

## RESEARCH ON MARKETING STRATEGY OF REAL ESTATE ENTERPRISES

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*In recent years, due to the continuous rise of national economic growth pressure and a variety of adverse factors, many real estate enterprises are facing downward risks and survival difficulties. In order to meet these challenges, real estate enterprises need to gradually slow down the pace of development and pay more attention to the progress of financing development. In order to maintain competitiveness and stabilize cash flow, the marketing of real estate projects has been put forward higher requirements. Based on the above background, this paper makes an in-depth study on the marketing strategy of real estate enterprises. This paper analyzes the influence of housing difficulty, epidemic prevention and control and other factors on real estate marketing, and puts forward targeted optimization strategies. These strategies include market segmentation, product strategy, price strategy, channel strategy, promotion strategy and advertising strategy. In the pricing strategy, we ensure the rationality and accuracy of the price through market analysis and parameter weighing. The channel strategy covers online and offline channels, such as circle of friends, small videos, traditional media and online media. Promotional strategies include organizing activities, celebrity endorsements, cultural and leisure activities, etc., to improve brand awareness and reputation. The advertising strategy is humanity-oriented, showing the scene of the purchase customer using the product. Enterprises need to comprehensively consider the characteristics of the project, market conditions and customer needs and other factors, flexibly adjust the pricing strategy and marketing strategy to ensure the successful sale of the project and the long-term stable development of the enterprise. The research of this paper can provide effective help for the real estate sales project in terms of resource integration, building a good brand image, and promoting the development of marketing work. At the same time, this research can also provide new ideas for the marketing of similar projects within enterprises and other real estate projects in the industry.*

**Keywords:** real estate marketing strategy, market, market segmentation, product differentiation, price strategy, advertising strategy.

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**Formulation of the problem in general terms.** In 2023, the global economy and the international situation are unstable and face many challenges. The external environment, such as global inflation, supply chain shortage and international situation, is difficult to resolve in the short term, bringing uncertainties to global economic recovery and growth. The epidemic has changed people's way of life and the pattern of market economy. The real estate sector is an important part of the national economy, but the current environment makes it challenging. First of all, buying a house is a large transaction, difficult to complete online, offline marketing work is difficult. Secondly, the project construction schedule cannot be guaranteed due to the epidemic prevention and control, and the problem of delayed delivery may occur. Overall, the market development cycle, the epidemic and other factors have made the real estate market downward, and the marketing difficulty has increased. Affected by economic, market, epidemic and other factors, the development of the real estate industry is

facing challenges. In terms of buying consumer trends, the poor economic situation may lead to a decline in customer income and an increase in the difficulty of buying a house. Under the real estate market, the exercise customer wait-and-see mood is intensified, and the purchase desire is decreased. At the same time, customers purchase more rational behavior, pay attention to project quality. From the external environment, the downward pressure on the economy continues to increase, and the downward trend of the real estate market is obvious. From the perspective of the internal environment of the enterprise, the development of the enterprise is limited by various factors. The industry needs to deal with the uncertainty of the external environment and solve the internal development problems. Innovation, improving service quality and focusing on consumer needs are key. Actively embrace new technologies, use digital and intelligent means to optimize business processes and improve operational efficiency. In the face of difficulties, only by confronting them can we find a new future. The research

of real estate marketing strategy is helpful to the healthy and stable development of the industry and has practical significance.

#### **Analysis of recent research and publications.**

Pavlov K., Pavlova O., & Kupchak V. (2019) studied the competitiveness of Ukraine's regional residential real estate market and its formation mechanism, and constructed the basic theory of competitiveness and regional residential real estate market value. By assessing the competitiveness of the residential real estate market in various regions of Ukraine, it is found that factors such as housing demand, supply, housing affordability and citizens' purchasing power have an important impact on the competitiveness of the regional housing market. They put forward a new index system and evaluation method to evaluate the competitiveness of regional housing market, which is helpful for the government to formulate effective regional housing market policies. In addition, the author also analyzes the purchasing power, comfort and geographical and cultural advantages of the regions of Ukraine, providing valuable information for in-depth understanding of the purchasing power and comfort of the regions of Ukraine [1].

