

Analysis of the Paths for Rapid Growth of Small and Medium-sized Enterprises in the United States through Cross-border E-commerce Platforms

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Abstract: From the perspective of small and medium-sized enterprises in the United States, cross-border e-commerce platforms have become an important support for breaking through traditional export restrictions in global cross-border e-commerce activities. The platform's technological tools, intelligent logistics transportation, big data analysis, and diverse promotional and marketing methods help customers achieve business growth and brand output in a short period of time. Enable small businesses to quickly connect with the international market under limited resources and establish a development structure that adapts to changes and is easy to manage. This article is based on the existing platform ecosystem and specific practices of small and medium-sized enterprises, and deeply analyzes their use of cross-border e-commerce platform environment to help their own development and proposes the problems that exist in related development, aiming to provide a development path and plan for small and medium-sized enterprises.

1. Introduction

As a huge engine of economic growth, small and medium-sized enterprises in the United States face various challenges such as channel restrictions, resource scarcity, and fierce competition brought by the global market. Cross border e-commerce platforms provide strong support for small and medium-sized enterprises to expand into international markets by lowering barriers, reducing costs, and improving market accessibility. Based on existing technology and service facilities, the platform has changed the time and scale barriers in traditional trade models, allowing small and medium-sized enterprises to connect with a large number of consumers through digital means and build overseas brand images. This article mainly analyzes the operation of small and medium-sized enterprises, understands the growth path of small and medium-sized enterprises using platform architecture, and provides theoretical and practical support for the steady development of cross-border markets.

2. Theoretical Overview Of Cross Border E-Commerce Platforms

The cross-border e-commerce platform mainly refers to a platform that uses Internet technology to provide enterprises and consumers worldwide with one-stop transaction matching, settlement and transfer, distribution and transportation, data support and other services. Its main advantage lies in eliminating traditional geographical barriers and completing real-time transaction links globally through efficient information flow and supply chain systems. Based on a platform based economic form, cross-border e-commerce is no longer a single channel based economic path, but a peer-to-peer trading platform with operational guidance and service integration functions, becoming a key support for small and medium-sized enterprises to achieve internationalization and scale development. The platform is a mechanism that expands its scale based on the network effect between consumers and merchants, with a "two-sided market" as its core. With the development of technology and the upgrading of commercial technology, platforms continue to improve their service functions, algorithm design, and management systems, gradually becoming the center for enterprises to establish information brands and expand overseas markets, and enhance their value creation capabilities.

3. Analysis Of The Current Situation Of Cross Border E-Commerce Platforms

3.1 Complex Changes In Rules Increase Operational Resistance

The continuous changes in the rule system have become an important factor affecting the stable operation of small and medium-sized enterprises in the operation of cross-border e-commerce platforms. Cross border e-commerce platforms will modify product release standards, tax calculation standards, advertising promotion policies, and transaction performance methods based on different market control requirements, risk avoidance, and compliance needs. This process itself has the problem of poor communication between nodes and links, which can also bring extremely high modification costs to operators. Especially in the absence of professional team support, it can lead to issues such as low traffic, order freezing, or account suspension. Enterprise operational efficiency can be abstracted as a performance function $P(t)$, Its volatility is subject to platform rules $R(t)$ Adaptability to Enterprises $A(t)$ The combined effect of can be expressed as:

$$P(t) = \frac{A(t)}{1+R(t)^2} \quad (1)$$

Among them, $R(t)$ When increasing, performance $P(t)$ Presenting non-linear decay, if enterprises do not establish a rule response mechanism, they will face high-frequency operational interruption risks. The uncertain factors of this system have shifted from external interference to dominant constraining factors in the process of enterprise development, and the implicit costs caused to small and medium-sized enterprises are often much higher than the apparent explicit adjustment costs.

3.2 Unequal Distribution Of Platform Traffic Restricts Development

Within cross-border e-commerce platforms, there is a clear imbalance in the allocation of traffic resources. Factors such as historical sales, customer reviews, and advertising investment determine that large enterprises are usually more likely to obtain priority ranking opportunities on the platform. On the one hand, some companies may have high-quality products, but due to a lack of basic data support, such products have difficulty ranking and entering the main traffic position. This algorithm driven sorting mechanism reinforces the trend of 'strong always strong', making it difficult for new entrants or smaller enterprises to obtain initial traffic, thereby restricting the growth rate of

enterprises. The traffic acquisition function of the platform can be expressed as:

$$T = \frac{w_1S + w_2C + w_3A}{z} \quad (2)$$

Among them, S For the sales volume of the store, C Rate users, A For advertising investment, w_i For each weight, Z The overall traffic pressure coefficient of the platform. When small and medium-sized enterprises find it difficult to improve in the short term S give A , its overall traffic acquisition T will be in a disadvantaged position. The uneven distribution of traffic not only widens the growth gap between merchants, but also weakens the platform's diversified ecology and competitiveness. Small and medium-sized enterprises are in a long-term exposure constraint and need to establish a sustainable growth path.

