methods, a marketing plan can be formulated to meet the actual situation of foreign trade enterprises, which can not only minimize the input cost of enterprises, but also improve the efficiency and level of marketing, help enterprises obtain greater economic benefits, and lay a solid foundation for the long-term development of enterprises ^[6].

4.2 Strengthen brand building

The main purpose of brand building is to enable consumers in the target market to accurately identify producers and sellers by understanding the name, symbol, design, etc., of the product or service. In this process, enterprises can use brand expression to make consumers have a deep feeling and understanding of products and performance. Having a high brand effect can enhance the market competitiveness of the enterprise, and reasonable brand management can increase the value of the product ^[7]. Therefore, during the future development period, foreign trade enterprises need to realize the importance of brand building, and strengthen the implementation of brand strategy on the basis of a full understanding of the current marketing status, so that the competitive advantage of enterprises can be improved at the same time, marketing objectives can be successfully achieved. In the past business process, an outsourcing enterprise was greatly affected in the promotion of its products because of the market mechanism, political and economic system and other factors affecting its development of the European and American markets. However, for Europe and the United States, the speed of enterprise demand reform has been accelerating in recent years, and the development of various fields will be driven, in this context, enterprises need to layout in advance in brand promotion, and strive to seize a favorable position in the market, so that the brand can be effectively promoted. In the early stage of brand establishment, brand positioning should be based on the general tone of market positioning and consistent with the attributes of the product. During the construction of the brand, it can strengthen cooperation with foreign suppliers, vigorously promote the brand joint strategy, and constantly optimize the product production process, as shown in Figure 2, so as to enhance the market recognition of the enterprise brand. For a foreign trade enterprise, because the early enterprise has a certain customer base in the international market, the product has a high promotion rate in the market, which has a promoting effect on the enhancement of enterprise brand exposure and recognition. At the same time, for products that do not have brand effect, it is recommended to continuously improve the quality and establish their own brands, so that customers have a deep understanding of the types of marketing products and ensure that the product brand can be promoted quickly. For the Asian market, in the process of brand construction, there is a significant gap with the European and American markets, in these two markets, enterprises mainly through the form of brand licensing or cooperative brands, so that the cost of brand construction is reduced, while the brand exposure in the market is enhanced. If the scale of marketing is gradually expanded, enterprises can establish private brands to make brand names fit product attributes, facilitate understanding and memory, and enhance customer stickiness, so as to achieve the purpose of increasing market share ^[8].

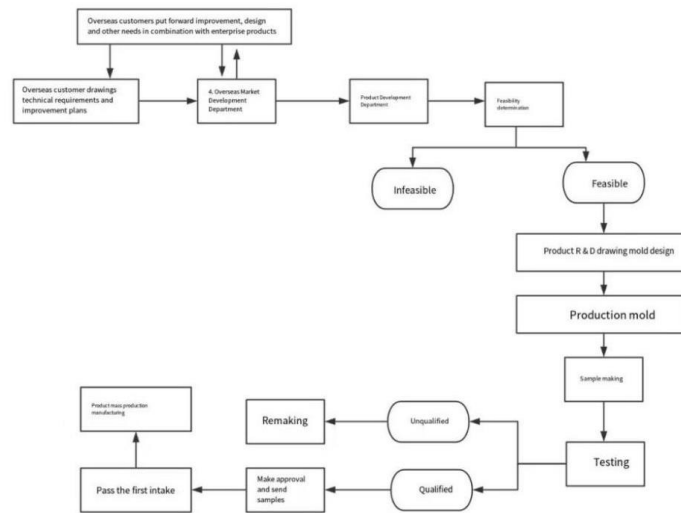


Figure 2: Production process of product demand of overseas customers of a foreign trade enterprise

4.3 Strengthen the optimization of marketing channels

In the process of international marketing, if foreign trade enterprises always adopt a single business channel, the form of trade will become more and more single, which is likely to affect the development of enterprises. Therefore, according to the current marketing situation and mode of a foreign trade enterprise, in the process of optimization of international marketing strategy, it is necessary to strengthen the innovation and improvement of channels.

