



Research on the Promotion of Social Media Marketing to International Trade Business

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Abstract. In the context of the continuous advancement of the global digital wave, social media has gradually transformed from a simple social interaction tool to an important support carrier for international trade business development. With its advantages of wide dissemination, strong interaction and controllable cost, social media marketing breaks the time and space limitation of traditional international trade marketing and provides a new path for all kinds of enterprises to participate in international competition. This paper focuses on the relationship between social media marketing and international trade business, combs the relevant theoretical basis, analyzes the application status and existing difficulties of social media marketing in international trade, focuses on the promotion of social media marketing in expanding target markets, shaping brand image, reducing marketing costs and strengthening customer communication. Finally, it draws the conclusion that it provides theoretical reference and practical guidance for enterprises to enhance international trade competitiveness through social media marketing.

Keywords: Social Media Marketing, International Trade, Target Markets, Brand Image, Customer Communication

1 Introduction

With the rapid development of Internet technology and the accelerating process of global economic integration, the competitive pattern of international trade has undergone profound changes. The traditional international trade marketing mode relies on offline exhibitions, advertising, business negotiations and other ways, which has disadvantages such as high cost, limited coverage and low communication efficiency, which has been difficult to adapt to the needs of international trade development in the new era. In this context, the rise of social media has injected new vitality into international trade marketing and become an important bridge connecting enterprises with international markets [1]. At present, the scale of global social media users continues to expand, and various social media platforms continue to improve their functions, providing rich tools and channels for enterprises to carry out cross-border marketing. Both large multinational enterprises and small and medium-sized foreign trade enterprises have begun to attach importance to the application of social media marketing in international

trade business, transmitting product information, docking international customers and expanding overseas markets through various social media platforms. However, in the actual application process, some enterprises are still faced with unreasonable platform selection, single marketing mode, insufficient cultural adaptation and other problems, failing to give full play to the promotional role of social media marketing. Based on this, it is of great practical significance to deeply study the promotion effect of social media marketing on international trade business and sort out its application status and difficulties for promoting the high-quality development of international trade and enhancing the international competitiveness of enterprises. This paper will focus on the theory, application status, promotion and conclusion of social media marketing and international trade, and provide useful reference for enterprises to optimize social media marketing strategy and expand international trade business.

2 Social Media Marketing Theory and International Trade-Related Theory

2.1 Social Media Marketing Theory

Social media marketing refers to a marketing mode in which enterprises rely on various social media platforms to transmit enterprises and product information, establish enterprises' brand image, and promote product sales and customer relationship maintenance by publishing high-quality content, carrying out interactive communication, accurately positioning target groups, etc. Its core theoretical basis mainly includes integrated marketing communication theory and relationship marketing theory. Integrated marketing communication theory emphasizes that enterprises can achieve effective communication with target audiences and improve marketing effects by integrating various communication channels to transmit unified and coherent marketing information. In social media marketing, enterprises can use different social media platforms to integrate text, pictures, videos and other content forms to deliver consistent brand ideas and product information to the international market, break the limitations of a single communication channel, and enhance the coverage and influence of marketing information [2]. Relationship marketing theory focuses on the establishment and maintenance of long-term stable relationships between enterprises and customers, emphasizing continuous interaction and value transfer to enhance customer satisfaction and loyalty. The interactive characteristics of social media platforms provide convenience for enterprises to establish close contact with international customers. Enterprises can shorten the distance with customers by timely responding to customer inquiries, paying attention to customer needs and carrying out personalized interaction, so as to establish long-term cooperative relations and lay a foundation for the continuous development of international trade business [3].

2.2 International Trade-Related Theory

International trade-related theories are the theoretical support for studying the role of social media marketing in promoting international trade, among which comparative advantage theory and factor endowment theory are the most core theoretical bases. The theory of comparative advantage holds that there are differences in labor productivity among countries when producing different products. Countries should concentrate on producing and exporting products with comparative advantages, import products with comparative disadvantages, optimize the allocation of resources through international trade, and improve the welfare level of each country [4]. With the help of social media marketing, enterprises can display their comparative advantages more conveniently and let the international market understand the product characteristics and competitive advantages of enterprises more quickly, reduce the transmission costs of comparative advantages, and promote the comparative advantages of various countries and the development of international trade. Factor endowment theory holds that there are differences in the endowment of production factors among countries, that is, the quantity and quality of production factors such as labour force, capital and land are different, and countries should export products produced intensively by their own abundant factors and import products produced intensively by their own scarce factors. Social media marketing can help enterprises connect production factors more accurately around the world, reduce the information costs of factor allocation, enable enterprises to expand the international market more efficiently according to their own factor endowment characteristics, and realize cross-border optimization allocation of production factors [5].

