

Problems and Innovative Solutions in Current Real Estate Project Promotion and Marketing

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Abstract

The level of real estate marketing directly affects the survival of real estate companies. The marketing strategy of an enterprise determines the effectiveness of its products entering the market. Strategic management has become an indispensable factor for enterprises to win in the competition. When formulating a marketing strategy, it is necessary to implement the idea of overall marketing. Corporate image is the key to the whole marketing process. As a new production factor and intangible asset, it, together with image power, commodity power and sales power, constructs the competitiveness of the enterprise. At present, the real estate promotion and marketing also exposed a series of problems, such as legal risk, false propaganda, concept hype, which not only harmed the development of enterprises itself, but also infringed the rights and interests of consumers. This article summarizes the current status of real estate promotion marketing strategies by finding relevant information, summarizes some problems in the strategy of promotion marketing, and proposes some solutions to the promotion marketing for the reference of real estate companies.

Keywords

Real estate, Project promotion, Status quo, Existing problems, Innovative solutions.

1. Introduction

The marketing promotion refers to a method for companies to promote products to customers based on the characteristics of the project's products, through various marketing tools and methods, to stimulate consumers' desire to buy, and thereby increase sales. As a real estate industry where capital is withdrawn at a fast pace, marketing promotion is particularly important. With the continuous development of modern information technology, the development of media has profoundly affected the way, strategy and content of real estate marketing. At this stage, the environment of market competition and the government's macro-control situation are very grim. If real estate companies want to seize opportunities and meet challenges, they need to formulate marketing strategies scientifically and continuously optimize them in order to gain a foothold in the competitive and motivated real estate market. When real estate companies formulate and implement marketing strategies, they need to take the internal and external environment of the enterprise as the basis, define strategic ideas, and establish strategic goals and countermeasures.

2. The status quo of strategies of promotion marketing

2.1 Too much content

At present, the housing price per square meter in most cities requires 1 to 3 months of income for workers. In some capital cities, it takes nearly a year of income to afford a square meter house. Most people buy a house and carry it. Half-life mortgage. Therefore, people will be very cautious before deciding to buy a house, and most of them will make the decision through repeated thinking and discussion. The more information people have before they make a decision, the greater their understanding and trust. Correspondingly, the less they consider various risks, the shorter the decision-making time. Therefore, as a means of project promotion, real estate advertising needs to give consumers as much information about the project as possible to improve consumers' understanding and familiarity with the project, thereby generating desire and determination to buy.

2.2 Not enough awareness of brand and insufficient creativeness of advertising

Looking at the current status of advertising development, we can see that such advertisements frequently appear in prime time or important sections of major mainstream media. Relying on strong financial resources, real estate advertising has a resource advantage that other types of advertising do not have, and its audience is broad. However, the current advertising is gradually developing towards assimilation. The main reason for this problem is the lack of brand awareness in the real estate industry and the lack of a comprehensive advertising agency mechanism. In the past, the domestic real estate industry only focused on the real estate, but did not pay attention to the brand effect of the real estate. That is to say, the brand is not the appeal point of both sides, which leads to the serious lack of brand personality of the real estate advertising, so that the advertising we saw was “the all and the one same” . With the gradual transformation and upgrading of the real estate industry, new changes in market orientation have also begun. In recent years, the living standards of the people have significantly improved, and the demands on the real estate market have become more and more sophisticated. The brand information of real estate and its added value have gradually attracted the attention of real estate developers. Creating a good brand image will not only help the healthy development of the real estate market, but also increase consumer trust in developers. For real estate developers, the formation of a brand can highlight its own characteristics, thus gaining a place in the fierce market competition. Advertisement is of great significance to building real estate brands. In this case, real estate advertisements need to strengthen brand awareness, display real estate characteristics, and create a high-quality brand image.

2.3 The promotion effect is negatively related to time, and the investment risk is large

Real estate products are different from other consumer goods. General consumer goods do not have too high demand for the speed of capital return. Moreover, when advertising is invested, the effect can be subtle and slow, for these enterprises generally do not have too much capital pressure. Real estate projects require a large amount of fund. Most companies obtain their sources through bank loans, and the interest payable corresponding to a large loan amount is also high. Therefore, real estate companies need to withdraw funds as quickly as possible in the shortest time. The effect of advertising effect is speed. The later stage of a real estate project's advertising effect is far worse than the previous period. Therefore, the longer the investment in real estate advertising does, the worse the effect and the greater the risk.

