

Research on Brand Marketing Strategy Under Cross-Border e-Commerce Live Streaming Business Model

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Abstract: At this stage, with the continuous upgrading of consumption, consumers pay more and more attention to brand and product quality, cross-border e-commerce platforms should also adjust brand marketing strategies according to users' preferences and choices, and combine with the most popular business models at present, so as to improve the influence and popularity of independent brands. Based on this, this paper starts from the current development environment of cross-border e-commerce live streaming to discuss the dilemma and solution strategies of brand live streaming marketing under the e-commerce live streaming business model.

Keywords: E-Commerce Model; Cross-Border Live Streaming; Brand Marketing Strategy

Introduction

In recent years, with the rapid development of information network technology and the wide application of the Internet, online live marketing has experienced explosive growth. The business model of e-commerce live streaming has unparalleled advantages in terms of coverage, communication speed, and commercial value, so many cross-border e-commerce companies can find business opportunities and seize the opportunity to carry out deeper innovation and development. As far as the current overall development situation is concerned, group chat live streaming as the main Internet delivery mode has been welcomed by more enterprises and consumers, and has also shown broad development prospects.

1. The development environment of cross-border e-commerce live broadcasting

1.1 Domestic environment

In recent years, with the accelerated development of world economic integration, people's living standards continue to improve, purchasing power is also increasing, now consumers are no longer simply pursuing low prices, their requirements for commodity quality are getting higher and higher, the trend of purchasing and cross-border consumption is gradually rising. However, because there are inconveniences in many aspects such as overseas shopping and personal purchasing, this has brought important opportunities for the development of cross-border e-commerce. The form of online live broadcast is sought after by major merchants, Internet celebrities and self-media, mainly because it has the characteristics of realistic on-site, interactive real-time, and clear target groups, and cross-border e-commerce has been more and more rapid and standardized development under the continuous improvement of national policies and strong support from the government. Under the new crown epidemic, the "stay-at-home economy" has swept at home and abroad, and the penetration rate of cross-border e-commerce in Europe, America, Southeast Asia and other places has not decreased, but has also made great progress, and imports and exports have shown a significant upward trend. At present, more than 200,000 Chinese companies have launched cross-border e-commerce business.

1.2 International environmental aspects

At present, a new type of international trade circulation mode, cross-border e-commerce, is developing rapidly, and

more countries or regions have joined the ranks and successively introduced a number of preferential and supportive policies. However, unlike the growing trend in China, overseas cross-border e-commerce live streaming marketing is still in the early stages of development, and most overseas e-commerce platforms have only begun to be deployed in 2020 and are taking off. Although foreign professional anchors have also given strong support and training, but due to the influence of language expression habits and cultural background gaps, foreign anchors have not yet developed a mature sales model in live broadcast marketing, and the content of live broadcast is mainly the introduction of goods, and there is not much interaction with consumers, and it is difficult to get the trust of consumers in the short term. In addition, for foreign customers, due to the new introduction to live shopping, an innovative shopping method of watching and buying, consumers' habits of buying goods in physical stores have not changed. All in all, even though cross-border live streaming marketing has been strongly supported and promoted globally, it will take time for it to gain public recognition^[1].

2. The main reason why brand live streaming marketing is difficult

2.1 Lack of professional live broadcast talents

With the rapid development of China's cross-border e-commerce industry, China's e-commerce industry has an increasing demand for talents in the e-commerce industry. In the live broadcast of cross-border e-commerce, in addition to using fluent English for product promotion, the host must also interact with the audience in the live broadcast room, which requires the anchor to have sufficient knowledge of the brand and products, not only to answer customer questions quickly and accurately, but also to fully grasp consumer psychology and master the know-how of communication. In addition, webcasting is different from TV programs or short videos in that it has no rehearsal, no camera switching, and no content editing and combination, so it is very timely. During the live broadcast, the host needs to obtain real-time user feedback according to the barrage, answer the questions raised by the user, and adjust the live broadcast format with reference to effective suggestions, showing strong two-way interaction and improving the conversion rate of the audience.

