

# A Discussion on the Product Communication Strategy of Cross-Border E-Commerce Based on Potential Marketing

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**ABSTRACT.** Leveraging marketing can allow many cross-border e-commerce products to gain high attention with less effort through various media platforms, thereby achieving better communication results. By analyzing the cases created by many brands in the marketing atmosphere around hot events, the communication strategies under cross-border e-commerce product leveraging marketing are summarized: multi-level communication, events meeting the best points of product creativity and normalization, and attention to maintenance of the bottom line, in order to achieve the purpose of spreading their products to the maximum extent.

## 1. INTRODUCTION

With the increasing competition of cross-border e-commerce, content marketing of various e-commerce enterprises is also rich and colorful. Many e-commerce enterprises attract audiences by planning hot events, and at the same time, with the help of hot news, let e-commerce products attach to them for communication, and obtain greater communication effect with lower cost. However, leveraging marketing is risky. Once cross-border e-commerce enterprises take inappropriate measures to leverage, they will pay a heavy price. Therefore, leveraging marketing should follow certain principles and adopt correct strategies to carry out.

## 2. Integration and promotion of leveraging marketing, multi - level fission propagation

Cross-border e-commerce is just to make use of the we-media communication energy possessed by consumers, so that e-commerce products can obtain secondary dissemination, and then push it forward to get more layers of diffusion, thus leading to the final market consumption. On the other hand, it also improves the popularity and reputation of cross-border e-commerce enterprises, so every hot news outbreaking is a good time for leveraging marketing.

The first is the choice of "potential". We must judge whether this "potential" matches their product positioning, not blindly follow up, far-fetched, the result of the propagation effect is just the opposite, leading to the failure of "potential" instead of "potential". Therefore, the hot spot can be selected through the monitoring of public opinion and the monitoring system of social media, including weibo and baidu's hot list. Once the event is determined, it should be used well. In general, to maximize the marketing communication effect by taking advantage of the opportunity, it should not be limited to a single media platform. The extensive promotion of multimedia, multi-level and multi-platform should also be the purpose of high attention for cross-border e-commerce enterprises <sup>[1]</sup>.

@ Mian wumian the net friend in 2014 showed old photos of his mother when she was young, won the netizens' consistent touched, l 'oreal, seizes the opportunity to make the micro movie "the most beautiful gift to the most beautiful smile" in the official weibo online <sup>[2]</sup>, which is with the aid of the hot issues to eulogize mother's hard work, continued the family affection, The final red packaging of l 'oreal gifts in the film highlights the purpose of the cross-border marketing campaign, which naturally shows the appeal of the l 'oreal brand in the plot of mother-daughter relationship in the film. After the first video was released on sina weibo's official weibo account, l 'oreal was forwarded to

many weibo accounts of sina weibo. Of course, many portal microblogs related to L'oreal, such as Phoenix, Tencent and NetEase, were interactively Shared. Many big vs and stars who follow L'oreal's microblog have also carried out secondary promotion. Other social media such as WeChat, forums, and video sites have repeated the video. This round of online and offline integrated marketing communication allows the L'oreal brand to obtain a complete victory in the communication effect.

### **3. Clever selection of potential events, fit the best creative products**

The leveraging marketing of cross-border e-commerce products should be successful. It should choose to match the hot issues of time, once the event cooling down, the creative won't produce good effect, once the product and resonates in the focus of the audience, is bound to have a butterfly effect. In today's increasingly developed self media, the audience naturally becomes the protagonist of secondary communication, This kind of spontaneous reprint is a free advertisement promotion for the brand communication and product promotion of cross-border e-commerce, and the effect is even greater than the hard advertisement invested by e-commerce enterprises.

Durex put up such an advertisement on singles' day. Under a clock showing the coming 11:59 on the 11th, durex held durex products next to the text saying: only we can stop the crazy shopping behavior. By virtue of the hot event of single shopping on singles' day, durex products can be promoted<sup>[3]</sup>.

