

Research on the Development Direction of Marketing Models of Foreign Trade Enterprises in the New Era

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Abstract: This article has launched a research on the development direction of the marketing model of foreign trade enterprises in the new era, including changes in marketing channels, adjustments in marketing methods, and research and development of new technologies. The following strategies are adopted: research to organize basic information, improve the processing effect of business work, improve the corresponding marketing management system, and continuously improve the marketing management concept. The purpose is to improve the practicality of marketing models and accelerate the economic development of foreign trade enterprises.

1 Introduction

In the context of the continuous improvement of the international market system, foreign trade enterprises are facing new development opportunities and challenges, especially with the rapid development of Internet technology and mobile smart terminals, which not only bring great convenience to our lives. At the same time, the era of new media represented by mobile phones and touch screens has also begun. The emergence of these new things can not only change people's original lifestyles and broaden the channels for people to obtain information, but also increase the flexibility of corporate marketing models and expand the audience.

2 Research on the development direction of marketing models of foreign trade enterprises in the new era

2.1. Changes in marketing methods

2.1.1. Website marketing

The emergence of websites has enabled enterprises to shift their marketing focus from traditional advertising to the Internet. Foreign trade companies can establish corresponding exclusive websites based on their own development and publish professional portal information on them. This is also the basis for opening a new marketing model. The content not only covers extensive

and detailed product information resources, providing customers with detailed product information, but also opens registration and login portals, connecting to the company database, and provides companies with a series of accurate information resources to help them achieve their marketing goals. At the same time, the user forum has been established to build a communication platform for users, which is also an important battlefield for foreign trade enterprises to shape their reputation. Foreign trade companies often publish project-related information in their own forums, interact with potential users, and pay particular attention to the influence of opinion leaders. As a result, the forum, as an original new media marketing tool, has brought unexpected benefits to foreign trade companies in terms of word-of-mouth building and brand communication.

2.1.2. WeChat Official Account

In the process of WeChat official account marketing, its content mainly includes channels such as theme push, WeChat voting, and micro activities. In the WeChat theme push, the main information content is the latest market trend, special product push, and the latest trend of the country. As shown in Figure 1, this article was forwarded by a foreign trade enterprise to help users and internal employees have confidence in the development of the company. WeChat voting is to find out some focus topics, such as the latest social and people's livelihood issues, which can be used as a way to attract users and accumulate users, and play a role in accumulating users. Micro activities are activities that are pushed regularly or irregularly. The prizes can be WeChat Red Packet,

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vouchers, etc. The activity methods can be forwarding, accumulating praise, registering and scraping, etc., so as to make people more adapt to this new marketing model and deepen people's understanding of content.

2.1.3. Interaction on Microblogging

Under the background of the new era, traditional marketing models can no longer meet people's needs, and marketing channels represented by traffic are important content in the market. For a foreign trade company, the content posted by the official microblog will directly affect the fans' favorability of the company's microblog account. Therefore, foreign trade companies need to do a good job in the analysis of the early marketing goals, and publish some highly attractive content for the target fans. For example, a foreign trade company mainly deals with trendy brands, and the crowd is mainly young people. In addition to pushing product information, sometimes it can also forward some top-level variety shows or TV series official microblogs, thereby increasing the

stickiness between fans and the company, laying the foundation for the next marketing work.

2.1.4. APP marketing

In the choice of marketing channels, foreign trade companies can also choose APP marketing. In the APP, the main content is boutique recommendation, detailed comparison, information answers, preferential activities, etc. On the APP, users can obtain more intuitive information services, including product selection, product display, and cost-effectiveness. When the live broadcast is very popular, you can also demonstrate the product in the live broadcast. For example, some clothing-related foreign trade companies can also share some experience of dressing during the live broadcast, and try them on during the live broadcast to increase the user's sense of sight, which is also positively helpful for subsequent product sales.

2.1.5. Self-media marketing

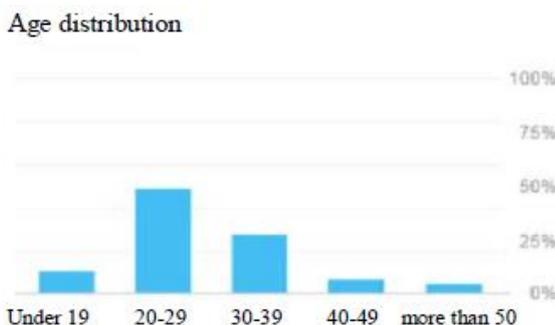


Figure 1 A foreign trade company's 2019 self-media audience age distribution

Since 2017, more and more self-media platforms have entered the public's business. Self-media platforms led by Toutiao, Baijia, Sohu, and Dayu are also growing rapidly in a blowout manner. In the marketing process, these platforms use methods such as watching articles, videos, receiving coupons, or placing the order with cashback to attract consumers to register for their accounts. They follow the method of "dissemination and marketing". Such huge information flow also provides necessary reference for the development of enterprises. For example, the age distribution of a foreign trade company's self-media audience in 2019 is shown in Figure 2. From the figure, it can be found that the number of people aged 20-29 accounts for the largest proportion. This will also become the main marketing target in the next stage of development of foreign trade enterprises: Withdrawing some characteristic service content and increasing the degree of adhesion between the audience and the enterprise.

2.1.6 Short video platform

At present, the short video platform has also entered a stage of rapid development. The short video platform represented by Kuaishou and Douyin will also become a new venue for the marketing and promotion of foreign trade enterprises. The biggest advantage of short video is that it has a variety of visual enjoyment modes, and is more convenient to watch. In the fast-paced contemporary era, it satisfies people's habit of fragmented information browsing, which can also attract more users, increase the audience of foreign trade enterprise products. For example, the main business item of a foreign trade company is shoe trading. As shown in Figure 2, most of its audience is men. In the process of short video production, you can also match some short videos of aerobic activities to make the crowd feel better. The degree of adhesion can be further improved, thereby improving the application effect of the short video platform.

