
Impact of Online Marketing on the Real Estate Industry

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ABSTRACT

The article talks about the role of online marketing i.e. E-Commerce portals, social media, e-mail marketing...etc in real estate. Real Estate industry is a everyday growing market and people are so conscious on buying a property, so this industry becomes more information driven industry and also more exploring to the society. In this industry almost all transactions are based on high value based on the asset. In this industry we can see some traditional approaches like brokers and third party agencies are dealing into the buying and selling of the properties. Now a day, online marketing channels are playing crucial role on the consumer approach towards real estate industry. This analysis will brief that, how the online marketing channels will impact on this industry.

KEYWORDS: *property search, Real Estate, e-portals, digital marketing, Social Media, online marketing, consumer behavior, Search Engine optimization, E-mail Marketing.*

INTRODUCTION:

In this project, we will explore that how online marketing is affecting the real estate industry. In the online marketing, we can see that e-commerce, websites, SEO, E-mail marketing, Banner advertising, social media like face book, linkedin,instagram...etc. with the online marketing sellers reaching the buying very effectively and easily, the entire process also very easy with more informative comparing with the traditional approach. Here we can discuss, how each of the above mediums will gives the more information and transaction based way.

The Main advantage of the internet is, it's more informative with more visual appearance and effective way of reaching the consumer. And also it's eliminates the geographical limitations, any user or consumer can sit and view the particular property and they make booking also. And also it is 24/7 availability to anyone.

E-Commerce Portals:

E-Commerce portals are a part of internet marketing. Here Buyers and sellers will list their properties and advertise them to reach more people. Here we can see lot many property portals are serving in this category like, magic bicks, 99 acres, commonfloor, housing.com, propertyconekt.com....etc. Normally e-commerce portals are, bridge between the sellers and buyers, here, the portals will display the properties in their websites, with all the specifications like, photographs of the property, 360 degree view of the property, price, location, amenities, videos of the particular property...etc. So any interested buyer will post their interest into the portal. Then the seller will approach them over the phone, and then they can have a physical visit and have negotiation and complete the transaction. Sometimes, portals itself having a facility to book online itself.

E-commerce portals are a paid flat form to the sellers to reach more clients. Here for the advertising into the particular portals, the seller's means builders and developers will pay for it. Sometimes the packages of the prices will be different from one to another, depending on their service range. Now days, e-commerce portals playing a predominant role in the real estate industry, last a decade onwards, portals are growing like anything in the Indian market.

Mobile Applications:

Another mode of internet marketing is Mobile application/s. will call it in a brief as mobile apps. These applications will run in the flat forms of android and ios and windows flat forms. Normally in these applications, you can access it from any in the world without any disturbance. These applications are available in the play stores of android and ios. Largely we can say that, all e-commerce portals having their mobile applications to reach more consumers. As same it is like e-commerce portal, the mobile applications also will work and serve the end users.

Search Engine Marketing:

It's a part of internet marketing. Through this process, which helps to promote the websites by increasing the more visibility to the users by using different tools as such as paid advertisement? In this, normally website will get more search traffic to the particular site, and then they will generate more business. In this search engine optimization is a part of it. SEO will help the website to reach good ranking by using different tools.

In SEM, we can see lot of paid search flat form also, like Google ad words and bing and yahoo ad words. This search engines will make money with their packages like PPC model. It means Pay per click; the advertiser will pay for promoting their property into the particular way. This PPC will target the customer by segmentation wise like Location, Gender, Age...etc. SEM is a most profitable way to reach the desired target customer.

E-mail Marketing:

E-mail marketing is one of the effective way to reach consumers in the real estate industry. In this flat form, the real estate companies sending lot of e-mail promotions to the targeted clients. If any target customer interested in the particular property, Consumer directly will reach the seller. So many e-commerce portals and builders and developers are utilizing this flat form to reach more clients.

Sometimes, e-mail marketing will be like a spamming activity, the target audience will mismatch it, the audience has an option to mark it as spam or if they are not interested, they can unsubscribe this kind of activity. But finally through this, having flexibility generates more leads.

Social Media Advertising:

Another impact medium in the real estate industry is social media advertising, normally e-commerce portals, builders and developers or brokers promote their advertements through this way in the face book, instagram, LinkedIn...etc. Now days people are so active in this flat form. So social media advertisement have more impact on the real estate industry.

CONCLUSION

Real Estate industry is a informative based business. The internet marketing has a huge impact on the sales of the real estate industry. Compare with the traditional way of approaching, internet marketing will a more impact on the consumer buying behavior.

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