Ahmad Bakri A., Rosman S.H., & Ismail S. (2021) explored the success factors of real estate marketing strategies and constructed a conceptual framework for the success of marketing strategies. Study the concept of adopting marketing strategies, including product life cycle, market sharing and positioning. The research highlights that understanding consumer needs is the key to developing effective marketing strategies. They studied the marketing strategy of Malaysian real estate market, and explored four elements: product strategy, pricing strategy, channel strategy and promotion strategy. Deductive content analysis was used to make a comprehensive classification of the previous studies. The results show that an effective real estate marketing strategy is crucial to ensure the success of a business, focusing on the four important factors of finance, customers, value added and operations. Against the backdrop of increasing supply and "bubble" trends in the industry, real estate companies need to rethink their strategies and plans in order to remain competitive [2]. Dai Youhao (2023) discussed the precision marketing strategy of real estate enterprises and pointed out the existing problems, such as unclear target market and unclear brand image positioning. Through the analysis of actual cases, the optimization methods are put forward, including accurate customer group selection, accurate price marketing strategy and accurate marketing channel strategy. The optimized strategy helps enterprises to better meet customer needs and improve market competitiveness. This paper emphasizes the importance of customer information management, especially before the opening of the building, through automated analysis of customer data to form a customer map. Enterprises need to strengthen the construction of information platforms, make full use of big data technology, and provide customers with personalized housing. At the same time, establish a special marketing team to conduct in-depth surveys of key customer groups. Finally,

it is suggested to combine big data analysis technology with marketing strategy to achieve precision marketing [3]. Yang Xinhui (2023) discusses the competitive strategies of online marketing of real estate enterprises, analyzes the macro and micro environments, and puts forward strategies such as search engine ranking, online advertising and website resource cooperation. The article also discusses the optimization measures of network marketing, including strengthening infrastructure construction, improving information construction and so on. Network marketing is a new marketing method of real estate market, but the laws and regulations are not perfect, which leads to the phenomenon of unfair competition in the market. In order to optimize network marketing, it is necessary to formulate sound laws and regulations to maintain the order of the real estate market. Real estate enterprises need to pay attention to online marketing, use big data technology to accurately reflect consumer needs, and provide personalized services to cultivate consumer groups. On the basis of retaining traditional marketing advantages, enterprises should actively promote the competitive strategy of network marketing, constantly optimize the way of network marketing, improve economic benefits, and achieve sustainable and healthy development [4].

**Formation of the objectives of the article.** Affected by the economic situation and the downward trend of the real estate market, the marketing of the real estate industry is facing a dilemma. At the same time, in recent years, the outbreak of the new coronavirus epidemic has made the real estate industry, which is not ideal for development, worse. Under this situation, the development of real estate companies is also facing a big dilemma, and how to get rid of the dilemma has become the most important thing for the future development of enterprises. Through the research, it is found that due to the particularity of its products, the innovation degree of real estate marketing is generally insufficient, and the application of new marketing is not sufficient. In recent years, the marketing of real estate enterprises has also adopted the way of offline, online as a supplement, and the overall lack of innovative spirit. Under ideal economic and market conditions, this practice has little impact on marketing. However, under the current economic and market decline, it is still complacent and does not seek development, which will become more fatal to the development of future enterprises. To sum up, through the research of this paper, the paper first discusses how to help real estate companies establish feasible marketing strategy optimization plans, objectively help enterprises quickly destock and achieve sales targets. Secondly, this paper studies the optimization of project marketing strategies through the introduction of new technologies, new strategies and new ideas to help real estate companies achieve long-term, healthy and sustainable development of project sales and enable enterprises to cope with the changing external environment. At the same time, it also enables enterprises and projects to get out of the predicament and constantly move forward to tide over difficulties. Finally, it is hoped that the paper can provide reference for other similar real estate projects.

