Research on network marketing of real estate enterprises

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Abstract—Along with Internet and home-buyer's youth oriented development, network sale has already become one of very important models. This article carries on analysis of current situation of real estate marketing network, proposes existence question, then provides specific thought for network marketing construction of real estate enterprise, implementation and CRM. This provides the thought for real estate enterprises to raise efficiency for real estate enterprises, to reduce the cost and to promote enterprise brand development. Also, this provides general home-buyers with beneficial help, such as providing fast, convenient on-line information and services, realizing online customization and procurement and improving efficiency.

Keywords- Real estate enterprise; network marketing; website construction; CRM

I. INTRODUCTION

The Chinese Internet media center issued the Internet development condition statistical reports, by the end of June, 2009, Internet penetration rate rised to 25.5%, as in [1], and the number of Chinese Internet users occupied first place in the world. At the end of 2009, the number of Chinese Internet users achieved 384,000,000, as in [2], and the Chinese Internet had already welcomed a high speed development inflection point. With the growing number of these users, the favorable combination of traditional economy’s solid network and new economy’s virtual network has become a powerful means of competition of marketing. But our country has many problems in network marketing of real estate enterprises. This article carries on analysis to the present situation and existence question of network marketing of real estate enterprises and proposes train of thought for construction.

II. ANALYSIS OF INTERNET MARKETING’S SITUATION AND PROBLEMS OF REAL ESTATE ENTERPRISES

A. Real Estate Website marketing model predominate

From the technical stratification of real estate network marketing, network marketing model is mainly embodied in real estate website marketing model, real estate business e-mail marketing model and real estate online auction model, in which the use of website marketing model is most common. At present, the Vanke has set up Website. The situation of enterprise network marketing is shown in Figure 1.

Figure 1: The proportion of network marketing situation

From figure 1, we can see that: the network form which most of enterprises use is website construction, which accounts for 69.6%. Real estate website construction holds the important position for real estate network marketing, as in [3].

B. A small number of real estate enterprise website

Compared with other industries, website construction of real estate enterprise is at a medium level. Statistics indicated that there were nearly 45% of real estate enterprises which carried on real estate website construction on coastal developed economic regions. In addition, there were also a larger part of real estate enterprises which had also not realized importance of enterprise website construction. While in central region, real estate enterprises which build enterprise website are less, whose average proportion is less than 15%. In absolute number of real estate business website, Beijing, Shanghai, Guangdong, Jiangsu and Zhejiang accounted for the top five. And the content of most of real estate business website is almost identical and runs after large and comprehensive structure.
C. Issue of real estate enterprises themselves

As for real estate enterprises, there are mainly three shortcomings in network marketing development.

At this stage, its own network marketing techniques cannot meet the requirements. The majority of real estate enterprises has not conducted deep study for enterprise network marketing from themselves, also have not combined with the overall business strategy to provide a full range of technical support for enterprise network marketing.

Enterprises’ purpose of developing Internet marketing is not clear, and lack of planning. As for some real estate enterprise, surfing on-line is to follow the fashion. They carry out their on-line marketing activity without setting goals, designing detailed plan and strategy, which has certain blindness.

Real estate enterprises lack effective methods which can estimate real estate business network marketing effectively. Enterprises should establish monitoring mechanism and appropriate network tools to assess progress and achievement of network marketing plan. The number of visitors should not simply be taken as a reliable assessment index, and a more effective reference index should include the number of transaction, enrollment, and provide information and the number of communication, and so on.

III. Construction of Network Marketing of Real Estate Enterprises

Construction of network marketing model of real estate enterprises is mainly carried on from following several aspects, as in [4].

A. Principles of real estate website construction

At the beginning of real estate enterprises website construction, the goal which website construction must achieve should be clear. In General, real estate enterprises website should achieve those objectives of setting up enterprise image, optimizing internal management, enhancing sales potential, increasing added value of products and services, and so on.

1) Establish corporate image

Buying a house is a top priority in many people’s life, and many factors need to be considered. Confidence problem which developers' image produces is often one of main factors whether consumers decide to buy it or not. Many people do not buy valuables whose brand is not heard, because they do not understand it and believe it. There may be broader propaganda space through website to transmit information. Timely information transmission, instantaneity and interactivity of mutual interaction between the public make up unicity and unpredictability of traditional marketing method.

2) Optimizing enterprise internal management

Combination of enterprise Internet development, intelligent cabling system and implementation of e-commerce solutions will inspire the great power of network. Reducing consumption of internal resources, reducing costs, and strengthening the relationship among employees and the relationship between employees and enterprises will ultimately maximize business operations and optimize internal management.

3) Enhance enterprise sales potential

Modern marketing theory thinks that sale is also dissemination. As for real estate project, success of sales not only depends on whether the advantages of project spread out fully, but also effective information which the target obtain. The Internet has characteristic of “one to one”, and target can choose useful information independently. This makes that consumer has interesting for information ahead, which causes that the dissemination of information is no longer a subjective increase to consumers, but having a choice to absorb them.

4) Increasing added value

Buying house is not only to buy steel and cement, but also to buy environment, property management, community culture, and so on. These are added values of projects. The higher added value projects have, the stronger ability of hedging and appreciation projects get, the stronger competitiveness projects get in market, and the more popularity projects get among consumers. It is also a new direction which reflects added value of projects, to establish website for project and provide consumers with personalized, interactive 24-hour online services, as in [5].

