

Research on International Marketing Innovation Strategy under the Background of Economic Globalization

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Abstract: With the development of global economic integration, the international market environment has shown a series of huge changes. Traditional international marketing strategies have been unable to meet the current market competition needs of enterprises. Therefore, companies must conduct innovative research on their international marketing strategies in light of the current market situation. This article first analyzes the impact of economic globalization on international marketing strategies, and then focuses on the problems existing in marketing innovation and their solutions. I hope that relevant views and suggestions can provide reference for relevant companies to develop international marketing. Let more high-quality products enter the international market.

1. Introduction

Under the background of economic globalization, the international market environment is constantly changing, and enterprises are facing both unprecedented development opportunities and the influence and test of many internal and external factors [1]. In this regard, if enterprises want to win steady development, they must adjust their marketing strategies in a timely manner in accordance with the current market situation, establish a modern marketing concept, continuously innovate scientific marketing strategies, and enhance their international competitiveness, thereby promoting their Steady development [2].

2. The Impact of Economic Globalization on International Marketing

In the context of economic globalization, all aspects of the company's original international market environment will inevitably change, and the company's international market strategy will be deeply affected. This impact is manifested in the following areas:

2.1. Customer Demand is More and More Personalized and Rational

Due to the influence of the economic globalization environment, customers have created a lot of personalized demands for products, and the consumer market has gradually shifted from mass consumption in the past to personalized consumption models [3]. At the same time, the cultural and educational level of customers has also been greatly improved, which has led to a more rationalization of their consumption concepts and a significant reduction in impulse consumption [4].

2.2. Affected Product Strategies, Companies Increasingly need R & D and Innovation

In the context of economic globalization, in order to meet the individual needs of consumers, companies need to subdivide the original product functions and market services to highlight the company's own differentiation, personalization, and quality. Enterprises need to continuously carry out technological innovations, improve the technological content of their products, and ensure that their product technologies are in line with world standards in order to stabilize and expand the size of consumers;

2.3. The Price Strategy is Affected, and Companies need to Set a Reasonable Price Based on the International Market Conditions

In the context of economic globalization, companies need to formulate corresponding pricing strategies based on customer needs. This requires corporate managers to have a thorough understanding and awareness of value pricing strategies, differential pricing strategies, and prestige pricing strategies. On this basis, establish a perfect product pricing strategy and scientific and reasonable price positioning;

2.4. Affected Distribution Strategy, Cross-Border E-Commerce Shortened Marketing Channels

With the establishment of the economic globalization system, marketing channels are also moving towards integration. Under such circumstances, manufacturers, wholesalers, and retailers have established a fast information exchange platform with the help of powerful computer and network technologies, and their sales channels have also shifted towards digitalization and networking. In this context, many companies have entered third-party cross-border e-commerce platforms and sold products to the international market through the Internet. Foreign consumers can directly interact with the company, shortening marketing channels, and enabling companies to better serve consumers. Provides personalized services, and can also grasp consumer feedback information at the first time, so as to adjust their product functions, service strategies and development strategies in a timely manner;

2.5. Promotion Mode Affected, Many Popular Online Promotion Methods Appear

The promotion model in the Internet era has a series of advantages such as low cost, high efficiency, simple operation, and wide range of spread. Moreover, the spreading methods have become more diversified, and corporate promotion models and promotion methods have also been greatly affected. In the traditional foreign trade business, companies are accustomed to relying on exhibitions, paid advertising, purchasers, etc. to carry out marketing promotion activities, but in the era of social media, overseas customers have gradually become accustomed to information through social networks, social sharing, microblogs, forums Browse, collect, and use as a basis for decision-making. At present, the total global population is about 7.5 billion, the number of Internet users exceeds 4 billion, and the number of people using social platforms has exceeded 3 billion. Therefore, the company's international marketing strategy must also be adjusted accordingly.

