



Impact of Internet Big Data on Real Estate Marketing Strategy

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ABSTRACT

In the gradual upgrading of the regulation policy of the real estate market, although the overall tone of the policy of "housing without speculation" has not changed, it poses a challenge to the operation of real estate companies. It is urgent for real estate companies to carry out transformation and development and improve their marketing strategy. This paper first expounds the current situation of real estate sales under the background of "Internet big data + real estate", then puts forward the problems faced in marketing, and finally gives a reasonable marketing strategy.

Keywords: Big Data, Real Estate, Marketing Strategy

I. INTRODUCTION

The real rise of real estate in China was in the 1990s. In 2015, the policy of "deleveraging and inventory" was implemented. In 2016, the state increased housing "going stock", and the sales volume of second tier city real estate rose rapidly. In order to prevent the real estate bubble, the purchase order was gradually implemented in China in the early third quarter of 2016. In terms of the composition of China's GDP, the income of the real estate industry is still one of the main factors. At present, the real estate market sales still maintain a stable growth trend. In the real estate industry of major first and second tier cities, under the regulation of policies, the rise of house prices has gradually stabilized and tended to be moderate. Real estate enterprises no longer blindly carry out project development, the overall land auction price has dropped, and the land auction rate has increased. In 2019, the Chinese government launched a new policy again and insisted that consumers should buy houses rationally and not use houses as investment. Throughout the year, government departments supervised the capital flow of the industry more closely. In order to ensure the stable and healthy development of the future market of the real estate service industry, all localities should take measures suitable for their own conditions according to the situation of cities and regions. At the beginning of 2020, China ushered in an epidemic that has never been encountered before, and all industries are walking on thin ice. 2020 in the first quarter of 2010, the Real Estate Company in Shanghai also experienced almost zero sales stage. In February 19, 2020, the central bank announced the implementation of China's monetary policy report in the fourth quarter of 2019. It once again reiterated that consumers should buy houses as residential use instead of using their houses as investment. The state will no longer increase the government's economic income by raising real estate prices, but it also refers to the basic principle of "implementing policies according to the city".

II. RESEARCH METHOD

The purpose of this paper is to explore the following issues in the context of big data: it is based on the key documents of big data + real estate, and it is a discussion on the current real estate marketing methods. This is enlightening research, because it enables real estate enterprises and marketing managers to find and learn something in the process of coping with the challenges of the Internet age, and draw lessons from it. It helps to understand the past experience of single offline sales in order to manage the future real estate market. This method is multiple

evaluation, because it involves various disciplines related to economy, finance and online marketing. This is an exploratory discussion to research, review, analyze and investigate the creativity and innovation needs in Internet big data + real estate marketing, as well as the needs of real estate enterprises and marketing managers to develop interpersonal skills in the new Internet era.

All fields around the world have been greatly influenced by big data, including education, economy and society. In terms of current development status, big data belongs to who it belongs in the future. Through big data analysis, we can make an in-depth analysis of consumer behavior and put forward a reasonable marketing strategy for the company. With the support of big data analysis, the company can grasp and analyze the online information of consumers, and assist the company to make the most reasonable decisions when implementing marketing management.

Big data analysis has brought a more novel analysis model to the company, on which the company can make adjustments to its marketing strategy. In terms of the company's operation and management system, big data analysis will play a great role in the whole marketing system, and the commercial value cannot be ignored. There is big data penetration in all industries. Enterprises can use big data analysis for marketing management to make marketing activities more efficient and effective. From the strategic perspective of enterprises, enterprises must put forward more suitable marketing strategies for enterprises in the era of big data in order to seize more markets. The premise of big data marketing is marketing technological innovation. Enterprises must have a strong sense of technological innovation to build a complete marketing system and put forward more accurate marketing strategies for enterprises.

III. DISCUSSION

3.1 Current Situation of Real Estate Marketing Under the Background of "Internet Big Data +Real Estate"

3.1.1 Transformation of marketing thinking

First, in the context of "Internet big data + real estate", the user's thought is very key. Taking Evergrande as an example, its sales policy design is user-centered and helps people win more customer relationships. Second, the idea of network platform and user traffic. Through the online real estate sales network platform, real estate companies can obtain more customers to see and buy houses, and upgrade their sales business through collaboration with more online network platforms. The idea of user traffic is also the core idea of the network platform, because user traffic shows not only the source of customers, but also the liquidity of real estate companies. With user traffic and the assistance of network platform, real estate companies can carry out accurate sales. Third, iterative thinking. One of the characteristics of the network is fast. Therefore, under the background of "Internet big data + real estate", real estate companies innovate their sales strategies to meet the latest requirements of the market and customers and promote the achievement of sales objectives.

