

# Research on the Practice of Cross-Border E-Commerce Strategies: Taking Alibaba International Station as an Example

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**Abstract:** Currently, Alibaba International Station, as an emerging e-commerce platform in recent years, plays a crucial role in cross-border e-commerce trade. This article describes an overview of Alibaba International Station, as well as the methods of attracting traffic and some current problems encountered. Simultaneously, relevant suggestions are provided based on the problems.

**Keywords:** Alibaba International Station; Drainage; User

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## 1. Introduction to Alibaba International Station

Alibaba International Station, as a new emerging force in the field of e-commerce in recent years, is playing an increasingly important role in cross-border e-commerce trade<sup>[1]</sup>. The Alibaba International Station is mainly composed of platform rules, cross-border e-commerce platforms, dual-tier market operations, and cross-border risk control systems, ensuring the shopping experience of consumers and sellers in the cross-border e-commerce process.

Platform rules are the foundation of Alibaba International Station's operation, including general rules, content and information publishing rules, transaction rules, supply chain regulations, and other regulations. These rules provide clear guidance and constraints for the behavior of sellers and buyers on the platform, ensuring fairness, impartiality, and transparency of the platform. As a cross-border e-commerce platform under the Alibaba Group, it operates under the "merchant + overseas warehouse" model, providing one-stop cross-border e-commerce services for domestic and foreign merchants<sup>[2]</sup>. Merchants can display products on the platform to achieve direct transactions of goods between domestic and foreign customers, while overseas warehouses provide trade services to support customers' cross-border trade. Through a dual market operation model, it provides a massive commodity procurement business in one market to meet the diverse procurement

needs of buyers. Providing convenient service sales business in another market to help sellers promote and sell products more efficiently, aiming to provide customers with a convenient, fast, safe, and reliable procurement experience.

## **2. How to attract traffic to Alibaba International Station**

Traffic is the foundation for the survival and development of cross-border e-commerce websites <sup>[3]</sup>. In the fiercely competitive e-commerce market, no traffic means no users, and websites lose their meaning of existence. Acquiring traffic is the primary task of website operation. Only with sufficient traffic can a website have more opportunities to showcase products, attract potential customers, and achieve sales and profitability. Simultaneously, by obtaining a large amount of traffic, the website can expand its exposure range and improve brand awareness.

Alibaba International Station utilizes traffic for precise marketing and personalized recommendations. By analyzing data such as traffic sources, user behavior, and interest preferences, websites can more accurately understand user needs, develop more precise marketing strategies, and provide personalized recommendation services <sup>[4]</sup>. This can not only improve user satisfaction and conversion rates but also enhance the engagement between users and websites, promoting long-term cooperation and repeat purchases. Additionally, Alibaba International Station is a necessary condition for achieving business growth and expansion through traffic acquisition. With the increase in traffic, the user base of the website will continue to expand, bringing more sales opportunities and growth potential.

### **2.1. Search traffic optimization**

This is the main source of store traffic. By optimizing search rankings, we can increase the exposure of our store and products, thereby attracting more potential customers. This includes keyword optimization, image optimization, product description optimization, etc., to improve the website's ranking on search engines and increase organic traffic <sup>[5]</sup>.

### **2.2. Shopping guide venue and channel activities**

Pay attention to the activities of the international platform, such as the annual March and September procurement festivals. Actively participate in these events and meet their requirements to gain more exposure opportunities. Additionally, stay informed about official activities and consistently accumulate product data to achieve a higher ranking in these events.

### **2.3. Customer inquiry utilization with RFQ**

Request for Quotation (RFQ) is one of the customer acquisition channels, especially for niche industries, where its value is more prominent. Sellers can regularly review and respond to RFQs to attract potential customers. In addition, if the RFQ recommended by the system is inaccurate or insufficient, subscription categories can be set in the business opportunity subscription, and subscription key questions can be added to obtain more accurate RFQs <sup>[6]</sup>.

### **2.4. Visitor marketing**

Through the visitor details function, sellers can view, filter countries and regions, and actively market potential customers. Moreover, for customers who have initiated inquiries or consultations, this feature can also be used for further communication and marketing <sup>[7]</sup>.

## **2.5. Online and offline marketing promotion**

Utilize online channels such as marketing in social media, email, and search engines for advertising and promotional activities. Furthermore, offline participation in relevant industry exhibitions and holding offline promotion activities can increase brand awareness and exposure.

## **2.6. Cross-border e-commerce cooperation**

Collaborate with other cross-border e-commerce platforms to achieve traffic exchange. This can attract more users to visit Alibaba International Station through collaborative promotion and mutual benefit <sup>[8]</sup>.

# **3. The current problems faced by Alibaba International Station**

## **3.1. Low user activity**

As an e-commerce platform targeting the global market, although Alibaba International Station has a large number of registered users, low user activity has always been a major challenge <sup>[9]</sup>. This is mainly manifested in two aspects: Firstly, the growth of traffic is limited, and as the market gradually saturates, obtaining new traffic becomes increasingly difficult. Secondly, a shortage of high-quality buyers. Although there are many new and small buyers, their purchasing power and frequency are relatively low, and their contribution to the platform is also negligible. These situations has made it extremely difficult for Alibaba International to attract and retain high-quality buyers, not only affecting the overall transaction activity of the platform but also limiting its further potential in development.