2.4 Strong regional investment in promotion

Under normal circumstances, consumers who buy real estate products are the resident population in the area where the project is located; of course, it is not excluded that people from other regions come to buy a house, but after all, it is still a minority. If both the region and the outside region are to be taken into consideration, sufficient funds must be provided, and the benefits brought by them may not exceed the cost of advertising. Therefore, the effect of advertisement placement in the area is greater, and the benefits are higher. Therefore, promotion advertisements for real estate projects are generally not invested too much in other regions, and more choices are made locally.

2.5 Various forms of promotion, but tend to print media

In the early days when real estate was introduced to the market, most of advertising promotion was based on vision, for vision was the most intuitive and most impactful. With the development of social networks, people have access to a wider range of information methods, and real estate advertising has become more diverse: newspapers, railway stations, etc. At the same time, it can be found that there is less publicity by choosing a TV in-stream advertisement. Because of the high cost of TV advertisements and uncertain returns, most companies have difficulty in investing a large amount of money. In addition, TV advertisements are fleeting and difficult to store and allow consumers to read them repeatedly like print media.

3. Problems in the promotion plan of real estate projects

3.1 Legal risks often appear in advertisements for the sale of real estate in advance

3.1.1. Pre-sale license has not been obtained

Real estate companies "preheat" real estate sales or want to withdraw funds as soon as possible, often with the "impulse" to publish real estate advertisements in advance, and pre-sale real estate has a statutory restriction when publishing advertisements, that is, it must have a pre-sale permission Certificate, otherwise advertisements may not be published.

In this regard, Article 4 (1) (4) and Article 5 (1) (5) of the "Interim Provisions on Real Estate Advertisement Issuance" as amended by Order No. 86 of the State Administration for Industry and Commerce on December 3, 1998 are clearly defined. Regulations. China Network reported on May 25, 2012 that Evergrande Real Estate was accused of using a false pre-sale license, and the advertisement was suspected of violating the rules. It was a lively case to report that advertisements of real estate were issued without a pre-sale license.

3.1.2. Lack of legal content in advertisements

Real estate advertisements for the advance sale must state the following.

- 1) The name of the development enterprise should be included;
- 2) If the service agency sells on its behalf, the name of the agency shall be stated;
- 3) The number of the pre-sale license also should be showed.

However, if only the name of the real estate project is introduced in the pre-sale real estate advertisement, the above matters need not be stated. For details, please refer to Article 6 of the Interim Provisions on Real Estate Advertisement Issuance.

3.1.3. Advertising involves decoration content

For pre-sale real estate, no decoration or decoration content may be involved in the advertisement. If so, it must be changed immediately. For details, please refer to Article 13 (2) of the Interim Provisions on Real Estate Advertisement Issuance.

3.1.4. Post advertisements under the names of "internal subscription", "internal subscription" and "internal registration"

If the pre-sale license has not been obtained, advertisements must not be published under the names of "internal subscription", "internal subscription", "internal registration", etc. This is prohibited content and has the aforementioned purpose and must be changed immediately. Although a large number of practices such as "internal subscription" occur in practice, it does not mean that it is correct.

3.2 Exaggerated and false advertisements

Unlike news, advertising can make creative expressions based on real situations. However, currently there are serious issues of false publicity in real estate advertising, including prices, developer qualifications, and the quality of house functions. Real estate has the characteristics of high value and value preservation. Consumers' purchases are generally one-off. Once there is false advertising, developers and consumers are prone to conflicts. The principles that civil activities need to follow good faith, fairness and voluntariness, and equivalent compensation. However, the profitability of the real estate market will largely undermine the above principles, especially the principle of "good faith". At present, the lack of management for real estate advertising and also relevant laws and regulations, as well as the moral problems of real estate developers is the main reason for such problems. It has been clearly written into the advertising law of our country to forbid false advertising to mislead consumers, but as far as the word "misleading" is concerned, its definition is vague. In addition, before the official release of real estate advertising, the relevant agencies failed to do a good job in the review, which is also an important reason for the outflow of false advertising.