**Methods of research:** The scientific research used structural, statistical and marketing analysis, methods of comparison, generalization, graphic and dialectical methods.

**Results of the study.**

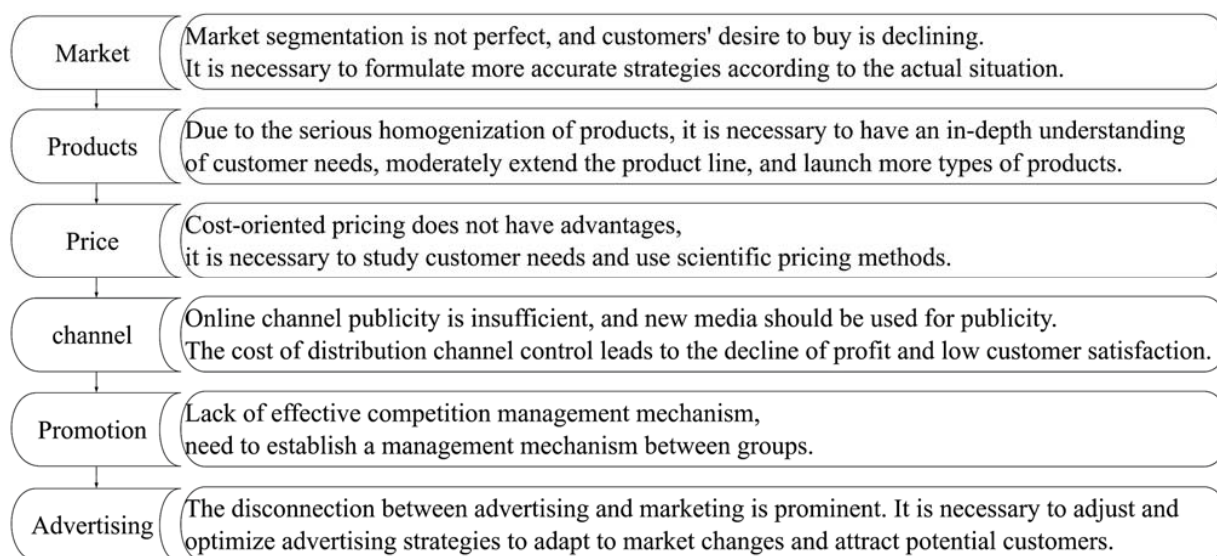
**1 Analysis of common problems in the marketing of real estate enterprises.** In recent years, due to the impact of real estate policies and changes in the market, real estate has shown a downward trend. Under this influence, the real estate market has contracted, the project marketing work has become difficult to carry out, and the marketing work has become difficult. The result is that the marketing team is frustrated and the stability of the marketing team personnel is decreased. The turnover rate of grass-roots staff increases, personnel mobility is too large, and the difficulty of team management rises. It has a different degree of influence on the project promotion strategy, personnel strategy, process management and other levels. In the face of market changes, the new situation presents new marketing challenges to real estate enterprises. If real estate enterprises want to seize opportunities and meet challenges, they must establish modern marketing concepts, master modern marketing technology, and innovate marketing strategies.

1.1 Market segmentation problem. Some real estate projects do not do a good job in market segmentation. Now the real estate market is not so good, customers' desire to buy has declined, and the market has contracted to a certain extent. Therefore, the future project market segmentation needs to be more perfect, and can not only be considered according to the normal market situation. Some real estate projects are positioned too narrowly and have limitations to meet the needs of buyers. Therefore, appropriate adjustments and optimizations are needed. There are also projects that lack innovation in market segmentation and do not adjust their strategies in a timely manner according to market changes. This makes the project less competitive in the market and difficult to attract more customers. In order to solve these problems, real estate projects need to pay more attention to market dynamics and customer needs, and

formulate more accurate market segmentation strategies according to the actual situation. At the same time, it also needs to constantly innovate and adjust to adapt to the changes and development of the market.