B. Implementation of real estate enterprise network marketing

1) Determination of marketing goal

The goals of real estate network marketing should be setted in the beginning, which can lay the foundation for establishment of their own brand. A real estate enterprise should establish related department which can provide good service for customers, such as relevant network marketing management department, financial budget department, special network marketing project design and execution department, feedback information processing department, customer service department, data management and analysis department, and so on. This is also the most major characteristic of network marketing which is different from traditional marketing. Only if good image was established among customers could they ensure that enterprises can develop permanently and steadily and stand out from the crowd in competition. For most of real estate websites in China at present, main objectives of enterprises focus on real estate advertising and brand advertising. But each company’s situation is different, therefore the targets they set should be different. Only distinguishing with other websites and trying to be unique may they attract the attention of consumers.

2) Determination of target customers.

Benefits of network is that it can be targeted, highly efficient, with filtering, and can display customer location (for example, to determine location through its IP address ), which is easy to carry on the segmentation. Only by doing market segmentation work can they select target market and specify appropriate marketing strategy more accurately, and concentrate sufficient human, financial and material resources in target market. For instance, an investigation in Qingdao
about present popular so-called SOHO, and it is found houses provided these people were specially few. This needs study their demand, motive and purchase behavior to provide corresponding personalized real estate products.

After right target customers are determined, next need is to start collecting a series of market behavior of target customers in recent market, to study its recent marketing demand and understand housing demands of these customers fully, in order to tailor functions for these customers, to design appropriate products and to develop real estate products which meet the customer according to their preferences. According to person who demands SOHO, companies can design a single set-bedroom house in which you can live and work. Therefore, after carrying on accurate segmentation to market, we can clearly understand characteristics of target customers to enhance efficiency of network marketing.

3) Establishment and implementation of Marketing network planning and overall strategy

a) Establishment of marketing network planning and overall strategy

After establishing marketing objectives and target customers, enterprises then start to make corresponding network marketing plan and overall strategy. Designing a plan must analyze enterprise's strengths and weaknesses, analyze whether network marketing can bring income to the enterprise, and simultaneously carry on estimates roughly. And plans and strategies must be established in full accordance with actual situation of enterprises.

b) Implementation of enterprise network marketing plan

Enterprises should keep statistics on the number of visitors, collate relevant information on membership and demand intention, and make correct analysis to its demand and analysis of cost and benefit, and thus may make corresponding adjustment promptly to marketing strategy. Customer service should be paid attention in the implementation of network marketing plan. No matter in pre-sale or post-sale, enterprise image's quality and brand image's establishment all depend on customer good oral traditions. Good enterprise services may keep loyalty of existing customers, and simultaneously may also attract more potential customers. Now a popular network marketing method, named “viral network marketing”, may make astonishing marketing progress. The viral type network marketing is information service. Enterprises must understand housing demands of these customers fully, in order to ensure security of online transactions. At this stage, it is not possible to achieve absolute online transactions, so the way of "online ordering, offline payment" can be adopted.

c) Using diverse network marketing strategy

Enterprises can use diverse Internet marketing strategies such as website membership that a member propagandizes the website, and then they increase his points and then are presented a small gift according to their points. Or they can combine with supermarkets and print business website related with enterprises on shopping bags. When customers go home, if interested in this website, they can search them according to description. Enterprises can also promote various forms of online purchase discount from time to time. Such as Taobao, shopping online is cheaper than buying on the spot. Enterprises can reduce part of handling fee, or through online quiz game provide prizes for visitors in order to attract more buyers.

d) Implementation of enterprise network marketing CRM system

CRM focuses on entire enterprise and embarks from overall situation to expand enterprise's spot service to surface service. A complete CRM system includes all business processes of customer acquisition, customer development, customer retention, as shown in Figure 2:
Operation of traditional real estate marketing bases on product and market, but CRM emphasizes customer-oriented operation system. Therefore, there are great differences between traditional real estate marketing and CRM. Five core ideas of real estate enterprise’s CRM informationization can be shown in Figure 3:

For all real estate enterprises, effective data collection and analysis is key to enhancing effectiveness of CRM. Research on CRM is a tool which can make full use of network marketing. Research on CRM provides basis for assessment of network marketing, and clarifies core competitiveness of real estate enterprise network marketing. Through application of CRM system, enterprises improve customer loyalty, thus achieve online ordering and online procurement.

D. Integration of real estate network marketing and traditional marketing

Sikete•Broome, Buy.com's initiator and CEO, thinks if wanting to stand out in the network competition, enterprises needs to employ two methods to achieve one goal: First, to take means of traditional marketing; Second, to offer commodities with attractive price on the Internet. Therefore, traditional marketing and internet marketing are essentially two components of overall marketing strategy of real estate. Traditional marketing is targeted at real estate website itself and real estate enterprise brand, while network marketing is targeted at massive information about enterprise. These two parts are indispensable, only if they were integrated can they display their biggest effect. Network marketing make up for shortcomings of existing marketing, and makes corporate marketing goals achieved more easily and quickly, as in [6].

IV. CONCLUSION

Currently, Taobao, Dangdang and other online shopping has a certain scale. Although there are various problems in real estate network marketing itself and inside real estate enterprise, but as online shopping and online information security technology continues to improve and develop, the spring tide of real estate network marketing is bound to arrive. Through real estate marketing long-term construction and improvement, constant improvement of credit system, more real estate enterprise join in the network. The model starts from users’ experience to develop, linking three major market players which are real estate firms, real estate brokerage companies and personal users, which provides fast and convenient online information and services for huge amounts of home-buyers. And this can promote the real estate enterprise's rational sale finally, and realize on-line customization and purchase, thereby to reduce cost and provide efficiency.

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