3.3 The direction of advertising investment is not targeted

In the early stage of project promotion, many real estate companies put more manpower, financial resources and energy into the advertising part, making too much effort, but not paying attention to

practical fit. Some projects are targeted at mid-to high-end customers such as white-collar workers, but they spend a lot of money on the distribution of advertising leaflets, without considering the living habits of these customers and paying attention to the communication with the customer's human needs, resulting in waste of publicity resources.

3.4 Conceptual hype

"Concept marketing" is a way of exaggerating or fabricating, starting with consumers' cognition and emotion, to build up a distinctive image concept, and then arouse consumers' expectation of products. However, in the current real estate market, the "conceptual marketing" has changed. Developers overemphasize the taste and social positioning of the project to attract consumers. Various words, such as "imperial house", "royal family", "palace", etc., began to appear in the case name to enhance the image of the project. The propaganda also emphasized the architectural styles of Gothic, English and Byzantine, so as to emphasize the high-profile, luxurious and connotative of the project. Over time, it is easy for consumers to generate wrong values. This is not conducive to the formation of a good social atmosphere and runs counter to the core values of socialism. From the side, the audience "preached" that people should enjoy a high-end life, although this high-end life does affect the lifestyle and aesthetic sentiment of this part of the people. However, the quality of "local tyrants" promoted by the country is not only not encouraged by the state, but the people in China at this stage are mainly ordinary people. Many people have no ability to buy such luxury houses, and even the ordinary houses cannot afford it. Therefore, advertisers in real estate should start from the reality of most customers, and make a clear grasp of customer characteristics and customer needs. In addition, the relevant regulatory authorities should also increase their audit efforts and make necessary measures for non-compliance with laws and regulations or with the current environment.

This method of fabricating some concepts with cultural taste, repeated hype, and attracting consumers' attention can also be seen from the CBD (Central Business District) that continues to appear throughout the country. CBD has appeared in many large cities such as Beijing, Shanghai, Wuhan, Chengdu, and even the so-called "central business district" in second- and third-tier cities. However, as advertisers continue to blindly repeat concepts and fabricate concepts, consumers are becoming more and more mature, and they have begun to pay more attention to overall plans, service quality, and the cost performance. In the face of today's consumers, they are more and more sober, so if developers continue to use the concept of hype to get consumer attention, it can be said to be asking for trouble.

3.5 Market positioning is vague and lacks pertinence

Accurate positioning is the foundation of advertising success, which can make advertising stand out from a lot of information. Systematically, reasonable and accurate advertising positioning is a core strategy of real estate project planning and operation. It can help real estate products establish a unique position in the minds of consumers and gain greater competitive advantage in similar products.

Nowadays, the competition of real estate industry is much fiercer than before. Real estate enterprises should fully consider the innovative ideas in the process of positioning in order to create a strong selling point for their products. Only through accurate and systematic positioning, can real estate advertisement succeed and achieve its value. The common forms of positioning of real estate advertising are as follows. They are positioning of target audience, geographical location, positioning of the natural environment, positioning of cultural atmosphere, positioning of architectural style, and positioning of supporting facilities. In order to promote the sales of real estate projects, real estate developers often expand the scope of consumers. Without a clear target consumer group, it feels the same. All the selling points are uniform, such as beautiful environment, convenient transportation, developed supporting facilities, professional property management. When the project publicity is about the same, consumers must choose the most cost-effective for further understanding. If real estate agents do not have enough advantages to stand out, it will be difficult to get consumers' favor.

4. Innovative solutions

4.1 Promote "perceivable" and "integrated" advertising

Traditional advertising channels such as TV and radio have higher cost-efficiency, while the real estate industry's profit margins have continued to decline, and more efficient advertising channels are increasingly valued by real estate developers, such as elevator screen advertising. Elevator screen advertising single price is generally below 2,000 yuan, within 40,000 yuan can basically cover all the elevator halls of a community. Real estate companies can target key transaction communities and business districts for accurate communication based on customer portraits and topic nodes. According to estimates, elevator users with more than seven floors have an average of 4.2 rides per day, and elevator advertisements can appear at least four times a day in front of such users. Due to the narrow space in the elevator and the poor mobile phone signal, elevator advertisements can attract people's attention more. Compared with outdoor advertisements and TV advertisements at a glance, the advantages are obvious.