3.3 Cross Border Communication Barriers Weaken User Experience

Cross border e-commerce platforms have consumer groups from different cultural and social backgrounds, so communication barriers are a key factor affecting transaction satisfaction and customer loyalty. When small and medium-sized enterprises introduce international services, they often lack targeted language settings, cultural adaptation mechanisms, and effective response coordination strategies, resulting in users experiencing understanding biases, intense emotions, or inability to receive timely feedback. This type of problem not only weakens the real-time trading experience, but may also further spread to search engine rankings and brand image indices through website evaluation systems, creating a negative business operation cycle. A multi factor experience function can be constructed as follows:

$$U = \frac{(L_1^\alpha \cdot L_2^\beta \cdot E^r)}{1 + \mu_1 D + \mu_2 F + \mu_3 v} \quad (3)$$

Among them, U Representing the comprehensive user experience index, L_1 For the accuracy of language translation, L_2 For context matching degree, E Ability to recognize emotions; In the denominator term D Is the average response delay, F It is the frequency of cultural misreading, v To address service variability and volatility; parameter α, β, r, μ_i All are regulatory factors. This study found that when the matching degree between language and context is not high and the service is below the customer satisfaction acceptance domain, the overall experience u will rapidly decrease. In actual business operations, this is often reflected in a decrease in customer satisfaction, high return rates, and a large number of customer churn, which has a great impact on small and medium-sized enterprises to establish their corporate image and expand their business scale.

4 The Construction Of A Path For Rapid Growth Of Small And Medium-Sized Enterprises In The United States Through Cross-Border E-Commerce Platforms

4.1 Optimize The Platform Entrance To Lower The Entry Threshold

To improve the speed of small and medium-sized enterprises entering the platform, standardized process platforms and functional modules are used to lower the entry threshold for small and medium-sized enterprises. Using an intelligent review system and automated data processing technology to accelerate the verification of enterprise information and the registration process of stores, setting up step-by-step guidance and visual operation interfaces, can help reduce understanding deviations and process interruptions in registration operations. At the same time, the platform can use new commercial incentive measures such as limited time advertising promotion support, early commission reduction, and priority review to promote early merchants to settle in and

establish their business confidence. For the service guarantee part, the platform builds a combination of online and offline support networks, collaborates with local agency management agencies and service providers, and provides standard registration guidelines and practical teaching materials to enhance customers' adaptability to the platform. By optimizing processes, integrating resources, and linking services to enhance the integration of the platform, the convenience and usability of the platform can be improved, which helps small and medium-sized enterprises accelerate their integration into the global market operation process.

4.2 Improve The Operational System And Enhance Competitiveness

Relying on a sound and scientific management system to continuously enhance the internal competitiveness of the platform. On the basis of commodity management with big data operation as the core, precise adjustment of inventory structure, reasonable product listing structure, and catering to user interests can be achieved, ultimately achieving an effective balance between supply and demand. By utilizing the platform's big data operation system, effective monitoring and improvement of enterprise related indicators such as clicks, views, and dwell time can be achieved, which helps to enhance the optimization settings of product names, product images, promotional text, and more. And combined with various functions such as advertising placement system, preferential policies, and evaluation management, a complete and efficient business system is formed to strengthen customer shopping motivation and repurchase rate. Simultaneously utilizing a comprehensive and effective customer service system, order tracking service system, etc. to ensure the security and controllability of the transaction process, as well as utilizing intelligent responders and a global service layout to further enhance the effectiveness of external communication. Finally, effective integration and systematic cooperation in key areas such as content operation, promotional channels, delivery methods, and service experience can help small and medium-sized enterprises establish clear advantages in platform traffic competition and promote sustainable expansion.