1.2 Product Policy issues. In the current competitive environment, product differentiation is the key to attracting customers. However, although the product type of some real estate projects has been screened by the company's household type library, it is found that they do not have much difference in household type when compared with the surrounding competitive product projects, and the homogenization phenomenon is more serious. To solve this problem, the project needs to have a deep understanding of the customer's needs. At present, the main product types of most real estate projects include multi-storey bungalows, townhouses, high-rise residences and single-family villas. Although these product types meet the needs of some customers, overall, the product portfolio is too short and there is a lack of products for different customer needs. The project required a modest extension of the product line to meet the needs of these customers. Under the current downward market conditions of real estate, buyers are becoming more and more sensitive to the total price of products. In order to attract more customers, the project needs to moderately launch some products with more reasonable area and total price [7].

1.3 Price strategy. At present, the cost oriented pricing method adopted by most real estate projects has resulted in that its price advantage is not obvious in the regional competitive products, and some projects have almost no difference between the different types and buildings sold, so the price of the project can attract extremely limited customers. Some other problems in the price strategy are that the product price strategy of the project lacks scientific and systematic, focuses too much on profit orientation, and the strategic means are monotonous. The price strategy is mainly based on the scarcity and quality of products, and there are also too single pricing methods. Product pricing



**Figure 1. Common problems in the marketing of real estate enterprises**

Source: built by the author on the basis of research [5]

does not fully combine the project cost, competitive situation and customer demand and other diversified pricing methods, resulting in the project price strategy is not popular. Project product price competitiveness is insufficient, it is difficult to effectively attract buyers. Therefore, the project price strategy needs to be optimized, which can be improved by studying the demand of buyers and using scientific pricing methods.

1.4 Channel strategy issues. Although some real estate projects basically cover all channels, they fail to turn into good sales results because they do not deeply tap the potential of each channel. First of all, for online channels, selling points are only exported through the traditional mode, which is not only expensive, but also fails to meet expectations. Besides, real estate projects do not use new media such as social platforms and short video channels for online media publicity. Some real estate projects currently choose distribution channels, the factor is the lowest cost factor. From the cost point of view, the cost is properly controlled. However, from the perspective of profit and customer satisfaction, due to the control of the early cooperation cost input, the result is that the distributor has reached a cooperation model with low investment and high commission. After comprehensive calculation, it is found that the project profit has declined. In addition, the service level of the distributor staff is far lower than that of the real estate project staff, so the channel customer satisfaction is generally low [6].

1.5 Promotion strategy problem. Real estate project staff mainly focus on customer outreach when developing promotional strategies. However, there are the following problems: (1) There are limitations in the selection of client regions. At present, there is a certain gap between the selected client area and the selected target market area of the project, which may lead to insufficient marketing complement. Therefore, it is necessary to expand the client area and consider increasing the number of team members to meet this demand. (2) Lack of effective competition management mechanism. Although the project extension team is divided into several groups, there is no effective competition management mechanism. In order to promote the promotion of work and improve efficiency, corresponding management mechanisms should be established between groups. (3) Insufficient supply of extension materials. The main materials of extension promotion can only meet the limited customer communication function and cannot establish deeper customer contact. Therefore, it is necessary to increase customer outreach efforts and increase the relevant material equipment to meet the demand. To sum up, the promotion strategy of real estate project personnel has shortcomings in terms of client area, client number, client team management mechanism and client material allocation. Therefore, it is necessary to adjust and optimize the promotion strategy of project personnel in the future.

1.6 Advertising strategy issues. At present, the real estate market is showing a downward trend, while affected by the epidemic in recent years, the project faces many challenges. Among them, the disconnect between advertising and marketing is particularly prominent. Specifically, some

customers have reduced their purchase intention due to the market downturn; Another part of the interested customers are unable to visit the project due to the epidemic closure and other reasons. Therefore, it is necessary to adjust and optimize the advertising strategy of the project to better adapt to market changes and attract potential customers [8].