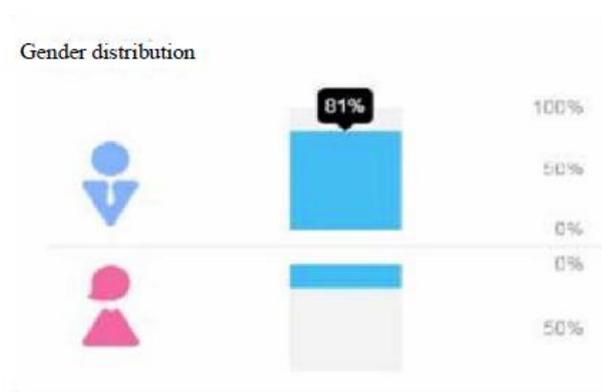


Figure 2 Gender ratio of the audience of a foreign trade enterprise

2.2 Adjustment of marketing methods

2.2.1 Build customer database

In the context of the era of big data, how to conduct precision marketing has become the foundation for enterprises to stand in the market. The prerequisite for all this is to establish a customer database, collect user information through legal channels, and at the same time summarize and organize basic customer information, and use big data technology to analyze user preferences and purchasing capabilities, so that in the follow-up work, you can provide users with some targeted marketing information to increase the success rate of marketing results. It should be noted that in the process of database establishment, it is also necessary to strengthen the confidentiality of user privacy. It is strictly forbidden to leak private information in any way to ensure the security of user information.

2.2.2 Accurate advertisement

After completing the establishment of the database, it is necessary to conduct an in-depth demand analysis for it. The relevant factors for reference include rigid demand, buying habits, purchasing ability, etc., so as to formulate accurate advertising strategies. In the process of implementing the strategy, the main dissemination carriers include SMS, email, APP, headline push and other channels to complete the push of information, and in the application process, it is also necessary to classify customers. For example, it can be divided into primary customers and secondary customers, and the primary customers use this method to directly push advertisements. For some customers with unclear intentions, in the process of information push, they can be regarded as potential customers, and diversified information can be pushed to them, and the scope of users can be gradually narrowed according to their browsing situation, and the return rate of information can be improved^[1].

2.3 New technology research and development

In addition to the application content mentioned above, in the actual development process, the research and development of new technologies is also a very important link. At present, the most trendy new technology in the development process is virtual reality technology. The biggest advantage of virtual reality technology in application is that it allows users to experience the application effects of products with the help of VR glasses. For example, many clothing foreign trade companies have introduced virtual dressing. According to the input parameters, virtual dressing can be realized online, which saves the time and cost of physical replacement, which also greatly improves the operating effect of the system. The time difference between selection and transaction is reduced, and work efficiency is improved^[2].

3 Strategies for optimizing the marketing model of foreign trade enterprises in the new era

3.1 Do a good job of sorting out basic information

By doing a good job of sorting out basic information, the application value of data information can be mined, and reliable data reference can be provided for the smooth progress of follow-up work. In the specific operation process, it is necessary to collect information through legal means, and at the same time summarize and organize basic information, and organize these data information with the help of big data technology, information technology, and database technology. Taking customer information as an example, when sorting it out, users can be classified according to their preferences, purchasing power, purchasing habits, and other content, then use SMS, email, APP, headline push and other channels to complete the push of information, thereby improving the probability of market transactions^[3].

3.2 Improve the processing effect of business work

By improving the processing effect of business work, it is possible to optimize the user's satisfaction with the service and improve the adhesion between the enterprise and the user. In the process of development, foreign trade enterprises need to do a good job of after-sales service, respond to the feedback information provided by users in a timely manner, and provide reasonable solutions according to the actual needs of users to reduce the probability of disputes between users. At the same time, it is also necessary to do a good job in the collection of feedback information, collect user opinions, and also need to do a good job in the selection and classification of opinions, so as to maintain the state of continuous improvement of service effects and improve the business capabilities of the system ^[4].

3.3 Improve the corresponding marketing management system

By improving the corresponding marketing management system, it can lay a foundation for the promotion of normal work of foreign trade enterprises and ensure the legitimate rights and interests of consumers and businesses. In the process of normal work, it is necessary to consider the relevant content of the existing marketing management system, and deal with some lagging content that does not meet the requirements, which also improves the integrity of the marketing system content. Moreover, in the process of system implementation, it is also necessary to analyze the feedback situation, evaluate the humanization and rationalization of the system content, and correct the content in a targeted manner, thereby improving the reliability and practicability of the system application process ^[5].

3.4 Continuously improve the marketing management concept

Through continuous improvement of marketing management concepts, we can ensure the advanced nature of the marketing model and make it more adaptable to social development trends. The wave of data development has swept across all walks of life. If foreign trade companies want to use new media resources to maximize marketing value, they must establish and improve databases, and continuously enhance their ability to analyze, mine, process, and utilize database resources. Only the data analyzed and processed by the database can help accurately locate the market and target segmented customers, thus formulate corresponding marketing plans, determine marketing channels, reasonably control marketing costs, and finally complete accurate push and delivery ^[6].

4 Conclusion

To sum up, doing a good job of sorting out basic information can dig out the application value of data

information; improving the processing effect of business work, can optimize the user's satisfaction with the service; improving the corresponding marketing management system can lay the foundation for the normal work of foreign trade enterprises; continuously improving the marketing management concept can ensure the advanced nature of the marketing model. Doing a good job in marketing model innovation under the background of the new era is of positive significance for accelerating the economic development of foreign trade enterprises.

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