4.3 Deeply Cultivating Customer Relationships To Drive Sustained Growth

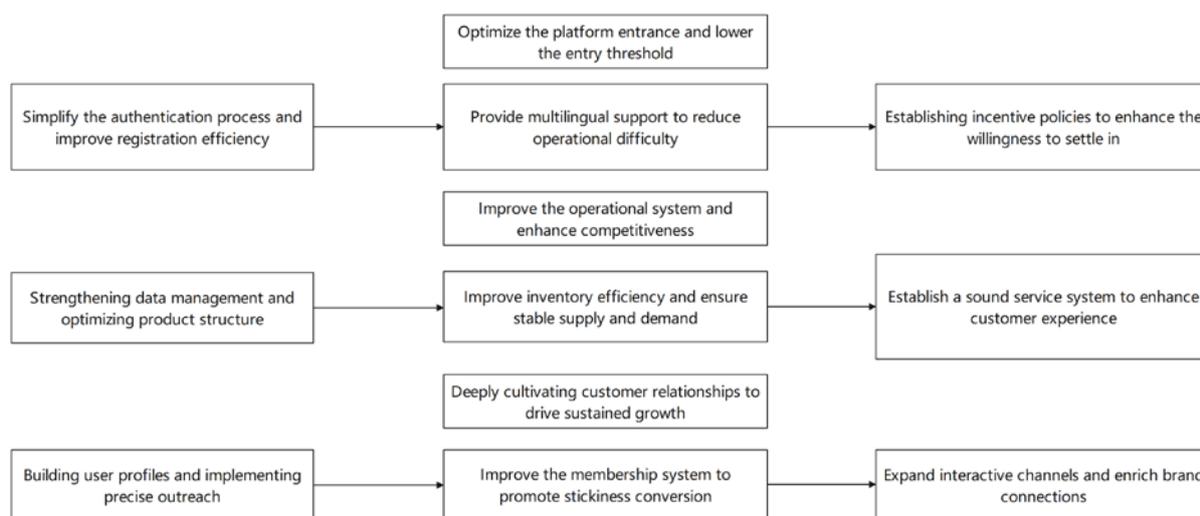


Figure 1. The Path of Rapid Growth for Cross border E-commerce Platforms

Establish and maintain customer business relationships through various forms, forming a stable customer stickiness network. Segmenting and distinguishing users based on their usage behavior, improving personalized settings for product recommendations, discount distribution, and content

push. Build a membership system and points system, guiding customers to higher value levels based on their usage frequency, scoring behavior, and lifecycle nodes. Introduce social media modules and live streaming rooms to increase interactive engagement and brand stickiness, as well as increase repeat purchase rates and content push rates. Automatically send messages and schedule regular visits to form an orderly user care cycle, preventing service interruptions and churn issues. Continuously enhance customers' emotional investment and long-term consumption expectations through anniversary celebrations, holiday events, and specific promotional strategies. Building a sustainable consumer business chain based on data-driven, emotional connection, and value win-win, to help enhance brand loyalty and accumulate long-term growth within the platform.

5. The Practical Path For American Small And Medium-Sized Enterprises To Achieve Rapid Growth Through Cross-Border E-Commerce Platforms

5.1 On Site Product Selection Research To Match Market Preferences

Cross border e-commerce products should be developed based on consumers' preferences and preferences for the target market, and can be comprehensively researched and selected through platform popularity, social trends, and customer reviews. According to a survey conducted in the United States, consumers are more inclined to choose products with high quality and environmental friendliness, which is manifested in their preference for products with rich functions and higher efficiency. 82.4% of consumers prefer high-performance items with more functions; Consumers are also more concerned about green and environmentally friendly product packaging, with 72.1% of consumers considering green and environmentally friendly factors in product packaging; 64.3% of consumers will choose products with cultural or design significance; 59.6% of users expressed willingness to pay a premium for culturally recognizable products such as "American style" or "customized labels", indicating that consumer culture factors have become an important driving force affecting consumer decision-making.

Table 1. User preferences and conversion performance of different product types in the US market

product type	User attention ratio	Conversion rate of additional purchases	Monthly average sales increase	User repurchase ratio
Multi functional kitchen appliances	82.4%	47.9%	+24.5%	73.8%
Environmentally friendly storage and packaging products	72.1%	43.6%	+21.1%	68.4%
American cultural creative ornaments	64.3%	39.8%	+18.2%	61.7%
Standard daily cleaning products	45.6%	30.5%	+10.6%	49.2%

From the above data, it can be seen that multifunctional kitchen appliances occupy the top spot with 82.4% attention rate and 47.9% conversion rate, with a monthly transaction volume growth rate of 24.5% and a repurchase rate of 73.8%. Next is environmentally friendly storage packaging products, with a consumer attention rate of 72.1% and a repurchase rate of 68.4%. Although the consumer attention rate for American cultural and creative ornaments is 64.3%, the monthly transaction growth rate is 18.2%, indicating that culture and brand play an important role in

influencing consumer choices. Based on these research data, small and medium-sized enterprises can apply precise product selection models to enhance customers' purchasing tendencies, strengthen market penetration capabilities, and improve the conversion efficiency of the entire transaction process.