3. Research on the Innovation of International Marketing Strategy in the Context of Economic Globalization

3.1. Changing Traditional Marketing Concepts

In the context of economic globalization, competition among enterprises has not only stayed at the level of production technology, strategic planning, service projects, etc. This competition has penetrated into the core concept level of enterprises. Therefore, if an enterprise wants to formulate a scientific and reasonable international market building strategy, it must first establish a marketing concept that is in line with the laws of the market economy, the international operation mode, and the humanistic spirit. In the process of innovating marketing strategies, enterprises must be good at using modern management technology, at the same time learning and drawing on the successful experience of foreign counterparts in the industry, and then combining their own operating characteristics to establish a corresponding marketing operation model. An important reason for the rapid growth of economic globalization is the development of network information. The popularity of the Internet has established a bridge for international exchanges. The development of e-commerce has also greatly changed people's living habits and lifestyles. Enterprises must recognize the importance of the Internet in international economic exchanges. On this basis, Based on the world, form a new marketing strategy and find a new way out. [5]

3.2. Optimizing Innovative Marketing Strategies

For a company, regardless of its size, as long as it wants to have a stable development space in other countries, it must have its own product design, technology research and development, manufacturing, and marketing channels. Only in this way can products be freely exported from other countries. In other words, all companies participating in the international market competition must not only have strong core competitiveness, but also have transnational operating strength. Based on this, a set of international marketing strategies that conform to its own characteristics are formulated in accordance with the overall operating laws of economic globalization. Specifically, when an enterprise is developing an international market-building strategy, it may be useful to consider the world as a whole market, recognizing that there are certain commonalities and differences in global market demand, and on this premise, formulate a corresponding marketing strategy, or Optimize and adjust previous corporate marketing strategies to meet the overall requirements and development trends of economic globalization. Only in this way can companies not only enjoy the low-cost advantages brought by standardization, but also meet the market needs of other countries, and achieve their own healthy development and maximize their benefits. In addition, with the rapid development of global information technology, e-commerce has become another major battlefield for consumption in the international market. In this context, if an enterprise wants to formulate a successful marketing strategy, it needs to pay attention to the following three aspects. First, the operator and its management team must have a strong strategic awareness. Enterprises should regard the pursuit of global market benefits as their own business development goals. Under this premise, they should seek human, material and financial resources that are conducive to achieving this goal, and strive to obtain more development opportunities and competitive advantages. Secondly, when companies create localized marketing strategies in other countries' markets, they need to take "costly feasible, culturally adaptable" as the basic principle, and build a localized development of brand style, employment, promotion slogans and promotional methods. The strategy is to attract a sense of distance between the enterprise, the local people and the local government, and at the same time reduce the operating cost of the enterprise, create a good environment for overseas development. Finally, the target market targeted by the company's main product Meet the basic requirements of standardized marketing, such as high-end, durable consumer products, or brand-name products that can represent the image of the country. These products have their own unique target consumer groups. Enterprises should develop the corresponding marketing strategies based on the psychological characteristics of different consumer groups.

3.3. Broadening Marketing Channels

The marketing channel is an important carrier to realize the value of the company's products and reflect the value of the service. Therefore, in the context of economic globalization, companies must broaden their marketing channels in accordance with the specific conditions of the international market and formulate a highly coordinated marketing plan for international economic development trends. In this process, the following aspects are mainly involved: first, the establishment of a relatively low-cost and effective overall marketing channel, or more intuitively, the establishment of a distribution channel from the producer to the end consumer. The reason for this is because in the entire enterprise marketing chain, handing over the product to the next link does not mean that everything is fine, and the company pays enough attention to each link in the product distribution process to ensure that its products are fast, Efficient and low-cost flow to consumers, and maximize consumer satisfaction, and win better reputation and credibility.

In the context of the rapid development of Internet technology, corporate sales are presented in a combination of online and offline modes. Enterprises must innovate traditional sales models, increase the application of e-commerce platforms, create digital distribution channels, and expand and innovate sales. Channels to enhance international competitiveness. When creating this marketing channel, enterprises should give priority to emerging models such as video marketing, SNS marketing, and overseas social media marketing, and build an integrated marketing network with the help of this vertical marketing system. Companies should make full use of the more

popular social service websites Facebook, Twitter, Pinterest and Instagram, etc., to carry out targeted promotion on these websites, so as to increase the visibility of their products in the international market.