## **3.2. Increasing cost of promotion**

With the increase in market competition, the cost of promoting Alibaba International Station is constantly rising <sup>[10]</sup>. In the current period of traffic stock, advertising has become the main means for businesses to obtain exposure and traffic, but it also brings high promotion costs. Merchants need to achieve efficient promotion within a limited budget to attract more potential customers, which undoubtedly increases their business pressure. In addition, with the intensification of advertising competition, advertising effectiveness may also be affected to a certain extent, making merchants face greater challenges in promotion.

## **3.3. User source is affected**

With the development of the global Internet, the diversification trend of overseas customer development channels is becoming more and more obvious <sup>[11]</sup>. In addition to traditional e-commerce platforms, various customer-end platforms such as short videos, live streaming, and independent websites are also rapidly rising, becoming new channels for customers to find sources of goods. This requires Alibaba International to face more diversified competition, not only competing with similar e-commerce platforms but also with various emerging customer-end platforms. Meanwhile, with changes in the way customers search for sources of goods, the existing customer resources of Alibaba International may also be diluted, further affecting its user activity and transaction volume. Therefore, how to adapt to this change and expand new user sources has become an urgent problem that Alibaba International Station needs to solve.

# **4. Solutions to overcome problems at Alibaba International Station**

## **4.1. Improve user experience and activity**

- (1) Optimize user interface and interaction design

Ensure that the interface of the platform is concise, intuitive, and easy to use <sup>[12]</sup>. Additionally, iterate and update based on user feedback to improve user satisfaction. This can be done by benchmarking against mainstream e-commerce platforms, optimizing the interface to better suit the preferences of young and existing consumers, and improving the shopping experience for users.

(2) Rich platform content

Provide high-quality product and industry information to attract users to browse and share. For example, industry columns and expert interpretation columns can be established to increase user engagement. Optimize the introduction and usage functions of the seller filter product information through measures; Provide real-time industry and product information for the platform <sup>[13]</sup>.

(3) Strengthen social functions

Introducing social elements such as community forums, customer testimonials, and interactive reviews to encourage communication and interaction among users <sup>[14]</sup>. This helps to increase user engagement, and further enhance communication between users by strengthening the website's social functions, guiding them to bring traffic to the platform.

(4) Precision marketing and personalized recommendations

Analyze user behavior and preferences to increase their purchasing intention and satisfaction. Based on the analysis of user profiles for different users, provide personalized recommendation services, targeting the content that users are interested in, thereby achieving personalized websites, building the user's content portfolio, and improving the user experience.

## 4.2. Reduce promotion costs and improve promotion efficiency

(1) Optimize search engine optimization (SEO)

In order to improve the ranking of Alibaba International in search engines, we need to take a series of SEO optimization measures <sup>[15]</sup>. Firstly, conduct keyword research to identify keywords that are highly relevant to the platform's business and have a high search volume, and layout them reasonably at key positions such as the website's title, description, and content. Secondly, continuously publish high-quality and valuable content to not only meet the needs of users but also enhance visibility for search engine spiders to crawl and index, thereby improving the website's weight and ranking. Moreover, we focus on optimizing website structure and internal links to ensure that users can easily find the information they need and improve the user experience. Finally, actively build external links by establishing links with other high-quality websites, and improve the website's visibility and influence.

(2) Precise advertising placement

By utilizing the advertising system of Alibaba International, we can accurately target users and improve the click-through and conversion rates of advertisements. Firstly, through data analysis and market research, identify the characteristics and needs of target users, and develop targeted advertising strategies. Secondly, choose appropriate advertising spaces and forms, such as search, display, and video advertisements, etc., to maximize the attention of target users. In addition, continuously optimizing advertising creativity and copywriting to ensure that the content accurately conveys the value of products or services, and increases user purchasing intention. Finally, by real-time monitoring of advertising effectiveness, adjusting advertising strategies, reducing advertising costs, and improving advertising effectiveness.

(3) Collaboration and alliance marketing

Collaborating with other relevant platforms or institutions to jointly promote products and services is an effective way to expand brand influence and user coverage. Looking for influential partners related to Alibaba's

international website business, such as industry media, well-known bloggers, opinion leaders, etc., to establish cooperative relationships. By jointly organizing events, sharing resources, and other means, we can jointly promote products and services, and enhance brand awareness and user engagement. At the same time, alliances can be established with other e-commerce platforms or institutions to share user data and traffic resources, achieving mutual benefit and win-win outcomes.

(4) Utilize emerging channels such as short videos and live-streaming

With the rise of new media such as short videos and live streaming, these channels have become important platforms for attracting user attention and interaction. Alibaba International Station can actively utilize these emerging channels to attract traffic. Firstly, publish product-related short video content on short video platforms, such as product introductions, user tutorials, industry trends, etc., to attract user attention and likes. Secondly, by using live streaming to showcase and promote products, through the host's explanation and demonstration, users can have a more intuitive understanding of the characteristics and advantages of the product. Furthermore, industry experts or celebrities can be invited for live-streaming sessions to enhance the product attraction. Finally, guide short videos and live content to Alibaba International Station platform for purchase or consultation, achieving traffic conversion.

## 5. Conclusion

Alibaba International Station actively responds to market competition through a series of innovative strategies. Optimizing user experience, enriching platform content, strengthening social functions, and precision marketing have effectively increased user engagement and satisfaction. Concurrently, through search engine optimization, precise advertising placement, cooperation and alliance marketing, and the use of emerging channels, the promotion cost has been reduced and the promotion efficiency has been improved. In addition, international social media marketing and cross-border e-commerce platform cooperation have also expanded new user sources for the platform and enhanced brand influence. These measures have jointly promoted the sustainable development of Alibaba International Station and gain more competitive advantages in the fierce international e-commerce market.

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