To sum up, in the process of real estate project marketing, market segmentation is the key, which needs to be further improved, and focus on product differentiation to meet the needs of different customer groups. The price strategy needs to be more scientific and systematic, combining cost and market demand for reasonable pricing. In terms of channel strategy, it is necessary to deeply explore various channels and use new media for publicity and promotion. The promotion strategy also needs to be adjusted to increase customer expansion and improve sales performance. At the same time, advertising strategies need to be timely adjusted according to market changes to attract more potential customers. Real estate enterprises need to adopt innovative, scientific and systematic marketing strategies, strengthen team management and training, in order to meet the market demand and achieve sustainable development.

**2 Marketing strategies of real estate enterprises.** In today's highly competitive real estate market, the formulation of effective product strategy, price strategy, channel strategy, promotion strategy and advertising strategy has become the key to promote the success of the project. The following will specifically discuss how to optimize the marketing strategy of real estate enterprises to achieve long-term stable development of enterprises.



**Figure 2. Marketing strategy of real estate enterprise**  
 Source: built by the author on the basis of research

2.1 Product Strategy. First of all, improve the fine decoration standards In the real estate projects in the area of the project, in order to improve the product competitiveness of real estate projects, the decoration delivery standards of real estate projects are upgraded. In the process of formulating product strategy for this project, since it is impossible to adjust the unit type and area in the process of selling real estate residences, it is necessary to abandon the previous product classification method based solely on unit type and area, and re-classify the products based on external factors such as living landscape vision. In addition, the basic principle of community design according

to functional modular community landscape design is people-oriented. In the design process, the designer must fully analyze the core functions of the community residents, at the same time, deeply understand the types and needs of outdoor activities, integrate them into the design, and realize the comprehensive landscape design. Community design is not a simple pile, and green is not just planting trees, but the people-oriented concept is integrated into the design, so that people of different ages can enjoy their own life in the community and meet their own needs. If the real estate project can be changed from the perspective of design ideas, to achieve the construction of functional communities. The market advantage of product differentiation must be realized.

**2.2 Price strategy.** In order to ensure the rationality and accuracy of pricing, rigorous market analysis methods are adopted. First of all, in-depth analysis of the customer's psychological expectations and the quotation of the surrounding competitive products. Through the market comparison method, we comprehensively consider a number of factors, including reality display, brand value, product configuration, landscape resources, natural resources, education resources, transportation resources, medical resources, property services and business facilities. Next, the weights of these comparable parameters are assigned. When assigning the weight coefficient, the following principles are followed: The relevant parameters are designed through the way of questionnaire survey, and these parameters are important factors of customer concern. Customers can check these parameters according to their own needs. After the questionnaire is collected, the number of checks of each comparable parameter is counted, and the weight coefficient is assigned according to the proportion. The final weight coefficients have been corrected by rounding. According to these weight coefficients, the project is further scored, and the average sales price of the project is calculated according to the proportion of score value and the price of competitive products. This approach ensures that pricing is objective and fair, while taking into account customer needs and market conditions. In addition, additional ladder adjustment, taking three price adjustments as an example: a real estate project can be divided into three price increases, and each time the price is gradually increased. For the first time, mid-price real estate will be launched, mainly non-landscape buildings; The second price increase was slightly higher, and all types of housing increased; The third time to increase the highest price, mainly to promote the highest price of garden landscape buildings and lake view buildings. The average price of each addition is adjusted according to the location and floor of the building. The average price of buildings outside the park landscape is the highest, followed by those with lake view, and those without landscape along the street are the lowest. The higher the floor, the more expensive it is. The middle floor is the most expensive. The price of the same floor of East and West also have differences, East of good lighting price is higher, West of the west sun serious price is lower.