3.1.2 The trend of integration with new media is obvious

In recent years, live e-commerce has become a unique branch of China's network, and real estate companies have also begun to use the live platform for online sales activities. Taking country garden as an example, the main venue of the "5.5 live house purchase Festival" has attracted more than 6.7 million visitors. Ten limited houses were sold out in ten seconds through the live platform in June. In addition, country garden also adopts methods such as fan support to quickly trade houses through the live broadcast platform, which can be said to be a very mature promotion strategy. With the exploration of the head real estate company, other real estate companies also began the "Online + offline" promotion strategy to improve their sales performance by using the network advantage.

3.2 Difficulties in Real Estate Sales Under the Background of "Internet Big Data + Real Estate"

3.2.1 The marketing platform needs to be improved

At present, there are two main ways to build the sales platform of real estate companies, one is the self-built model, the other is the co-construction model with a third party. The advantage of self-built mode is that it has strong autonomy and controllability, but it lacks early data investigation and big data analysis, and the stability of the platform has not been improved. Taking a real estate company in Beijing as an example, due to the increase of customer visits at the same time, the page cannot be displayed normally, which seriously affects the sales efficiency. The biggest advantage of the third-party cooperation model is that it brings convenience to the real estate company, because the platform function is relatively perfect, but the information that the real estate company can display is very limited, so it may cost more to obtain better traffic.

3.3 Marketing Integrity Is Not High, And Consumers Lack Trust In The Network Platform

First of all, because "Internet big data + real estate" belongs to a new economic development model, many consumers do not have high trust in the platform. The total number of Internet users in China is expanding, but college students are still the key group. The application frequency and adaptability of the elderly to the Internet need to be improved, and they do not have full confidence in the relevant platforms. At the same time, the controllability of the network platform is not high, which brings a lot of confusion to consumers. Second, the emergence of some rights

protection events has affected the normal operation integrity of real estate companies. Taking a real estate company in Shenzhen as an example, a real estate construction project in Pingshan has changed from the people's Park to the municipal road, but there has been false publicity and misleading consumption, resulting in the decline of enterprise credibility, and even the good communication and promotion effect cannot be carried out through the network. Under the background of "Internet big data + real estate", if China's real estate industry wants to further improve its sales performance, it also needs to work hard on enterprise integrity and consumer trust.

3.4 The Integration of Online and Offline Marketing Modes Is Not Perfect

Offline sales are the traditional sales mode of real estate companies. Consumers use methods such as on-the-spot house viewing, meeting and communication to make transactions. The advantage of offline sales is that it can bring practical experience to consumers, and it also puts more emphasis on consumption feeling; However, the disadvantage is that the traditional sales model is relatively passive, and it is relatively difficult to expand the consumer population. Online sales were also the most developed product on the Internet at that time. Using VR, photos, videos and other methods, consumers can understand the detailed information of real estate. The advantage is that it can break through the constraints of time and space and be more convenient for consumers; The disadvantage is that consumers can't get the most practical feeling. Only with the implementation of Online + offline mode can real estate companies achieve good sales effect. However, due to the imperfect online profit model and the influence of relevant technical reasons, many real estate companies are still unable to fully integrate the two profit models, which affects the realization of sales effect.

3.4.1 Shortage of Network Marketing Talents

Under the background of "Internet big data + real estate", network marketing personnel are the key to the success of the marketing strategy of real estate companies. However, at present, China's online sales talents are still in relative shortage. First, the professional level and comprehensive quality of online sales personnel need to be improved. For traditional real estate companies, some sales talents have no sense of innovation and have limited understanding of network marketing methods. They cannot integrate the advantages of traditional enterprises with the network, which greatly reduces the professionalism. At the same time, the comprehensive quality of some marketing talents does not meet the needs of the network era, which affects the promotion effect. Second, there is a relative lack of relevant technology. Under the background of "Internet big data + real estate", enterprises not only need special marketing talents, but also need the assistance of information technology such as big data analysis, and use big data mining to realize more accurate message push and marketing to consumers. However, some real estate companies are still facing problems such as imperfect technical conditions and insufficient attention to management, which seriously affect the promotion effect.