3.4. Shaping a Good Brand Image of an Enterprise

Only through a good corporate brand image can more information be transmitted to the market and consumers, so that consumers have a stronger interest and awareness of the business philosophy. In shaping the brand image, the following key points need to be grasped: First, integrate various factors in marketing communication, including advertising, personnel sales, public relations, business promotion, direct marketing, and so on. In this way, brand information can be passed to the target group faster, better, and more completely, so that consumers have a deeper impression of the brand image. Second, companies need to enrich their communication means with a systematic concept as the premise. , Even if the same communication method is used at different time nodes, it is necessary to maintain high consistency and systematicness, to ensure that this communication method can always serve to improve the brand image of the enterprise; furthermore, the enterprise must be committed to fostering brand preferences . The brand preference mentioned here refers to consumer recognition and loyalty to the product. For example, when other companies launch competing products, consumers will still be able to purchase the company's products. In the process of achieving this goal, enterprises must grasp key links such as advertising, promotion positioning, terminal promotion, etc., so that consumers gradually develop a sense of trust and dependence on brands and subordinate products, and ultimately establish brand preferences and achieve The conversion of brand preference to product value promotes the overall improvement of the company's economic benefits. In addition, the company must also launch its own credit commitment to the market, while highlighting its corporate culture, and further increasing consumer trust in the company, thereby forming a marketplace. Good reputation and word-of-mouth; Finally, companies need to conduct some market surveys purposefully and targeted, and then use big data technology to analyze and analyze the survey results, so as to understand consumer preferences and establish strong pertinence Marketing strategy to achieve precise marketing. Enterprises can make full use of the vast number of users and accurate networks of mainstream foreign social media platforms and search engines such as GOOGLE, Facebook, Instagram, etc., and carry out appropriate online advertising promotions on these platforms, and differentiate their marketing to highlight the characteristics of their products and services , Strengthen the construction of content marketing and precision marketing, polish the content of brands and products, attract the attention of foreign consumers, improve online communication with customers, conduct targeted communication around customer concerns, establish mutual understanding and trust, and help Chinese brands go global.

3.5. Development Trends of International Marketing in the Context of Economic Globalization

In terms of future international marketing concepts, in addition to global marketing, there will also be a trend of equal emphasis on knowledge-based marketing, integrated marketing, and green marketing. Because in the context of economic globalization, marketing targets have changed from domestic customers to global customers, companies need to provide differentiated services to customers in different countries, different regions and different races. With the emergence of knowledge-based marketing strategies, it happened to meet this demand, helping companies to promote international brand promotion faster and better; and green marketing can make positive contributions in energy conservation and environmental protection. When conducting product marketing, companies may consider it as a key consideration. Second, when companies formulate marketing management strategies, they will largely shift from the previous hard management to the soft management, and this soft Management can understand it as a digital marketing management model, and this management model obviously has stronger dynamics, independence and innovation; future international marketing strategies will shift from focusing only on internal coordination to connecting internal and external marketing management. Change of direction. The various

departments of the enterprise must not only achieve efficient operation, but also establish good relationships with external suppliers, retailers, consumers, and competitors, so that multiple companies can form an optimal marketing mix and realize benefit sharing. Shared risk.

4. Conclusion

Economic globalization has undoubtedly brought a huge impact on the traditional market environment, and international marketing strategies have been greatly affected. This requires the company to fully understand the background of economic globalization, understand new personal needs of customers, innovative product strategies, adjust price strategies, optimize distribution strategies and promotion strategies, etc., to change marketing concepts, create marketing strategies, and expand marketing. Channels, build a good brand image, build a modern and international marketing model, in order to comply with the development trend of economic globalization, and promote the sustainable development of enterprises themselves.

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