**2.3 Channel strategy.** The promotion of online channels can start from the perspective of media, which not only

needs to pay attention to traditional media, but also can start from the perspective of network media. The main ways are: friend circle and official micro combination, through the park life, park culture and other manuscripts, continue to realize the circle of friends brush screen, in order to strengthen the customer's overall memory; Small video communication takes the shooting of the park residents' life market as the entry point to improve the overall emotional resonance, and at the same time, increase the intensity of community elevators and Tiktok platform to achieve the rapid spread of traffic; Traditional media put three big outdoor brands, focusing on the lively business circle, and realize the overall image output through live broadcast; Network media and new media, to mainstream housing websites as advertising objects, and then through the big V to achieve soft text output caused widespread public discussion. The sales team should establish a perfect network marketing system, including the establishment of a special network Marketing Department, cooperation with the mobile Internet real estate promotion platform, the opening of a special page, a full range of display project information and encourage home buyers to choose through the network, and to provide additional concessions to customers in the online transaction, the use of network channels for marketing.

The expansion of offline channels is to complement online promotion, and through offline promotion, more three-dimensional information can be transmitted, thereby enhancing the user's visit rate. Channel marketing is divided into different paths, including resource marketing, telemarketing, outreach telemarketing, etc. Before expanding customers, it is necessary to judge the blind and ineffective areas of customers based on the customer map. Then do a good job of market research, recover the market survey questionnaire, determine the position of potential customers through in-depth analysis of information, and then expand customers through offline channels to enhance the overall publicity effect and improve the efficiency of customers' visits to the sales department. In addition, real estate companies can continue to strengthen cooperation with real estate agents to improve the coverage and efficiency of sales channels. Real estate agents are one of the important channels in the real estate industry. Through cooperation with real estate agents, real estate companies can expand their sales channels and increase sales. At the same time, real estate companies can also provide high-quality project information and support to real estate agents, establish mutually beneficial cooperative relations, and further enhance brand image and market competitiveness. Therefore, real estate companies need to continue to innovate in the construction of entity channels such as sales department and real estate agencies, and provide more diversified and professional house purchase services to meet the needs and expectations of consumers.

**2.4 Promotion strategy.** Real estate companies enhance their popularity by holding large-scale popular science activities, grand ceremonies, seminars, conferences, etc. At the same time, celebrity endorsement, cultural leisure activities, owners' associations also contribute to brand exposure. The real estate fair is a platform to promote

their own brand and strength. In addition, participating in community public welfare activities such as sponsoring the construction of schools and hospitals also helps to enhance the corporate image. These activities help to interact with consumers, understand needs and feedback, increase awareness and reputation, and promote project sales.

Before the opening of the project, it belongs to the stage of customer storage. After customers understand the opening information, they can enhance the visiting effect on the opening day and build a lively on-site atmosphere. Real estate consultants are responsible for inviting customers, making appointments one week in advance, keeping the prices strictly confidential, and checking the prices uniformly on the opening day. This way can communicate with customers in advance, at the same time, it can also trigger the curiosity of customers through the setting of suspense, and will attract a lot of wait-and-see on the opening day. Promoters display developer and product information after obtaining customer information to facilitate transactions.

2.5 Advertising strategy. The project advertising strategy is humanized, combined with product characteristics, quality and supporting elements, through shaping the scene of the use of the product by buyers, to show the psychological satisfaction of customers, so as to maintain a long-term good reputation of the product. In order to enhance the market competitiveness of enterprises, we should make full use of the advantages of big data and AI technology, adjust the strategic thinking of enterprise marketing, achieve precision marketing, and then improve the economic benefits of enterprises. In terms of advertising media selection, in addition to regular outdoor and broadcast advertising, we will also increase the use of Internet advertising, combining big data and AI technology to carry out work. Specifically, it includes social platform advertising, short video platform advertising and intermediary website platform advertising. In general, project network marketing not only focuses on short-term income and traffic growth, but also pays more attention to the overall strategy of enterprise marketing competitiveness. In terms of the timing of advertising information dissemination, in addition to the balanced time

strategy for outdoor advertising, Internet advertising and big data technology are used to send precise promotional information to consumers one-on-one.

