

Brand Marketing Strategy in Cross-Border E-Commerce Group Live Business Model

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Abstract: Along with the development of science and technology, the development of various industries in China has been introduced as well as used for information technology. The emergence of the aforementioned trends has brought a greater impact on the future development of various industries. The platform of cross-border e-commerce is an important commercial activity channel in the current world consumer market, while with the development of live web media, it has been prompted to become the main position of brand marketing communication. In the analysis of this paper, the brand marketing strategy under the business model of cross-border e-commerce group live broadcast is mainly analyzed.

Keywords: Online Marketing; Cross-Border E-Commerce; Information Technology

Introduction

Along with the development and progress of science and technology, making in the development of cross-border e-commerce, more and more attention to the way of webcasting, such a business model can well enhance the publicity, but also easier to capture with consumer groups and target users, so that in the development of business, the need to develop a clear strategic planning content to promote the development of cross-border e-commerce group live.

1. Cross-border live marketing model adjustment

1.1 Strong sense of interaction and authenticity

The use of live marketing, compared to traditional advertising and marketing methods, has the characteristics of interactivity, authenticity and a strong sense of experience, which allows users to participate in the process and reflects the effect that is not the same as traditional marketing. In the specific live broadcast, the anchor always has good interaction and communication with users, which enhances the sense of user participation. Secondly, the process of marketing, but also correspondingly can be fully expressed views, so that in the activities can also enhance the effect of secondary marketing^[1]. Authenticity is reflected in the process of live marketing, can meet part of the user's curiosity, especially in the process of watching live, can bring a more intuitive viewing experience, but also correspondingly close the distance between the user and the media. Second, carry out the user and the product of the enterprise distance among the processing, to a certain extent to enhance the sense of trust. Such consumer viewing, can be more clear and intuitive to understand the product information.

1.2 Wide range of dissemination

After entering the era of big data, there are various types of marketing methods, such marketing channels and communication characteristics are not the same, is a new marketing method, compared to the traditional marketing methods, facing greater differences.

In the process of live marketing, participation and interactivity is very important, so that users can feel more good participation in online shopping, so as to enhance the viscosity of users. In addition to carry out the corresponding promotion of products and enterprises, furthermore, the use of a perfect timely feedback to the marketing approach, can be a good way to enhance the company's comprehensive understanding of the market and cognitive. In a good marketing approach, it can be good to enhance sales^[2].

2. The development dilemma of cross-border e-commerce group live business

model

2.1 Cross-border e-commerce marketing is difficult

In the process of carrying out live e-commerce, compared to other types of live platforms, there are always different problems, so you need to actively profit as the main content of work, so that cross-border e-commerce in the community on the setting of the communication channels, put forward more requirements. In the specific work carried out, often the diversity of the community, can bring more positive effects. However, the requirements for the content of the group live broadcast are relatively high. In order to guarantee the high quality of live broadcast, it is necessary to carry out the reasonable design of the content. The way of group live broadcast is a way to deliver information to the community members, the quality of the product. The user live experience has a comprehensive and detailed introduction. In the process of group live broadcast, it is necessary to conduct a comprehensive and careful information processing based on the information of the product, and then also combined with the business's own key observations, so as to well fit the live broadcast method to the content and information of the product^[3].

2.2 Insufficient ritual aesthetics

Although the cross-border e-commerce products attach great importance to the live display of the products, but in the process of the actual live broadcast, obviously in the process of preparation, always based on the video way to deliver information to the community members. But such a way of information delivery will obviously receive various factors of restrictions, can not form a good and beautiful publicity effect.

3. The brand marketing path of cross-border e-commerce group live business

model

3.1 Big impact at low cost

In the past, the marketing of multinational brands is often based on the way of large cost investment, in order to enhance their own visibility in the market. But this way of publicity will obviously receive the challenge of homogeneous products, so that the actual marketing process of multinational brands, only using a large number of advertising, the cost will be greatly enhanced, but the marketing effect is increasingly limited^[4]. But in the group-based live sales method, can be very good for the enterprise for consumer preferences, consumption ability and coverage, have a more comprehensive knowledge and processing effect. In the process of carrying out the development of related industries, it is not necessary to promote the product alone, but rather need to actively save a large amount of capital investment volume, while safeguarding the development of cross-border e-commerce, the active use of live broadcast platform, the product launch, after the group live broadcast before, it is necessary to a certain degree of warm-up of the product, so that you can get more consumers to watch in the process of live broadcast. With such a marketing approach, you can well reduce the cost of marketing and publicity, and also accordingly avoid the problem of certain cost losses, and well enhance the net profit margin of the product^[5].

3.2 Live Streaming Featured Products for Reasonable Pricing

In the process of cross-border e-commerce group live, often with real-time, interactive features, so that compared to traditional marketing methods, has a strong marketing effect. Compared to the product pricing process, the need to combine the atmosphere of the scene, to adjust the marketing approach. In some of the more obvious sense of existence of goods, it is necessary to actively use the scientific and reasonable low price attraction way, but also correspondingly in a good value amount of commodity comparison and analysis of the link, to maintain in a good reasonable pricing processing, but also correspondingly to obtain sufficient profit content. In this way of marketing, good help group live brand marketing. Especially for some special goods, targeted marketing means and ways to carry out marketing, can only well enhance the overall level and effect of marketing, but also correspondingly enhance the marketing target.

3.3 Brand service quality improvement, expanding consumer groups

In the process of brand live, through the comprehensive establishment of community emotional ties, can well maintain a good system, but also correspondingly promote the development and improvement of the brand. In the development of cross-border e-commerce of the group live, the marketing of the relevant brand is very important, it is necessary to carry out the actual establishment of the work carried out to fully guarantee that consumers can experience high-quality communication and interaction in the process of consumption, but also correspondingly leave a good impression for the subsequent live. In the future to carry out brand marketing links, but also correspondingly to the brand to carry out targeted analysis, while strengthening the behavior of consumer processing, so as to meet people's consumption needs.

3.4 Make a good connection effect of situational marketing

For some brands in the marketing process, because they have already got more fans, so in the process of establishing the relevant brand, it is necessary to fully deal with the brand influence angle, so as to greatly enhance the overall influence of the brand. In the future to carry out the relevant work, but also correspondingly need to use a perfect connection to deal with a comprehensive strengthening of the analysis of different brands, so that you can maximize the follow-up in the product and the process of service, are combined with the overall service form of the product, so that a comprehensive social media and with the audience for a comprehensive marketing analysis of the link, well in the follow-up of the live, become The important brand of choice for yourself. After entering the new period, such a group of live handling is very important, in the use of the details of the situational marketing under the adjustment and processing, you can well enhance the overall level of brand marketing, as well as the use of a perfect marketing plan, only in the process of service experience, become the overall level of live. In addition, to carry out the brand marketing links, but also correspondingly maintain a centralized analysis of various content and information, so as to well enhance the overall level and effect of the brand. Finally, it is to do a good job of follow-up product marketing evaluation, so as to provide a good reference for the subsequent sales work.

Conclusion

In summary, after entering the new period, in order to further promote the development of cross-border e-commerce, it is necessary to actively use the business model of group live, the corresponding brand marketing, while clearly out of the law of economic development, as well as the combination of the current situation of the market, timely adjustment of marketing methods and effects, to bring more economic benefits.

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