

International Marketing Strategies in International Trade Practices

Mengting Xu Yan Yang*

Xi'an FanYi University, Xi'an Shanxi, 710199, China

Abstract:

In the context of economic globalization, China's foreign trade and economic development has become an important part of China's national economy. At the same time, more and more enterprises begin to invest in the development of international trade, intending to enter the international market and break the existing development limitations. However, in the international trade environment, there are great differences in the content and domestic development that these enterprises need to consider when formulating market management strategies. This paper will deeply discuss the application of international marketing strategy in international trade practice, hoping to provide some reference for Chinese enterprises to explore the international market.

Keywords:

International trade practice; Marketing strategy; Product service; Personnel training

Introduction:

With the trade activities between countries in the world becoming more and more frequent, international marketing has also achieved rapid development. The relationship between the two is mutual promotion. International trade provides an environment for the development of international marketing, while the latter provides a more perfect guarantee for the development of international trade activities. Under the new situation of world economic development, Chinese enterprises should accurately grasp the relationship between the two in expanding the international market. We should formulate marketing strategies and improve the achievements of international trade practice.

1. Overview of the development of international trade practice and international marketing

1.1 Analysis of the development situation of China's international trade practice

Since the implementation of reform and opening up, China's socialist market economic system has gradually improved, and all walks of life have achieved rapid development. After entering the new century, the relationship between China's economic development and the international community has become closer. After China's entry into WTO, the domestic and international competition faced by Chinese enterprises has become more intense. With the development of economic globalization, the Chinese government began to encourage enterprises to explore the international market and boost the development of China's foreign trade. At present, the international trade capital investment of Chinese enterprises shows an increasing trend. At the same time, China's economic development has also led to the innovation of science and technology, making China's

foreign trade began to show the trend of network development. At present, the Internet and international trade have formed a close combination, and network technology has become a skill that foreign trade practitioners must master. In addition, due to the great differences in cultural and economic policies of different countries and regions in the world, the development of national trade practice is inevitably affected. This requires foreign trade practitioners to understand and respect regional culture in specific practice, which is more conducive to the smooth development of international trade practice.

1.2 Analysis of the current situation of international marketing development

Marketing is the most widely used profit means when enterprises participate in market economy activities. Especially in the open market, only by doing a good job in marketing can we constantly improve their own market share, expand the scale of development and obtain higher economic benefits and popularity. In the process of marketing activities, products and markets are two important factors. Only by rationally allocating products, markets and marketing strategies can enterprises maintain their competitive advantage.

2. The research on the international marketing strategy in the practice of international trade

In order to effectively guarantee the steady progress of international trade practice, the foreign trade practitioners of the majority of enterprises in China should make scientific and reasonable international marketing strategies after careful analysis in their work. Based on this, this paper will put forward several marketing strategies for reference.

2.1 Targeted marketing measures

In the process of international trade practice, the purpose of international marketing activities is to attract more target

customers. Therefore, the marketing strategies adopted by enterprises must be targeted. Based on the characteristics of their products and services, combined with market demands, the marketing objectives and framework system shall be established, and on this basis, the marketing means and measures shall be determined, Promote the achievement of marketing goals. In order to ensure the smooth implementation of international marketing strategy, Chinese enterprises can construct "STP marketing strategy" in practice, that is, s-to divide the market carefully, t-to make clear the market objectives, p-to-accurately locate the market, to construct a trinity strategy frame, and to formulate a perfect marketing plan based on the comprehensive data of various aspects. In this process, the foreign trade practitioners need to know and master the market situation of each country dynamically and accurately grasp the market development trend as much as possible. In the practice of modern international trade, information circulation is a very important link. According to the characteristics of the times, Chinese enterprises should expand the international trade market and further establish the important position of international marketing. In order to adapt to the development trend of international trade, Chinese enterprises should provide customers with better products and services when marketing, and update marketing strategies in time to adapt to the changes of marketing environment.

2.2 Strengthen the dynamic understanding of the development of international trade

International trade practice is far beyond domestic trade activities in complexity. Therefore, the foreign trade practitioners of enterprises must actively implement the preliminary preparation before operation, collect, sort out and analyze the relevant international trade dynamics comprehensively, and help enterprises have a clear understanding of the quality and structure of trade market, and make a more scientific and effective international market based on this Marketing strategy. At present, the methods of understanding and mastering the international trade dynamics can be divided into two categories: online and offline. In the online trade operation, staff should pay attention to various international trade websites, platforms and media, and realize the dynamic collection of trade information through these ways to obtain the information they need. In the offline trade activities, enterprises should seize the opportunity to accelerate the laying of information collection and recovery sites, realize effective coverage of various trade exchange zones, form information networks, pay attention to the dynamic trade market, and lay a solid foundation for the development of international trade practice. Through the cooperation of online and offline, the

References:

- [1] Li Chenchen. *Analysis on International Marketing Strategies in International Trade Practice* [J]. *Information recording material* ,2017(10).
- [2] Song Xiaoshuang. *A Study on the Matching of Trade-style Market Entry Model and International Marketing Strategy of Chinese Agricultural Enterprises* [D].1 Haikou: Hainan University.
- [3] Qiao Tingting. *A Study on International Marketing Strategies in Modern International Trade Environment* [J].;2 *Economic Research Guide* ,2019(17).

information integrity and accuracy can be guaranteed, and the basis for the construction of international marketing strategy can be provided.

2.3 Conduct detailed investigation and understanding of the status of consumers

In the process of international marketing, accurate market positioning is needed. In order to improve the marketing effect, we need to make a deep investigation and understanding of the actual situation of potential consumers, because the demand of consumers often determines the important parameters such as trade volume. On the basis of in-depth investigation, enterprises should analyze and control the consumer demand, and provide the basis for the formulation of marketing strategy. When investigating consumers, enterprises should make clear the consumers' groups according to their own products or services. Then, they should use the feedback analysis of consumer demand to design or optimize the products that meet the needs of consumers. In the aspect of marketing strategy construction, we should highlight the difference and improve the competitive advantage of our products and services.

2.4 To improve the quality of products or services

The ultimate goal of marketing is to sell the products or services of enterprises. The quality of products and services largely determines whether the marketing can achieve ideal results. Therefore, in the process of international trade practice, Chinese enterprises should be committed to improving the quality of products and optimizing the quality of services. The quality of products shall be tested strictly according to ISO 9000 standard. And in the process of business development, products shall be subject to international trade standards

Quality control throughout the process. At the same time, the staff of the enterprise improve the quality of service and create a good image of foreign trade enterprises, which is more conducive to the recognition of consumers.

3 .Conclusion

To sum up, in the process of opening up the practice of international trade, Chinese enterprises should formulate scientific and feasible international marketing strategies through effective attention to the dynamic of the target market and the investigation and understanding of the target consumer groups, at the same time, strive to improve the quality of products and services, improve the training mechanism of foreign trade talents, promote the maximization of international practical interests, and promote the faster and better development of enterprises.

(*Teacher Advisor)