IV. CONCLUSIONS

4.1 Real Estate Sales Strategy Under the Background Of "Internet Big Data +Real Estate"

4.1.1 Improve the existing marketing platform and improve the comprehensive level

First, for self-built sales platforms, real estate companies need to fully optimize services and improve stability. Before building the platform, we need to conduct comprehensive market research and complete the construction on the basis of relatively complete relevant data. Second, for the third-party cooperative marketing platform, real estate companies must increase sales business on the premise of cost control. In the future, we will pay attention to the construction of service channels and cooperate with more third-party platforms to enhance the influence of corporate brands. Taking country garden as an example, the "fenghuangtong" app platform launched in 2016 enables everyone to register as a broker, driving a big wave of comprehensive promotion. Country garden has also chosen to cooperate with third-party platforms such as Leju good house. The main purpose is to obtain more potential customers through diversion and publicity on the third-party platform.

4.1.2 Continuously Improve Marketing Integrity and Consumer Trust

First, real estate companies should do a good job in publicity and promotion to increase brand influence. Through the network, real estate companies will be able to increase the target audience, and then carry out brand publicity, so as to enhance brand competitiveness. After promotion, consumers will have a deeper understanding and cognition of the company's products. Second, reduce the occurrence of bad things such as safeguarding rights. In the process of product sales, in order to avoid false advertising and misleading consumer groups, the marketing process is carried out based on the principle of fair trade. Third, in order to improve the transparency of online transactions, it has increased consumer trust. Because only by letting consumers know more information about goods sold online, consumers can trust the company more and have a desire to shop. Taking Evergrande as an example, due to its good market reputation and the establishment of a 24-hour online marketing center jointly with the e-commerce platform, Evergrande not only achieved the effect of market promotion, but also increased brand publicity. At the same time, China Evergrande has also made comprehensive transparency on the online real estate price, effectively implemented

the promised price concessions, reduced the occurrence of rights protection accidents, and consumers trust Evergrande more.

4.2 Improve Marketing Effect with The Help of Online+ Offline Marketing Mode

First, real estate companies should maintain the unity of online and offline sales slogans, service methods and quality. Especially when making corresponding promises, the company must promise to consumers on the premise that it can do so, and do not make false promises because of tempting consumers. Second, online and offline should work together to promote each other. Real estate companies should also seize the traditional advantages of offline, obtain more customer relationships through online services, and carry out the sales process in accordance with consumers' preferences. For example, Vanke Hangzhou and Netease strictly selected implemented a strategic alliance to interpret the new integration of online and offline together. After finding the coincidence point, they achieved the win-win goal of overall marketing benefits. In the process of cooperation, Vanke has always given the same service commitments and feelings to online and offline consumers, and has driven consumer groups to carry out offline experience activities through strict selection of e-commerce life brand Netease, which has also achieved good results.

4.3 Pay Attention to The Reserve and Development of Network Marketing Talents

First of all, network marketers have a sense of danger. The development speed of the network should be regarded as changing with each passing day. The salesperson has obtained the corresponding crisis consciousness, which can promote the enterprise to move forward, keep up with the level of the most advanced sales talents, and further enhance the comprehensive quality of the enterprise. Second, professionalism is an important key to the success of marketing. The online marketing personnel of real estate companies should strengthen self-study and supplement their lack of professional knowledge system and enhance their professionalism by sharing the sales cases of high-quality companies such as Evergrande and country garden. Third, scientific and technological talents can not be ignored. For companies with technology shortage, personnel introduction, retraining and other methods can be adopted to fully ensure the corresponding new technologies to meet the needs of technology renewal in the Internet era. Taking China Resources Land as an example, it attaches great importance to the recruitment of online marketing personnel, and professionalism is also its focus. The company has absorbed many technicians with international background through superior salary system. At the same time, it also has a special system in employee training, which not only attaches importance to the training of crisis awareness, but also pays attention to the improvement of employee marketing ability.

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