5.2 Local Team Operation Improves Service Efficiency

In cross-border e-commerce practice, service quality is important for consumer satisfaction, platform evaluation, and repurchase rate. Establishing a local customer service team can effectively enhance the accuracy of language communication, improve response time and consistency experience in the local area. Research shows that in a survey covering 320 small and medium-sized enterprises operating in the United States, 74.2% of merchants reduced response time by more than 40% after deploying local customer service teams, and the number of erroneous orders decreased by 68.5%. At the same time, 62.9% of enterprises saw an increase in customer satisfaction ratings for more than 6 consecutive months after hiring locals. Moreover, 59.7% of companies also reported that local staff are able to better understand and adapt to cultural backgrounds, thereby enhancing the level of interaction with customers.

Table 2. The Impact of Local Team Building on Service Efficiency and User Satisfaction

Indicator type	Data before optimization	Optimized data	Change amplitude
Average response time of customer service	8.7 hours	3.2 hours	↓63.2%
Order error rate	6.5%	2.3%	↓64.6%
Customer satisfaction rating	78.4 points	91.6 points	↑16.5%
User complaint rate	4.8%	1.9%	↓60.4%

Data shows that using local employees to solve these problems can save businesses 63.2% in customer service response time, reduce order error rates by 64.6%, decrease user complaint rates by 60.4%, and increase user satisfaction from 78.4 points to 91.6 points, an increase of 16.5%. This clearly demonstrates that the local business model can enhance consumer trust and help businesses shape a good brand image. In order to meet the better and more diversified demands of the local market, a rotation system, holiday duty arrangements, and multilingual job configurations can be implemented to further strengthen global service capabilities and response efficiency. More and more small and medium-sized enterprises are using this method to overcome geographical barriers and establish comprehensive customer service processes.

5.3 Diversified Marketing Practices To Expand Brand Awareness

The construction of multinational brands requires collaborative efforts across multiple channels and content, and the precision and efficiency of marketing actions determine the brand's influence and user mindset. A survey shows that 72.8% of small and medium-sized enterprises have significantly increased brand awareness after adopting a multi platform distribution strategy, with TikTok having the most significant effect. 61.3% of users reported learning about the brand for the first time through short videos, and 54.7% learned about the brand for the first time through Instagram advertisements. In addition, in the US market, the daily conversion rate of live streaming sales reaches 12.6%, which is nearly 2.8 times higher than ordinary graphic and textual advertisements.

Table 3. The Impact of Diversified Marketing Paths on Brand Communication and User Behavior

Marketing channel types	User reach rate	Brand awareness improvement rate	First click conversion rate	User interaction growth rate
TikTok short videos	72.8%	+38.6%	15.4%	+42.1%
Instagram Ads	68.2%	+33.7%	12.1%	+35.4%
Platform live streaming promotion	63.9%	+29.4%	18.3%	+31.6%
Delivery of graphic and textual information flow	49.7%	+17.8%	6.5%	+18.9%

The data in the table shows that TikTok's short video marketing has the most significant performance in terms of user reach rate (72.8%) and user interaction growth rate (42.1%), with a brand awareness increase of 38.6%; Instagram advertising has a stable advantage in visual and tag marketing, with a first-time click through conversion rate of 12.1% and a 33.7% increase in brand awareness; However, traditional image text advertising has a mediocre response in terms of user interaction, achieving only 6.5% click through conversion rate. Therefore, enterprises can build a content oriented traffic ecosystem based on the characteristics of each channel. Each platform should develop differentiated content personalization strategies and build matching mechanisms based on user interests and preferences to achieve precise advertising and brand value accumulation.

6. Conclusion

For small and medium-sized enterprises in the United States, utilizing e-commerce platforms can expand their business beyond geographical limitations in international markets, enhance their business efficiency and customer loyalty, thereby enabling them to maintain competitiveness in the global e-commerce platform market. However, due to policy changes, cultural differences, and resource disparities, these small businesses need to adapt to the localized environment in a timely manner and enhance their market sensitivity in a local way. With the advancement of technology and the improvement of services, the market prospects of cross-border e-commerce platforms are becoming increasingly broad. If these small and medium-sized enterprises appropriately apply new technologies and find corresponding market positions, they can achieve sustainable development and promote their brands globally.

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