3 Social Media Marketing in International Trade

3.1 Social Media in International Trade

At present, the application forms of social media in international trade present diversified characteristics. Different types of enterprises choose suitable application forms to carry out marketing activities according to their own business needs and target markets characteristics. Content marketing is the most basic and widely used form of social media marketing in international trade. By publishing text, pictures, videos and other content related to products and industries on social media platforms, companies convey product information and brand concepts to international customers and industry knowledge, attract the attention of target customers, and increase the exposure of companies and products. These contents include not only product function introductions and quality advantages, but also industry trends, market trends, etc., which can meet the needs of international customers for product and market information and enhance customers' awareness and trust in the company. Social advertising is another important application form. Through the advertising function of social media platforms, enterprises accurately push advertising content according to the regions, ages, demand preference and other information of target customers, so as to realize accurate coverage of international target markets [6]. Compared with traditional international advertising,

social media advertising has the advantages of low cost, accurate positioning and monitorable effects, which can help enterprises reach more potential customers at lower cost. Cross-border live broadcasting marketing is a new application form emerging in recent years. Enterprises display the production process and use effects of products in real time through live broadcasting, interact with international customers in real time, answer customers' questions, enhance customers' sense of experience and trust, and promote product transactions. Community operation is also an important application form of social media in international trade. Enterprises establish exclusive communities on social media platforms, invite international customers and potential customers to join, regularly publish community-specific content, carry out interactive activities, maintain customer relationships, cultivate customer stickiness, and realize long-term retention and repurchase of customers.

3.2 Social Media Marketing in International Trade

Although social media marketing has been widely used in international trade and has played a certain role in promoting it, enterprises are still facing many difficulties in the application process, which affects the full play of marketing effects. Lack of cultural adaptation is one of the primary dilemmas. There are great differences in cultural customs, values and consumption habits in different countries and regions. When enterprises carry out social media marketing, if they fail to fully consider the cultural characteristics of the target market and blindly push marketing contents, cultural conflicts are easy to occur, resulting in poor marketing effects and even damaging the brand image of enterprises [7]. Some enterprises lack in-depth understanding of the target market culture, follow the domestic marketing model in content creation, advertising design and other aspects, fail to achieve localization adaptation, and it is difficult to obtain recognition from international customers. Unreasonable platform selection is also a common dilemma. At present, there are many kinds of global social media platforms, and there are differences in user groups, functional characteristics and application scenarios of different platforms. When some enterprises carry out social media marketing, they lack in-depth analysis of platforms and blindly settle into multiple platforms, resulting in scattered energy, waste of resources and failure to form effective marketing synergy. In addition, some enterprises choose platforms that do not match their own target markets and product types, which makes it difficult to reach accurate target customers, affecting the marketing effects. The shortage of marketing talents is also an important factor restricting the application of social media marketing in international trade [8]. To carry out social media marketing in international trade, compound talents with international trade knowledge, social media operation abilities, cross-cultural communication abilities and other aspects are needed. At present, many enterprises, especially small and medium-sized foreign trade enterprises, lack such compound talents, resulting in lack of professional planning and operation of marketing activities, low content quality, insufficient interaction, and difficulty in achieving the expected marketing goals. That the marketing effect is difficult to quantify is also one of the difficulties faced by enterprises, social media marketing effect is not as easy as traditional marketing through sales volume and other indicators directly measured,

some enterprises lack scientific effect evaluation systems, cannot accurately grasp the input-output ratio of marketing activities, it is difficult to optimize marketing strategies according to the evaluation results.

4 Social Media Marketing for International Trade

4.1 Expand Target Markets for International Trade

Social media marketing can effectively break the time and space limitations of traditional international trade marketing, help enterprises expand international trade target markets and expand overseas market coverage. The traditional international trade marketing model is limited by geographical and cost factors, and it is difficult for enterprises to reach potential customers in remote areas, and the market coverage is limited. The social media platforms have the characteristics of global coverage. Regardless of the size of the enterprises, they can transmit product information to potential customers around the world through social media platforms, break down geographical barriers and achieve extensive coverage of the international market. The accurate positioning function of social media platforms can help enterprises accurately identify target customer groups, push targeted marketing content according to the geographical location, demand preference, behavior habits and other information of target customers, and improve customer attention and conversion rate. Through social media marketing, companies can quickly understand the market needs of different countries and regions, discover potential market opportunities, adjust product structures and marketing strategies in a timely manner, and expand new target markets. At the same time, social media marketing can lower the threshold for enterprises to enter the international market. Small and medium-sized foreign trade enterprises do not need to invest a large amount of funds for offline exhibitions and advertising. They only need to carry out marketing activities through social media platforms to reach international customers, reduce market entry costs and provide convenience for small and medium-sized foreign trade enterprises to expand the international market. Social media has strong communicability, and high-quality marketing content can be rapidly disseminated through user sharing and forwarding, expanding the international influence of enterprises and products, attract more potential customers, and further expand the target markets of international trade.

