Application Analysis of Cyber Marketing in Real Estate

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Abstract. Cyber marketing is an important part of real estate E-commerce. Compared with the traditional model, it has many advantages. Through internet, the enterprise can perform a variety of marketing activities and communicate with the scattered consumer more interactively with large amount of information and lower cost. The application of cyber marketing in real estate mostly concentrates market survey, market segmentation and targeting, product promotion, and so on. However, there are still some problems. Security of network transactions is difficult to guarantee. Authenticity of network information is being questioned and there is a contradiction between virtual network and reality. To improve the effectiveness of cyber marketing, it is important to protect the customer’s information security and innovate upon marketing methods.

Introduction
Advances in technology have helped the development of many businesses including real estate. Internet sites enable on-line property searches and value creation [1]. E-commerce, as an approach for expanding traditional business models, increase markets and grow revenue [2]. Cyber marketing is an important part of E-commerce and its main function is transmission information through the internet. Real estate enterprises can display product, promote brand, and realize living communication with customers by a variety of multimedia forms and from multi angle. It is helpful for enterprises to gain advantages in fierce competition. With the continuous promotion of “internet +” concept, cyber marketing will play a greater role in real estate industry.

Advantages of Cyber Marketing

Good Interactivity. The enterprises can perform variety activities such as conducting consumer satisfaction survey, providing consultation and communicating with consumers through internet. Consumers can also connect the network and browse the information to get the project dynamics according to their own schedule and query will at any time. These activities are not restricted by time or space. Simple interact through network can be very good to get feedback. The sellers may obtain accurate demand intentions and adjust the marketing behavior to get better marketing results.

Be Attractive to Potential Customers. In recent years, the number of internet users increases dramatically along with the rapid development of e-commerce. Huge internet crowd lays the foundations for real estate cyber marketing. Young people, the middle class and higher intellectuals, as the main potential consumer with strong demand for real estate, use network more frequently. To attract and retain these potential customers, information spread by the internet must be true, accurate, detailed and new. Internet as a three-dimension multimedia transmission integrated with character, image, audio and video can help to achieve these requirements and provide customers with vivid consumer experience.

Offer a Full-scale Display. The expression technique of traditional media, such as newspaper and radio, is single. However, in cyber marketing, three-dimensional display, electronic maps, voice interpretation and other technologies are used to comprehensively display the project information. Property buyers can obtain abundant information from internet and make their own choice. The
Effect of network information dissemination can even exceed the sales staff’s explanation on the scene and improve transaction efficiency.

**Lower Cost.** Cyber marketing can effectively reduce the cost of procurement, venue rental, advertisement, and labor costs, etc. According to the survey, cyber marketing can transmit information 5-8 times faster than the traditional channels with 1/10 cost [3].

**Application of Cyber Marketing in Real Estate**

**Conduct Market Survey.** Market survey of consumer demand is the important basis for the enterprise to develop marketing strategy. Network investigation has the characteristics of low cost, high efficiency and wide application. It can provide important reference for the enterprise decision.

For small and weak enterprises, the internal net receives less attention. So, to conduct market investigation through network platform offered by the internet service provider is a more effective way. By this way, real estate enterprises need to determine the content of investigation, such as apartment type, affordable price and location requirements, and then submit the questionnaire to the selected website. With the statistical functions of web sites, survey data and real-time dynamic information can be obtained by real estate enterprise. For large and strong enterprises, market survey can be carried out on their own official website. Because the web scanner is usually interested in the product or keeps commercial contact with the enterprise, information got from the official network is often more effective.

The number of samples is difficult to ensure and that may be one of the biggest limitations of online surveys. If the quantity of the sample is not enough, the survey results can not reflect the actual situation in general and has no practical value. So, enough website page views are one of the necessary conditions for online survey.

Because the object of the online survey is limited to the internet users, the survey results obtained from random sampling may have errors with the overall consumer. At the same time, the user’s geographical distribution is also affecting the results of the real restate investigation. Real estate enterprise cannot completely rely on online-survey, especially when the website viewer is relatively small and customer information is not rich. More reasonable method is to take offline and online investigation unifies and combine self-research with professional-research, according to the purpose and requirements of the market survey.

**Market Segmenting and Targeting.** Customer is the main profits source and customer-position is the premise to develop marketing affairs effectively for real estate enterprises. The traditional way to obtain consumer information is generally purchasing data from the special company, or getting a report from research firms after their careful investigation. Compared to the traditional home customers, the attribute character of customers through the network port is more clearly. By tracking the customer’s search behavior, characteristics such as consumer preferences and payment capabilities can be outlined. Accordingly, consumers can be classified to different categories, such as high value customers, high active customers, and similar brands concerned customers, etc.

Through the internet, the most direct active consumer demand can be captured in the first time as well as continue to track the behavior of the audience in a timely manner to tap new features and new target customer groups.

The real estate managers can carry out the sales promotions pertinently and hold a number of offers to attract customer. Cyber marketing can accurately lock target customers and digest inventory. Meanwhile, it can shorten the trading process and improve the efficiency of fund utilization and turnover.