On the front of a brand of toilet paper exported to the United States, trump, the popular candidate for the current U.S. election, pouted his lips to kiss his head, catering to the mentality that most American voters hate this candidate,, linking popular presidential campaign and product promotion, The product has become a big seller for cross-border e-commerce companies in the United States.<sup>[4]</sup>

### **4. New media normalizes the leveraging marketing creativity of cross-border e-commerce products**

The spread of the new media platform for everyone is the main body, the properties of the we-media to the spread of information become more quickly and widely, and short time spread to the largest scope, together with more cross-border electricity enterprise is through the online store to sale, even if there is a line of network, through social media WeChat, weibo for product promotion probability is also accounted for most of the moment everyone is, after all, since the media by means of the hot issues of new media marketing your product, and garner huge attention in an instant, and this model also increasingly gain consensus in cross-border electricity enterprise. Of course, the conversion rate and drainage effect of such leveraging marketing should be closely related to the positioning of cross-border e-commerce enterprises' marketing creativity, the combination of products and hot events.

After all, the attraction of hot events on the Internet that consumers pay close attention to is far more convenient and cheaper than the self-promotion of enterprises. It is also more in line with the consumer psychology and resonates with the audience. What's more, a lot of companies invested heavily in the hard advertising that often was not paid attention to by consumers, once the hot topic which caused by the enterprises to gain share through the audience's attention and participation, natural produce secondary transmission, so the electric business enterprise through get on the ride is able to use the hot topic to brand communication, increase electricity product visibility<sup>[5]</sup>.

Fan bingbing, a celebrity known to the public, announced her relationship on her micro blog. Just nine minutes later, durex's official micro blog launched a marketing campaign with the slogan "bingbing has li". The 2015 Beijing Olympics games, I have just received durex is launched the appeal gel lubricant products gain marketing human body, with products of lubricant five water shape on behalf of the Olympic rings, more to copy "sliding home", quipping the product properties and corresponds to the winter ice movement, As the acme of perfection<sup>[7]</sup>.

## 5. Blindly follow not desirable, leveraging marketing has a bottom line

Leveraging marketing is not any time, any event can be leveraged, enterprises must have a basic judgment of hot events, blindly follow the heat and conformity is not desirable, leveraging marketing should cater to the hot but also must be synchronized to create new value for users of their products, for their own brand image. Must not damage the enterprise brand on the premise of the interpersonal relationship, can not figure the attention rate and drainage, damage the brand and users of the long-term cooperative relationship. Uniqlo event is a typical case, this kind of bad hype about "sex", although won the attention of the Internet, but itself, not the bottom line low content and topic, let many copycat hype of enterprise products, in the later by the audience, even uniqlo itself denies all the marketing hype, and durex serves as the most close relations and the "sex" topic from beginning to end of silent, a keen follow up against in the past, rapid manner of hype, back to durex decision is how wise.<sup>[8]</sup>

If only from the tactical consideration, leveraging marketing is nothing more than to use the high attention of hot events to get the high exposure rate of the enterprise brand, so that the audience to deepen the impression of the enterprise products and brands. According to AIDMA principle, this is only the initial stage to attract attention and generate interest. To turn this interest into positive brand energy in consumers' mind, and make them have a favorable impression on enterprise products, and finally make purchase behavior, this is the advanced stage of AIDMA principle. Visible simple gain, blind to follow only gain marketing "art", and we should be more emphasis on leveraging marketing to borrow the "dao", the so-called "dao" should focus on taking advantage of truth and reason, can't just stay in to get the audience's attention, this mass on the surface of a short time and attention, and not into to the enterprise brand of viscosity for a long time, the cross-border electricity business enterprise to obtain the right to borrow the leveraging marketing effect, must be the pursuit of "art" into "tao". To avoid the negative impact of hot events and combine the positive energy generated by the two to promote the power of corporate brand promotion<sup>[9]</sup>.

## 6. CONCLUSION

With the continuous development of the Internet, leveraging marketing has been increasingly adopted by cross-border e-commerce enterprises. After all, this temptation of low cost, short time and fast speed and huge audience communication effect should be hard to resist for any cross-border e-commerce enterprise. How to grasp the degree of leveraging marketing? It should be the direction that many cross-border e-commerce enterprises should strive for in the future to use ingenious creative techniques to maximize the effect of corporate brand communication.

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