

Research on Strategy of International Marketing in International Trade Practice

Fengwu Ban

School of Economics, Sichuan Agricultural University, Chengdu, Sichuan, 610000

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Abstract: With the continuous deepening of economic system reforms, my country's economic market has been greatly developed. And driven by the development of economic globalization, the market share in international trade has also continued to rise. my country has always attached great importance to foreign trade. Driven by the "One Belt and One Road" initiative, it provides more development space and development opportunities for improving the sustainable development of my country's international trade practices and obtaining higher economic benefits. For international marketing, we must continue to innovate and analyze, and strengthen the research of targeted marketing strategies for the international trade market. The article studies the development trend of my country's international trade practice, expounds the current status of international marketing, and puts forward strategic suggestions on international marketing in international trade practice based on the actual situation.

1. Introduction

With the development of economic globalization and the improvement of economic level, my country's market economic system has gradually matured in practice. Companies in all walks of life are constantly intensifying domestic and foreign competitive pressures. The state has been actively encouraging the development of international markets, promoting the development of domestic enterprises abroad, and continuously increasing their share of the international market. As an important part of international trade practice, marketing strategies in international markets often require constant adjustments to the actual development of trade practices. Based on this, the construction of international marketing strategies in international trade practices must master precise Market positioning and market segmentation, and considering and analyzing from different angles, in order to promote the healthy development of my country's foreign trade.

2. Literature Review

Wang Limei(2019)points out thatBig data technology has brought new development opportunities for enterprises and can improve the comprehensive competitive strength provides important support for the overall development of international economy and trade.. Zhang Hu yinghua(2018) points out that With the acceleration of economic globalization, international market competition has surpassed the product competition stage and entered the era of brand competition. And if the lack of independent brands with international competitiveness will not only put Chinese enterprises at a disadvantage in the international market competition and reduce their export benefits, it will also affect the upgrading of industries and their position in the international division of labor, and fundamentally restrict my country. Leap from a big exporting country to a strong exporting country. Wang xiaochang (2017) points out that In order to provide personalized services to valuable users in corporate marketing development, it is necessary to formulate corresponding marketing strategies. Big data technology can make user data true and accurate. From the content posted by the user on social media or the interaction with other people, it is possible to have an accurate judgment on the consumption pattern of the user, and use the potential data information to help the company to screen the target users. Li Chenchen (2017)points out that Only by formulating marketing concepts that are in line with the current development can we ensure that the company can guide the actual trading activities based on the current international trade situation, and ensure

that the company can stabilize the operation of the entire company from the overall international market. Companies also need to continuously expand their positioning on the international market demand, take the world market as the main goal, establish a new marketing concept, and continuously improve the quality of their products, so that they can optimize their own resources worldwide and follow the international To improve the pace, deepen the in-depth understanding of international trade, and provide true and accurate data for the formulation of marketing strategies

3. Methodology

The article discussed the development trend of the international market in the practice of international trade and the dynamic development status of the international market in the current international trade practice. According to the actual situation of the current market and various trade backgrounds, it analyzed and put forward the concept of international marketing and related international The mastery of trade dynamics promotes the basic conditions for the construction of international marketing strategies, and puts forward some suggestions for the construction of international marketing strategies in international trade practices, in order to provide some help for domestic enterprises to develop in the international market.

3.1 Problem

Although English is the common language in international marketing, local companies need to understand the cultural background behind the language and the essence of the language in international marketing, so that they can effectively use language and improve the quality of international marketing. In international marketing, the difference in education level directly affects the mode of trade between the two parties. It can be said that the higher the education level of the country, the more advanced its thoughts and concepts, etc., in the trade with it, it must adopt advanced technology and communication mode. For example: The use of modern technology in contract signing is easy for people in high-educated countries to accept. On the contrary, for some countries with backward education level, if they adopt advanced modern technology to communicate or sign contracts, they will be disgusted. It is best to use traditional advertising and newspaper models to achieve a good communication model. Therefore, in international marketing, it is necessary to pay attention to the differences in the education level of each country based on cultural differences, and to strengthen exchanges and trade contacts based on this factor. In people's life patterns, religious beliefs directly affect the life patterns and habits of individuals, which has a greater impact on international marketing. Each country has its own religious beliefs and has evolved into its own unique lifestyle habits. In the international marketing model, if you do not understand the differences in religious beliefs, not only will you not be able to form trade with other countries, but cultural differences will also arise. For example, due to the influence of religious beliefs, some countries in West Asia do not allow women to show up in public, and some women do not have the opportunity to participate in activities on major occasions. Even if they participate, they need to dress up to prevent outsiders from seeing themselves. Chinese women can show their faces, and their lifestyle is independent and individual. However, in international marketing, it is impolite to invite the entrepreneur's family to a banquet or event because of hospitality and even affect the trade between the two parties. Therefore, in international marketing, it is necessary to understand the religious beliefs of various countries, and conduct good national international trade.

3.2 Solutions

The development and implementation of international marketing requires certain opportunities, pays attention to cultural differences, and can expand international marketing channels through good international marketing opportunities according to the needs of different countries for products, thereby promoting product sales. In international marketing, according to the differences of national culture, it can provide opportunities for international marketing and promote the international sales and business model of products. In international marketing, the differences in language and writing have certain obstacles to the communication subjects. Cultural differences have formed a country's

unique language. Just like English, its Chinese translation also has certain problems, and the mode of eliminating this problem requires further understanding of the cultures of the two countries. Every product is born through a certain amount of effort and effort, of which market research is essential. Through market research, understand the market conditions, in order to promote product production, packaging, marketing and other models. The products produced through market research have certain value, can meet the needs of the audience, enhance the consumer experience, and achieve a good marketing model. In the same way, the international marketing model also requires market research. In the research, we learn about the culture, customs and people's consumption concepts of other countries, and incorporate this factor into product development, packaging, sales and other levels to help international marketing. Quality improvement. In the course of national development, different countries have their own development civilization history, forming unique cultures. In international marketing, we should pay attention to and value cultural differences, and use cultural differences as the starting point to break through the problems caused by cultural differences in international marketing. Talents are a strong support for the development of an enterprise's international marketing. Only by attaching importance to the cultivation of cross-cultural management talents can the company be further developed. First of all, according to the international marketing work model, the company cultivates suitable cross-cultural management talents, and establishes an excellent cross-cultural management team, so that the cross-cultural management team can better serve corporate development and international marketing. First, local companies. Business management model, select a cross-cultural business model similar to its own development model. Secondly, local enterprises learn from good cross-cultural business models, absorb the essence, and enhance the effectiveness of international marketing, so as to make the international marketing model in line with their own development strategy. Finally, in the international marketing of local companies, the application of cross-cultural economic models is not static, and needs to be constantly modified in the process of application to promote the company's sustainable development path.

4. Conclusion

In the course of social and economic development, the close contacts between Chinese companies and foreign companies have evolved into an international marketing model, which broadens the development path of the Chinese market. In international marketing, the manifestation of cultural differences affects the development process of international marketing. In this regard, analyze the influencing factors of international marketing under cultural differences, discuss the positive impact of cultural differences on international marketing, clarify the negative effects of cultural differences on international marketing, and propose optimization strategies for cultural differences on international marketing .Marketing is the most direct marketing model for consumers, but it is difficult to achieve precise marketing strategies. On the contrary, there has been a lot of spam marketing, which makes people troubled. With the support of big data technology, detailed and accurate analysis of user characteristic data can be carried out, so that advertising is also accurate, and the overall effect of data information dissemination can be enhanced.

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