In addition, real estate developers should break the inherent propaganda methods so that advertising is not limited to the traditional model, so that customers can see, feel, and feel about the products, and let customers experience the unity of multiple senses. In this regard, real estate companies can carry out external publicity through some online and offline simultaneous activities, and through some measures about physical viewing to increase customer experience and satisfaction. At the same time, it can also strengthen cooperation with other products, make more exposures in customers' leisure and living places, and allow project brands to receive higher attention and communication opportunities.

4.2 In depth understanding of the characteristics and connotations of the property itself

The key to evaluate the quality of a real estate advertisement lies in whether it can reflect the characteristics and connotation of the property itself. The characteristics of the theme, product characteristics and creative performance of the project are of course important, but only when the effective information is transmitted to consumers can the purpose of advertisement really be achieved. The pursuit of superficially clever, not pay attention to the actual effect of real estate advertising is not very good to attract the attention of consumers, because it can not reflect the characteristics of the property, so that consumers can not fully understand the effective information. Only do the advertisement that suits the product can make the high-quality advertisement, can not waste the resources, is the most effective advertisement. It is the important premise of advertising design to study the personality of real estate, understand the characteristics of the theme of each real estate, and make advertising around this theme in the future promotion.

4.3 Improve the appropriate organization of marketing

A major premise for an enterprise to do well in marketing activities is to have a suitable organization of marketing. The marketing organization can help the company to allocate personnel reasonably, so that the right people in the right positions can make "1 + 1 > 2" play the role of collective maximum and maximize the benefits. To this end, companies can bring in real estate marketing professionals who have both theory and experience as the leader of the marketing team, and in practice, improve sales strategies that do not conform to market rules. At the same time, enterprises need to continuously improve the sales management system. Sales pay attention to timeliness and require the cooperation of multiple departments. Therefore, the system of marketing management must be efficient and complete in order to make subsequent work well.

4.4 Changing traditional sales methods and using the Internet for "unbounded marketing"

The fast-paced work and life often make it difficult for people to put together a large period of time to go to the sales office to see the house in person, especially for the young and middle-aged groups, who are busy with their work and take care of their families, but these groups are also potential customers with a huge base for housing. If they want to attract such potential customers, they should consider their life and work style. To attract this type of the potential customer, consider the way they

live and work. For such groups generally pursue a better life, but the actual time is occupied by busy work and family, and the rest of fragmented free time is almost also put into the network. With the advancement of network technology and the popularization of mobile terminals, almost every aspect of people's lives is inseparable from the network and mobile terminals. In view of this lifestyle change, more attention should be paid to the development and utilization of online channels in the marketing process.

4.4.1. Establish an online marketing department

With the popularity of mobile Internet, the mobile Internet real estate platform has huge traffic and the largest number of users.

The number of monthly active users can reach 6.98 million. Most potential buyers will find suitable information listing on such platforms during the process of housing selection and purchase. This type of platform strengthens the information exchange between potential customers, real estate, and real estate agents. Potential customers can easily obtain more detailed and transparent listing information through mobile Internet devices in time. Real estate agents can also obtain more information at low cost. And accurate high transaction intent customers, significantly improve the transaction efficiency through the online-and-offline combination. Real estate companies should strengthen cooperation with this type of mobile Internet real estate platform, improve the display of project information, set up a dedicated online marketing department, responsible for the marketing work of major online platforms, and give additional discounts and property fees to customers who have completed online channel transactions. Deductions.

4.4.2. WeChat marketing

Refine the planning and design of the WeChat public account, so that potential customers can fully understand the project situation, use pictures and videos to show the company in all directions, and provide all the information that potential customers and already-purchased customers want to know. Real estate companies can also plan a series of online and offline activities to attract potential customers to learn more about the project dynamics, and participate in the activities to become loyal fans of real estate companies according to the dynamics and important promotion nodes of the project. At the same time, we should also serve the customers who have already completed the transaction and promote the promotion.