However, at present, in the emerging industry of cross-border e-commerce live broadcasting, the scale of talent training is very lagging behind, and there is no set of training plans that can be directly learned, nor a set of fixed and effective training models. At present, in China, the live broadcast of domestic brands is usually completed by individual sellers themselves, and these sellers often lack experience in live broadcast marketing and lack English proficiency, which leads to a bad live broadcast atmosphere and the results of live broadcast sales are not ideal. In short, the lack of professional talents greatly affects the effectiveness of brand live broadcast marketing, and only through continuous practice and exploration, and actively summarize experience, it is possible to establish a new talent training system.

2.2 Singlening of live broadcast content and form

At present, although the communication method of live streaming marketing is relatively new, due to the serious homogenization of content and lack of innovation, most of the live broadcasts are similar, and it is difficult to attract customers. At the same time, the form of cross-border live broadcast is relatively single, most of the anchors are in a fixed live broadcast location, showing and introducing their products to the audience, lacking unique scenes and content, similar goods presentation content and copywriting is relatively single, creative is obviously insufficient. In this case, if merchants want to show their uniqueness in many brand live broadcasts, they must create better content to capture the attention of users, and simply imitating and borrowing from other brands' live broadcast ideas will not only be difficult to promote brand promotion effects, but even have a negative impact on brand image.

3. Brand marketing strategy in cross-border e-commerce live broadcast mode

3.1 Grasp the characteristics of the times

In the "Internet +" era of information explosion, social entertainment websites are competing for development, and many new media platforms are emerging, and they have shown very strong market competitiveness. At the same time, the high degree of connectivity of the Internet also speeds up the transmission of information, helping brands to further expand

their markets. Based on this, brands in the cross-border e-commerce live broadcast mode should actively seek platform cooperation, make full use of their communication advantages, and further enhance brand awareness and reputation. In addition, brands need to follow the trend of the times, firmly grasp the characteristics of industry development in the context of the times, and actively release live broadcast previews, new product previews and other activities on major Internet platforms to make pre-reserves for target users.

3.2 Scientifically plan live broadcast content

Live streaming marketing is mainly in the form of live broadcasting, and its core elements are still centered on marketing, and the success or failure of live streaming marketing often depends on the quality of live content. Brands must continue to output high-quality content, innovate in live broadcast formats, and reasonably plan creative live streaming sessions, starting from improving content quality and exploring new marketing strategies to ensure the high-quality development of live streaming marketing models. At the same time, when planning the marketing content of brand live broadcast, it is necessary to strictly abide by the national policies and platform regulations, not to appear prohibited words and controversial products, but also to have a deep understanding of the culture and fashion trends of the country or region where the target market is located, so as to be able to produce high-quality live broadcast programs accordingly^[2].

3.3 Reasonable pricing according to product characteristics

The marketing model of cross-border e-commerce live broadcast has distinct characteristics such as strong real-time and strong interactivity, so when the anchor introduces the price of goods, he needs to use the on-site atmosphere to specifically show its characteristics, and some items that pursue sales can be moderately low-price drainage, so as to achieve the purpose of attracting the audience in a short time. After that, the anchor should give full play to the appeal and appeal with the help of the on-site atmosphere, take out high-value items in a timely manner to form a sharp contrast with them, and then achieve reasonable pricing on this basis, stimulate the audience's desire to buy, and obtain profits.

3.4 Improve service quality and retain consumer groups

Through effective live broadcast marketing, the emotional bond between the brand and the target customer will be gradually established, and it is necessary to promote the in-depth development and improvement of brand services. For consumers, they will continue to spend on their favorite brands only if they have a satisfying experience with the goods and services when they first shop. Therefore, in the context of live broadcast marketing, cross-border e-commerce brands should put brand service awareness in an important position, and every link in the live broadcast should communicate and interact closely with the audience in real time through social media.

Epilogue

Nowadays, many domestic and foreign cross-border e-commerce platforms are vigorously supporting and developing live streaming marketing business, and China's cross-border e-commerce brands should also seize this opportunity to innovate the live streaming marketing model and continue to expand the influence of the brand. In this regard, major brands should strive to make up for the shortcomings in online live broadcast marketing, formulate a set of scientific and reasonable marketing plans, and continuously optimize the live streaming marketing mechanism, so as to lay the foundation for the long-term development of the brand.

References

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