

The Transformation of International Marketing Strategies in the Context of Big Data

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Abstract: International trade refers to the exchange of goods and services between countries on a global scale, including foreign trade between countries. The so-called international marketing is the marketing behavior beyond the national boundary, which is the expansion of local marketing in the world. And this is an economic behavior of enterprises to provide satisfactory goods and services to foreign customers for purpose of obtaining reasonable benefits. In order to deeply discuss the changes in international trade and marketing under the background of big data, this paper studies international marketing strategies from the background of big data.

Keywords: Big Data; International Marketing; Strategies

1. Problems in international marketing in the context of big data

1.1 The traditional model is no longer suitable for current needs

Relevant research shows that traditional international marketing often starts from people's long-term consumption habits in order to grasp their psychological needs. The focus of marketing is to provide consumers with more goods and services, while ignoring the potential needs of consumers, so most consumers choose to buy out of habitual use of products. Although this can maintain a certain sales volume for a long time, it is not conducive to the development of the enterprise. Traditional marketing methods focus on customer orientation, lack of customer development, so that the marketing method is too single, it is difficult to bring greater economic benefits to enterprises. In the big data environment, the international sales model of Transamericana faces greater challenges. Without change and modernization, it will not be able to adapt to the development needs of enterprises, let alone occupy advantages in the international market.

1.2 Diversification of trade patterns

Traditional international marketing methods are mostly based on physical trading, and trading enterprises often need to spend a certain amount of time exchanging goods. The traditional M&A model refers to the fact that an enterprise conducts trading activities in a specific place, which not only leads to an increase in the trade cost of the enterprise, but also brings certain risks to the enterprise. In the era of big data, people often use big data information platforms to realize e-commerce and break the constraints of time and space. For trading enterprises, obtaining correct product information through data collection on the Internet can enable traders on the Internet to understand the lack of commodity information in the market. But there is also a "similar carnage" phenomenon in big data, which has led companies to reprice based on different user categories and changed marketing strategies. This is a kind of behavior that is unfavorable to customers, once discovered, it is very easy to cause customer disgust, damage the development of enterprises, affect the free market, and even adversely affect the development of the entire international market.

1.3 The overall quality of marketing personnel needs to be improved

In traditional international marketing, sales methods are generally used, mainly "door-to-door sales" and "telephone sales" by marketers. This requires marketers to spend a lot of time and energy to learn marketing professional knowledge and skills, and also have certain communication and communication skills to ensure the smooth flow of marketing activities. In the era of big data,

marketers must not only have certain professional knowledge, but also have certain comprehensive capabilities, in order to accurately mine the data of customers' purchase behavior, they must accurately analyze customer purchasing behavior. In fact, in our country's market, only a very small number of marketers have the skills of data mining. For IT enterprise employees, even if they have strong data mining capabilities, they do not have good marketing skills, and it is difficult to apply big data to practice.

2. International marketing measures in the context of big data

2.1 Complete the cross-sale of the goods

In the context of the era of big data, cross-selling refers to obtaining more potential customers through customer information, using people to promote business, opening up a broader market, and improving their competitiveness. When conducting international marketing, more attention should be paid to user information. For example, some large international supermarkets can use big data technology to have a comprehensive understanding of consumers' recent purchasing habits and product needs, and then promote related products based on this information to increase their sales. In addition, for similar goods, you can also "package" and "price", so as to better attract the attention of customers, which can not only increase product sales, but also find more potential customers, thereby driving the overall economic benefits of the enterprise.

2.2 Actively promote the diversification of trade modes

In international marketing, diversifying trade methods is also an important strategy. In this process, enterprises must adapt to the development needs of the big data environment and deeply understand the changes and characteristics of international marketing in the big data environment. First, vigorously develop cross-border e-commerce. At present, cross-border e-commerce has become a new business trend, Alibaba, Jingdong and other major domestic e-commerce companies have launched cross-border e-commerce business to support and promote the development of cross-border e-commerce. To this end, China's local enterprises should actively respond to the development needs of cross-border e-commerce in the big data environment. Second, great progress has been made in international cooperation and trade. Under the background of China's rapid economic and social development, the demand of the international market is constantly changing. Many customers' requirements cannot be met by one enterprise alone, and the combination of multiple enterprises can create favorable conditions for the development of foreign trade. In this context, international cooperation in trade has become a very important mode of trade. In the international market competition, local enterprises often take domestic enterprises or foreign-funded enterprises as the cooperation objects, and cooperate in different ways to achieve the purpose of meeting customer requirements, so as to enhance their competitiveness and level in the international market.

2.3 Promote the development and transformation of enterprise organizations

Only in the era of big data can enterprises adapt to changes in the global market and better develop marketing skills. With the development of enterprises, how can enterprises improve their organizational capabilities and market capabilities to meet the development needs of enterprises in the big data environment. Here are the detailed recommendations. First of all, in the big data environment, establish an e-commerce organization for e-commerce marketing in the big data environment, integrate traditional e-commerce, and formulate a complete and thorough international marketing plan, so that enterprises can better adapt to the international development in the big data environment in the context of the new era. Secondly, in terms of data analysis and application, domestic enterprises need to be further improved. In order to meet this demand, Chinese enterprises should focus on the integration of industry and finance for reform and development, and deeply integrate these two aspects, and can use computer technology to build a scientific and comprehensive collection and analysis system, so as to collect and sort out various data and materials received by enterprises in the process of participating in international market competition and marketing. Based on the needs of enterprise development, especially under the actual conditions of international marketing, carry out detailed and comprehensive analysis of relevant data and materials, and explore them to the greatest extent, so as to better provide support for the formulation and optimization of international marketing strategies of enterprises.

3. Conclusion

To sum up, with the advent of the era of big data, people's consumption behavior patterns have also changed, which will surely

promote the rapid expansion of China's marketing scale, thereby improving the international competitiveness of China's market. Consequently, in order to improve the overall competitiveness of our international trade, we must apply big data technology to the international market, not only to see the benefits and opportunities brought by big data, but also to see when there are problems in the international market, through continuous optimization, fundamentally solve the problem, and establish a safer international market, which is of great significance to the economic construction of China's international market.

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