

Research on the Operation Mechanism of Independent Cross E-commerce Stations Based on Off Drainage under the Background of "Internet" +

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Abstract: In recent years, my country's traditional foreign trade has grown at a much slower rate. As a new type of transaction method, independent cross-border e-commerce sites have gradually become one of the important channels for the development of my country's foreign trade. This article studies and analyzes the operation mechanism of independent cross-border e-commerce sites refers to the problems existing in the operation of independent cross-border e-commerce sites and promotion outside the site and proposes solutions.

Keywords: Cross-Border E-commerce; An Independent Station; Independent Station Operation Mechanism

1. Introduction to cross-border independent shopping guides

There are currently two forms of cross-border e-commerce. One is our common third-party platforms, such as Amazon and Tmall, where companies enter the platform and then build their own stores to operate. There is also an independent station, which is simply understood as a website that does not rely on third-party platforms, such as a company's official website, which is designed and operated by the company itself. This is an independent station ^[1].

1.1 Independent station advantages

You can accumulate your own customers to facilitate repeat marketing and cross-selling in the future. You can also continuously optimize the product based on user feedback. It is difficult to start from the early stage of a self-built website, and the value of the website will increase with the accumulation of users.

1.1.1 The flexibility of independent stations

No need to consider the rules and constraints of the platform, you can operate and market better. Compared with hundreds of rules at every turn, selling goods on your own website and building independent stations have a high degree of autonomy, avoid rule restrictions, and have very high flexibility. There is no need to worry about changes in platform rules that will affect operations. At the same time, the premium of the product can be increased through product design. The precipitation of customer data. In the third-party platform transaction mode, a lot of customer information is not available. This is not the case for independent stations. All kinds of information used by customers for transactions are completely owned by the company, which provides a reliable source of data for companies to analyze their customer groups, and also provides the possibility for further promotion ^[2].

Reduce costs, low transaction commission costs, reduce transaction commissions or annual fees paid to third-party platforms, and at the same time, the service fees at the payment end are relatively low.

1.2 Disadvantages of independent stations

There are certain thresholds, basic website construction and operation capabilities are required, basic shopping process settings, product detail pages, etc. are necessary.

The biggest problem is that there is no free natural traffic, and it is necessary to improve user retention and conversion through operation and drainage.

2. Analysis of problems existing in the operation of cross-border

independent shopping guides

2.1 Website content needs to be continuously updated and optimized

A good independent station is definitely not static, so optimization and operation are carried out simultaneously. Don't just think about optimization, and don't just think about traffic. The two must be synchronized. The website needs to be optimized and updated in real-time, and hot articles should be published regularly. , Launching new products on the shelves, launching discount and preferential information, etc., in order to enhance customer experience and increase customer stickiness.

2.2 Poor promotion effect of drainage outside the station

The mainstream traffic channels are still concentrated on Google search engine, community media (social networks, display ads), permission-based email marketing, forum posting, etc. The labor cost is high, and the flow rate is low ^[3].

2.2 The website lacks a payment interface and logistics problems

The diversity of logistics transportation methods and payment methods is an important way to improve customer experience. There is no integrated one-click payment method. If the buyer adds the product to the shopping cart but fails to pay, it is most likely that there is a problem filling in the delivery address, because the customer feels that the most cumbersome part is filling in the address. There are no multiple logistics methods. There is only one logistics method, and the conversion rate is not high. Customers want more choices. If there are two or even three logistics methods to choose from, the conversion rate will increase significantly.

3.Countermeasures and suggestions for improving cross-border

independent shopping guides

3.1 Regular update and optimization of website content activities

The decoration style of the website is regularly fine-tuned on the original basis. For example, the upcoming festival will create a festive atmosphere, the website page will change the Christmas theme, and the external link resources will be sufficient to maintain a natural increase of 100-200 links (number of included).

Product innovation: On the basis of the original product categories, develop new and popular products.

Article copywriting: Constantly adjusting and optimizing the material copywriting is the key to improving the quality of article writing and the length of the article. Article length data shows that articles with a wide amount of information and deep content are more likely to be sought after and favored. Users often feel that the professionalism and credibility of long essays are usually much better than those of essays. Therefore, such content, users also prefer to carry out large-scale diffusion and sharing on hot topics and content marketing.

Website functional innovation: Using responsive design, most customers prefer to shop on smartphones or tablets. However,

no matter which device they use, they all hope to get the same seamless experience on the product page. The website uses an adaptive design to ensure that the website automatically responds to the device used by potential buyers. In short, the mobile-first design allows visitors to use their favorite devices to contact your product without having to adjust the page size or scroll the page, thereby providing convenience to consumers and improving the user experience.

Improve website loading speed: One way to improve page loading speed is to optimize images on the web and mobile devices.

3.2 Transformation to social e-commerce requires more diversified channels for diversion and promotion

Transformation to social e-commerce: Google and other search engines and Facebook-like social networks have significant differences in content dissemination: social networks are more inclined to produce humanized content, and social networks are more provocative. This provocative foundation comes from social genes: interaction, emotion, and entertainment. These will be more contagious for the dissemination and fission of product information and the increase in purchase rates.

Retaining old visitors: build a fan group, adopt fan groups, membership point system redemption, and other methods to increase customer stickiness and increase customer loyalty. The flow of old visitors is also very important. Compared with the flow of new visitors, old visitors already have a lot of influence on the product. With a certain degree of knowledge, this part of the traffic is relatively more accurate and the conversion rate is higher.

3.3 Improve logistics and payment methods

The convenience of payment methods and the diversity of logistics are the keys to the conversion rate. Logistics methods need to consider timeliness, customs clearance speed, transportation costs, cargo safety, and convenience for reverse returns. firstly From the buyer's point of view, the seller should make all-around considerations for the products purchased by the buyer, including freight, safety, delivery speed, and whether there are tariffs, and so on. secondly. The product transportation does not require exquisite outer packaging, and the key is to deliver the product to the buyer safely and quickly.

Payment methods, from the perspective of payment channels, when foreign trade independent stations want to find a good payment channel, there are several influencing factors: Payment stability and success rate Whether it is compatible with multiple payment methods 3. According to the goal Market integration payment methods^[4].

4. Conclusion

The cross-border e-commerce industry is constantly developing. Initially, large cross-border e-commerce platforms such as eBay, Amazon, and AliExpress were the starting point for overseas business, but this single sales channel operation failed to meet the development needs of the foreign trade industry. At the same time, as the platform became larger, sellers increased and products were of the same quality. Globalization will become more and more serious, leading to price wars and reduced profits. Now the platform traffic dividend period has declined significantly. Cross-border e-commerce still has the "intangible" characteristics of e-commerce. Buyers overseas will pay more attention to seller integrity the independent station can accumulate its own users for subsequent continuous repeat marketing and cross-selling. The independent station is a model worth adopting.

Fund Project: 1. Project Research on site construction technology and independent operation mechanism of cross-border e-commerce sites based on off-site drainage under the background of "Internet" + supported by National Training Program of Innovation and Entrepreneurship for Undergraduates. (202110300045)

2. "NUIST Students' Innovation and Entrepreneurship Training Program" (202110300043Z)

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