The operation of the WeChat public account is also very important for the conversion of potential customers. The operation and maintenance of the public account can be placed under the responsibility of the newly established online marketing department, which saves external operating costs and is more conducive to fully tapping the potential of channel reform. The WeChat public account is also an important customer service tool. It provides potential users with a real-time and mobile experience through WeChat, which is conducive to the customer conversion. When the public account operates to a mature period, it can gradually transit to a customer relationship management tool. Through in-depth analysis of customers, it can push accurate messages, services and activities to different types of customers to achieve marketing purposes.

4.5 Fully implement cooperative marketing

Firstly, strengthen exchanges with downstream suppliers, establish long-term cooperative relationships, and then obtain certain discounts and reduce costs. After the consumer purchases a commercial house, the developer can recommend him the materials of supplier that cooperate with himself, so that he can bring more benefits to the supplier on the basis of providing preferential treatment to the homeowner. Secondly, strengthen the cooperation with the financial and credit department. In the early stage, measures can be taken to publicize the advantages of development projects and apply to the financial and credit department for loans. Funds, or invitations through project financing, to carry out project cooperation, and use financial funds for development and construction. In later sales, in conjunction with the financial sector, design loans and mortgage combinations for consumers, so that consumers have more ways to pay. Thirdly, jointly build momentum with other developers to form a win-win situation.

4.6 The design of real estate advertising should reflect the interests of consumers

The purpose of advertising is to obtain commercial benefits. Advertising is not only to reflect its artistry, but also to enable target consumers to see the benefits of products. In short, if we want the target consumers to pay for the products, we need to let the consumers really feel that the products can bring them specific benefits, so as to reflect the fundamental significance of advertising. In the design of advertisement, if we only consider the appreciation of advertisement, exaggerate and exaggerate aimlessly, and don't make consumers understand the value of purchasing products, it is the substandard advertisement.

4.7 Marketing strategies using humane care

With the rapid development of the economy, people gradually have a higher pursuit of lifestyle and quality. As far as real estate is concerned, in addition to considering the construction quality, it should also be equipped with supporting facilities, perfect property and good humanistic atmosphere. In the process of constructing a cultural atmosphere, real estate development enterprises should pay attention to the following points.

- 1) Combining local cultural characteristics and high-style cultural landscapes to bring different enjoyment of culture to consumers.
- 2) During the development process, it is necessary to improve the surrounding supporting facilities, such as the activity center for the elderly people, kindergarten, library, primary school, etc., so as to enrich the cultural atmosphere of the residential area.
- 3) Fully implement the people-oriented basic principle, and integrate it into the development, sale and after-sale of each link, so as to implement sales in a relaxed and pleasant atmosphere. And this is also an effective way of human sales, it can achieve the optimization of real estate marketing strategy.

4.8 Pay attention to service marketing and improve service awareness

To a certain extent, the real estate industry also belongs to the service industry. Whether customers buy or buy a house depends not only on whether the customer has demand or whether funds are sufficient, but also on marketing services. In today's big data context, the differences in designs, qualities, functionalities, and features between real estate projects are getting smaller and smaller. The house is used to live, that's why subjective feelings are important. Real estate companies can add some service functions under the premise that the sales center and the model house meet the characteristics of the project, such as setting a water bar, providing customers with seasonal drinks, and providing desserts, while improving the sales staff's service awareness and service ability, and smiling services .

5. Conclusion

Affected by the government's macro-control policies, the transaction volume of the real estate market in some cities in China has declined, but the overall trend of the national real estate is still in the rising stage, and there is still much room for development in the real estate market. Under this background, if real estate enterprises want to improve their own competitiveness, they need to actively play the role of marketing, also constantly improve marketing programs, as well as paying attention to the cultivation of customer relationship, then improve service awareness, and improve the existing organization of marketing model, so as to adapt to the development of the form. At the same time, enterprises should also keep pace with the times, then grasp these opportunities, also use the Internet network for "boundless marketing", as well as strengthening cooperation with financial institutions, and realize the new era of real estate.

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