(1) Strengthen the expansion of marketing channels. In the process of operation and development, a foreign trade enterprise adopts a single marketing method and is accustomed to using online channels for sales, which is difficult to meet the current marketing needs ^[9]. In this regard, enterprises should strengthen the expansion of marketing channels. Such as increasing cooperation with domestic customers, in order to achieve the goal of "borrowing a ship to go to sea". In recent years, under the in-depth implementation of the "Belt and Road" policy, many large enterprises have contracted foreign projects with the help of the policy, during the project contracting period, usually need to purchase products from other enterprises, and a foreign trade enterprise has a large number of customers in the country, many of which have contracted foreign projects, at this time need to purchase the corresponding materials from the domestic. Based on this, enterprises can make full use of these resources to strengthen the expansion of product marketing channels. At this stage, a foreign trade company still uses the method of providing customers with a single material product, during the supply period, it has encountered many cases of product quality after sale. In this regard, enterprises should follow the development status of the industry, take the route of material general contract supply, find a way to cooperate with other material suppliers, completely break the technical closure between traditional competitors, and jointly develop and manufacture products that can meet customers' requirements, so as to expand product marketing channels ^[10].

(2) Adopt diversified delivery methods. At present, during the operation and development of a foreign trade enterprise, shipping is the only sales channel, which is also the basic way of delivery of international trade products at present, but due to the influence of policy and other factors, the timeliness of shipping is difficult to guarantee, and in the next few years, may also face the same problem, relying on single production and shipping delivery mode, it is easy to appear a large number of customers. Combined with the product characteristics of a foreign trade enterprise, in the specific marketing process, the optimization and improvement of delivery channels can be strengthened to ensure that the product delivery cycle is shortened and the cost of product delivery

can be minimized. For example, enterprises can establish cooperative relations with local enterprises to achieve joint operation, such as the establishment of a certain cooperative company, the local set up appropriate inventory, the local enterprise is responsible for sales and storage. Since local enterprises have a deep understanding of the market and preferential tax policies, cooperation can strengthen the development of customers, shorten the time of warehousing and arrival, and help enhance the sense of customer experience. Of course, it is also possible to establish a client local business alliance. For example, if the local resources are rich, but there is no production technology, enterprise technicians can be arranged to guide customers to the local production of the required products, to ensure that the product transportation link can be effectively avoided, so that the production cost of the product can be saved. In this way, customers can increase their development efforts and realize resource complementarity ^[11].

4.4 Increase product promotion efforts

In the process of international marketing, foreign trade enterprises should not only strengthen the expansion of marketing channels, but also adopt reasonable ways to promote products. In the process of business development of a foreign trade enterprise, the accumulation of old customers is insufficient, the order volume is lack of stability, so it is necessary to strengthen the optimization of marketing strategies, increase promotion efforts, in order to achieve the purpose of continuous growth of business volume, to meet the requirements of sustainable development of enterprises.

According to the marketing situation of a foreign trade enterprise, the application of industrial products is the B2B marketing model, the order volume is large, the transaction time is long, and the return rate is high, so it is difficult to meet the needs of customers by simply adopting online promotion, and even the loss of customers will occur. And because the enterprise is not too large, cannot provide sufficient promotional funds, resulting in poor marketing effect. In this regard, enterprises can use the combination of online and offline, establish a virtual host site, strengthen the development of customers, through online communication and contact with customers in a certain area, a comprehensive understanding and analysis of the customer's market, and arrange business personnel to visit customers offline, truly targeted, so that time and cost can be saved. On the basis of tracking and visiting customers, we should also maintain the relationship with customers, especially the terminal market. In addition to maintaining the relationship with procurement, we should also fully understand the production situation of customers, go deep into the first-line production workshop, and strengthen communication and exchange with the operators. If there is a problem in the use of the product, the operator can deal with it in the first time through relationship maintenance, and the enterprise economy will not be damaged because of small problems, so that customers have a higher degree of recognition and satisfaction with the enterprise, as shown in Figure 3.