**Conclusions.** In the real estate market, it is very important to formulate reasonable pricing strategy and expand effective marketing channels. Enterprises need to comprehensively consider the characteristics of the project, market conditions and customer needs and other factors, flexibly adjust the pricing strategy and marketing strategy to ensure the successful sale of the project and the long-term stable development of the enterprise.

First, companies need to have a deep understanding of factors such as project characteristics, market conditions and customer needs. In the formulation of pricing strategy, enterprises need to consider the project's geographical location, surrounding environment, supporting facilities, housing design and other factors, as well as market supply and demand relations, competitors' pricing and other factors. At the same time, enterprises also need to understand the needs and purchasing power of customers, and formulate corresponding pricing strategies according to the needs and purchasing power of customers. Second, companies need to adjust pricing and marketing strategies flexibly. In the real estate market, market conditions and customer needs are constantly changing, and enterprises need to flexibly adjust pricing strategies and marketing strategies according to market changes and customer needs. For example, in the case of market oversupply, enterprises can adopt the strategy of price reduction promotion to attract customers; In the case of short supply in the market, enterprises can adopt the strategy of price increase to improve the added value of the project. In addition, enterprises also need to pay attention to customer needs and market changes, and constantly improve their competitiveness. In the real estate market, the needs of customers are diversified, and enterprises need to constantly innovate products and services according to the needs of customers. At the same time, enterprises also need to pay attention to market changes and adjust their business strategies and development directions in a timely manner.

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### **ДОСЛІДЖЕННЯ МАРКЕТИНГОВОЇ СТРАТЕГІЇ ПІДПРИЄМСТВ НЕРУХОМОСТІ**

Останніми роками, у зв'язку з постійним зростанням тиску на національну економіку та різноманітними несприятливими факторами, багато підприємств у сфері нерухомості стикаються з низхідними ризиками та труднощами виживання. Для того, щоб відповісти на ці виклики, підприємствам з нерухомості необхідно поступово уповільнювати темпи розвитку та приділяти більше уваги прогресу фінансування девелопменту. З метою підтримки конкурентоспроможності та стабілізації грошових потоків до маркетингу проєктів нерухомості висуваються підвищені вимоги. Виходячи з вищевикладеного, у даній роботі зроблено поглиблене дослідження маркетингової стратегії підприємств нерухомості. У статті проаналізовано вплив труднощів з житлом, профілактики та боротьби з епідеміями та інших факторів на маркетинг нерухомості, а також запропоновано цільові стратегії оптимізації. Ці стратегії включають сегментацію ринку, продуктову стратегію, цінову стратегію, стратегію збуту, стратегію просування та рекламну стратегію. У стратегії ціноутворення ми забезпечуємо раціональність і точність ціни за допомогою аналізу ринку і зважування параметрів. Стратегія каналу охоплює онлайн та офлайн канали, такі як коло друзів, невеликі відео, традиційні медіа та онлайн-медіа. Стратегії просування включають організацію заходів, підтримку знаменитостей, культурні та розважальні заходи тощо для покращення впізнаваності та репутації бренду. Рекламна стратегія орієнтована на людяність, показуючи сцену покупки покупця за допомогою товару. Підприємствам необхідно комплексно враховувати особливості проєкту, кон'юнктуру ринку і потреби клієнтів та інші фактори, гнучко коригувати цінову стратегію і маркетингову стратегію, щоб забезпечити успішний продаж проєкту і довгостроковий стабільний розвиток підприємства. Дослідження цієї статті може надати ефективну допомогу проєкту з продажу нерухомості з точки зору інтеграції ресурсів, формування гарного іміджу бренду та сприяння розвитку маркетингової роботи. У той же час, це дослідження також може надати нові ідеї для маркетингу аналогічних проєктів всередині підприємств та інших проєктів нерухомості в галузі.

**Ключові слова:** маркетингова стратегія нерухомості, маркетинг, сегментація ринку, диференціація продукту, цінова стратегія, рекламна стратегія.

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