4.2 Create Brand Image of International Trade

Brand image is an important embodiment of the competitiveness of enterprises in the international market. Social media marketing can help enterprises effectively shape the brand image of international trade and enhance the international popularity and reputation of brands. In international trade, the brand image of an enterprise directly affects the purchase decisions of customers. A good brand image can enhance customer trust and loyalty, and help an enterprise stand out in fierce international competition. Social media platforms provide a rich carrier for enterprises to display brand image. Enterprises can show their strengths, product quality and service advantages to international

customers by publishing high-quality content, carrying out interactive communication and transmitting brand concepts, and gradually shape a unique brand image. Through continuous content output, enterprises can deliver consistent brand values to international customers, so that customers can better understand the brand connotation of the enterprise and enhance the brand identity. The interactive characteristics of social media enable enterprises to communicate directly with international customers, timely understand customer needs and feedback, optimize products and services according to customer opinions and suggestions, improve customer satisfaction, and further enhance brand reputation. At the same time, enterprises can enhance the social image of brands and gain recognition and support from international customers by displaying corporate social responsibility, environmental protection concepts and other contents on social media platforms. Customer evaluation and word-of-mouth communication on social media can further expand the influence of brands, help enterprises establish a good brand image in the international market, and lay a foundation for the continuous development of international trade business.

4.3 Reduce Marketing Costs of International Trade

Compared with the traditional international trade marketing model, social media marketing can effectively reduce the marketing costs of enterprises and improve the cost performance of marketing investment. Traditional international trade marketing mode needs to invest a lot of money for offline exhibitions, international advertising, business negotiations, etc., and marketing costs are high, for small and medium-sized foreign trade enterprises, it is difficult to bear high marketing costs. The investment costs of social media marketing are relatively low, enterprises do not need to invest a lot of money for venue leasing, advertising production, etc., only need to invest a certain amount of manpower and a small amount of money in content creation, platform operation and advertising, can achieve better marketing results. The free functions of social media platforms provide convenient marketing channels for enterprises. Enterprises can attract the attention of target customers and reduce marketing costs by publishing content for free and carrying out interactive activities [9]. At the same time, the precise positioning function of social media marketing can help enterprises focus marketing resources on precise target customer groups, avoid the waste of resources in the traditional marketing mode of “casting a wide net”, and improve the utilization efficiency of marketing resources. Social media marketing can achieve rapid dissemination and reuse of marketing content, high-quality marketing content can be continuously disseminated through user sharing, forwarding, etc., expanding influence, realizing “one investment, multiple returns”, further reducing unit marketing costs. For small and medium-sized foreign trade enterprises, the low-cost advantage of social media marketing can help enterprises carry out effective international trade marketing activities within limited capital budgets and enhance their international competitiveness.

4.4 Strengthen Customer Communication in International Trade

Customer communication is the core link of international trade business development. Good customer communication can enhance customer trust and promote transaction completion, while social media marketing can effectively strengthen international trade customer communication and improve communication efficiency and quality. Traditional international trade customer communication mainly depends on mail, telephone and other ways, and there are problems such as untimely communication and unsmooth information transmission, which makes it difficult to meet the communication needs of enterprises and customers. Social media platforms have the characteristics of instant interaction, enterprises can communicate with international customers in real time through social media platforms, timely answer customers' questions, respond to customers' needs, shorten communication cycles and improve communication efficiency [10]. Enterprises can publish product information, order progress, etc. in real time through social media platforms, so that customers can know relevant information in time and enhance customer trust. At the same time, social media platforms can enable enterprises to understand customer needs and preferences more comprehensively, grasp customer demand changes by analyzing customer messages, comments, interactive behaviors and other information, provide targeted products and services, and improve customer satisfaction. Social media marketing can break down language and geographical barriers, achieve effective communication with customers in different countries and regions through the translation functions of the platforms, localizing content creation, etc., shorten the distance with customers, and establish long-term stable customer relationships. Good customer communication can promote customer repurchase, and at the same time attract more potential customers through customer word-of-mouth communication, and promote the continuous development of international trade business.

5 Conclusions

Under the background of global digitalization, social media marketing has become an important support for international trade business, which plays a significant role in promoting the development of international trade by virtue of its own advantages, and relevant theories provide solid support for its application. At present, social media marketing is applied in various forms in international trade, but it still faces difficulties such as insufficient cultural adaptation, unreasonable platform selection, shortage of marketing talents, and difficulty in quantifying marketing effects. Its promotion effect on international trade business is mainly reflected in four core aspects: expanding target markets, shaping brand image, reducing marketing costs and strengthening customer communication. With the development of social media technology and the improvement of enterprise marketing capabilities, its role in international trade will be further highlighted. In the future, enterprises need to pay attention to social media marketing, solve application difficulties in a targeted manner, optimize marketing strategies, and combine traditional marketing models to achieve complementary advantages, promote high-quality development of international trade business, and enhance their international competitiveness.

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