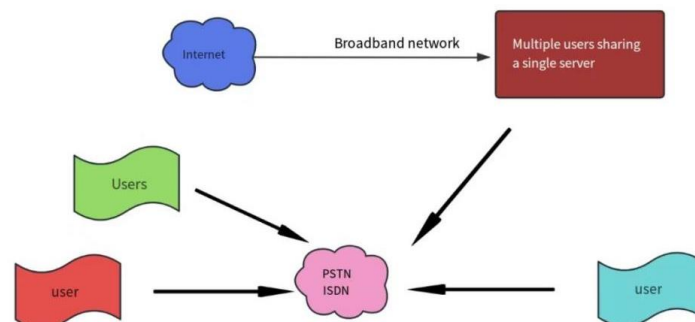


Figure 3: Virtual host construction

4.5 Adding Additional Product Support Services

Product support is an important part of the customer experience, and customers can derive pleasure from excellent product support services. Therefore, in the process of marketing, foreign trade enterprises should also strengthen the optimization and innovation of business models, and attach more sound pre-sale, in-sale and after-sales service product support services, including reception services, warehousing services, pre-sale consulting services, etc., as shown in Figure 4.

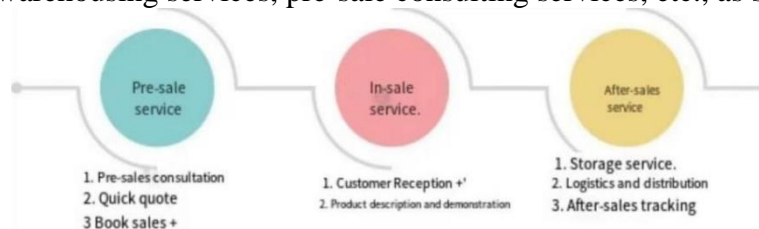


Figure 4: Additional product support services of a foreign trade enterprise

(1) Pre-sale service. For pre-sales consultation, in addition to the previous email communication in the form, it is also necessary to integrate a variety of networks and social media channels, so that the consultation reply has a strong timeliness. In the process of selling products, it can be combined with the actual situation of warehousing goods sales, and accurately inform the expected arrival time. At the same time, overseas warehousing can set up sales staff, products face customer places.

(2) In-sale service. Online stores can provide customers with in-sale services and complete product marketing with the help of the platform. However, during this period, we should focus on improving the hospitality of employees and pay attention to the cultivation of employees' professional quality and ability.

(3) After-sales service. For most foreign trade enterprises, due to the limitations of scale, capital and other aspects, the level of after-sales service in the international market is low, and foreign countries with relatively backward technology are difficult to make full use of the performance of the product during the use of the product, resulting in the shortening of the service cycle of the product. Combined with the actual situation of a foreign trade enterprise, in the process of solving such problems, the enterprise can send a business personnel and technical guidance personnel to provide customers with on-site after-sales guidance services and provide strong technical guidance support. In this way, the language communication problem of the technical staff can not only be solved, but also the cost problem of the after-sales team travel can be saved. And, if we can strengthen after-sales, the market development of enterprises will be further promoted. In addition, in terms of after-sales service, it can also increase the original warehousing and logistics services, provide convenience for more enterprises to purchase, and enhance customer satisfaction, so as to ensure that product sales are improved at the same time, the economic benefits of enterprises can be maximized. For product consumption feedback, it should be timely after-sales tracking and processing, from the customer level consideration, pay attention to the solution and coordination of problems, to ensure that customers can have a strong dependence on enterprises and brands.

5. Closing remarks

To sum up, in the increasingly fierce competition in the international market, foreign trade enterprises are facing increasing pressure. If they want to achieve sustainable development goals, foreign trade enterprises should accurately grasp the actual needs of customers in the future business process, understand the actual business status of enterprises, rationally formulate international marketing strategies, and constantly innovate and improve marketing methods. To explore the marketing model that is suitable for the actual development of the enterprise to ensure

that the enterprise can gain a firm foothold in the international market, a comprehensive analysis of market trends, consumer behaviors, and competitive landscape is crucial.

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