**Carry Out Product Promotion.** Real estate enterprise can increase its exposure and power of celebrity by on-line platforms such as E-mail, forum, micro-blog, blog, search engine and so on. That also can attract much attention of consumers. Promotion information distributed in different period can promote the active participation of the owners and potential customers. Latest information about the project can be sent regularly to potential customers by E-mail, micro-blog,
“We Chat” and other network channels, which can help real estate enterprise to establish trust and long-term cooperative relationship with customers gradually and closely. Develop APP and push messages to targeted customers according their interest. It is helpful to explore valuable information for the customer and improve the internet marketing effect.

In the process of real estate cyber marketing, the information delivery frequency should to be controlled according to the marketing stage and the audience memory curve. Specific practices are as follows: the frequency of information delivery should not be more than 3 times one day to an independent audience; the interval between the two times should be longer than 1 hours and same information should not be pushed after being clicked. At the same time, the behavior differences of the potential consumer before and after clicking information should be tracked in time. Then, sort, ameliorate and update the information according to the correlation degree between the key words and the click behavior. In the end, a huge number of customers would converge through cyber marketing.

But for the older consumers or institutional customers, the traditional marketing methods such as newspaper publicity, agent store promotion and telephone marketing, are still the main way.

Main Problems of Cyber Marketing in Real Estate

Security of Network Transactions is Difficult to Guarantee. In the process of cyber marketing, marketers can get some sensitive personal information of consumers such as civic identity card number, bank card number, family status, and personal preferences. After real estate transaction, marketing enterprise can still use this information to track user behavior data, analyze the user’s habits and push promotion message. However, due to the lack of strict protective system, personal information is not guaranteed to be reasonably saved and utilized. Illegal collection and trafficking of personal information often occurs.

Compared with the rapid changes of internet technology and e-commerce mode, relative legislation is lagging. Many countries have no laws governing the security of personal information, which restrict the development of real estate cyber marketing greatly.

Authenticity of Network Information Is Being Questioned. Because of the lack of strict management practices, some real estate marketing agencies and personals often publish unreal even false information about facilities, prices or others through the network. It is unfair for the customers and even lead to their serious loss. Inaccurate information not only waste consumer’s time, energy and material resources, but also damages their right to know, to choose and to trade fairly. The worst result is customers doubt the authenticity and refuse to communicate with the marketing staff.

There is a Contradiction between Virtual Network and Reality. Although the network can show a full range image of the real estate product and provide consumers with the rational basis for the purchase, it cannot provide consumers with personal experience. Real estate is a particular kind of commodity and perceptual scene feeling is very important during its consumption. Even if all technical indicators are up to the standard qualified, consumers may also abandon the purchase because of the outside vision or even the neighbors. The contradiction between virtual network and reality is difficult to overcome.

Measures to Improve the Effectiveness of Cyber Marketing

Protect the Customer’s Information Security. The real estate marketing enterprise should establish perfect management system to regularize the collection, preservation, dissemination and utilization of the customer information. Everyone should have their own authority and responsibilities. Accountability mechanisms of information security should be established within the enterprise. Even if there is a network security incident, the enterprise can resolve it in the shortest time and gain the continued trust of customers.

Innovate Upon Marketing Methods. (1) Organize collective bargaining and team buying through the network. At first, release the activity information on official website, and then let the consumer enroll through designated web. When the number of applicants comes to a certain amount,
participants will be automatically set to different groups in chronological sequence. The groups negotiate a price coordinated with the enterprise’s target by discussion. The final price will be determined according to the number of people wanting to buy. The more the number is, the cheaper the price is. Real estate enterprise could pick out a number of representative listings in the new project and take the dynamic pricing strategy to attract more attention. (2) Virtual community marketing. At present, the virtual community has been considered as an important business model of e-commerce. In the virtual community based on interest, its members can be regarded as the natural subdivision market, which provides a good condition for the enterprise to get comprehensive understanding of the community members. The enterprise can well grasp the customer’s true thoughts and new demands by analyzing the exchange contents, and integrate these views into product design process, which is conducive to the new product development and market innovation. Virtual community can make marketing excellence and improve customer satisfaction.

Conclusions

It is a trend to develop customers, sale products and manage customer relationship through internet. As an innovative marketing model, cyber marketing has a very broad application prospects in real estate. However, due to its own limitations, it can’t be completely divorced from the traditional marketing model and run independently in the near future. For example, the emergence of mobile internet quickly resolves the asymmetric information. Real photos, 3D online search and other new technologies can bring the immersive experience of project to customers and help them make rounds of comparison at home. But as an immovable property, real estate has the obvious characteristics of heterogeneity. Each real estate is different from others in orientation, unit structure, floor, area and other aspects. Even the same real estate, its use value is not same to different consumers. Therefore, to view a site offline is necessary especially for durable goods of great value as real estate. So, in practical application, cyber marketing should be combined with traditional marketing channels to expand the service boundary and content [4]. Real estate management can implement a series of marketing activities such as release information, provide preferential, attract customers, and provide a variety of services, etc. The consumers can complete booking and paying deposit online. But showings, the signing of the contract and housing delivery are still need to be completed offline. Predictably, “Omni-channel” marketing that mixes online and offline sales would help real estate enterprises find a new growth.

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References