

# Study on the Strategy of Real Estate Marketing Planning

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**Abstract:** In recent years, with the rapid development of the real estate industry, how to build a standardized real estate marketing strategy, build a good market competition environment, and sell healthier real estate products have become a key content in the real estate marketing planning process. It can be said that real estate Marketing planning work is in a position of mind in the process of real estate sales and plays a very important role in the overall operation of the project. On the eve of the real estate marketing strategy, we must start with the four elements of real estate marketing planning: ontology, market, customers, promotion, expand around the real estate project itself, understand the actual real estate operations in the primary and secondary markets, and study the current According to the actual needs of potential customers in the market, develop and construct real estate-related products, and at the same time, according to the repeated description of the target customers, determine the promotion content and promotion groups that are more in line with the taste of the customers. "Deduction" marketing planning strategy, formulate relevant marketing strategies and sales methods, solve customer resistance factors to products, and truly allow real estate companies to launch products that can meet the needs of the public, effectively increase product brand awareness, in the hope of fierce competition The real estate market creates a more favorable living environment.

## 1. Introduction

All along, due to the influence of traditional thoughts, the Chinese people have a relatively strong demand for real estate, especially the current transformation and upgrading of China's economic structure, people's living standards have also made a qualitative leap, people are no longer satisfied with housing needs for housing, The supporting needs of the house, transportation needs, comfort needs and other contents have also become important contents that people consider in the process of buying a house. In the development process of the real estate market, the competition of various real estate developers in the market is becoming increasingly fierce. Under the macro-control of the government, the competitive environment of the real estate market is gradually becoming standardized. How to better leverage the advantages of its own housing enterprises in a standardized market, to achieve better results in the real estate sales market has become the main goal pursued by various real estate agents. Under the influence of this situation, the real estate management has gradually realized the importance of real estate marketing planning. Through careful planning and design, and repeated sales concepts and sales rhythm, it has effectively improved the level of real estate marketing and provided a high-level development for the real estate industry [1].

## 2. Concept Analysis of Real Estate Marketing Planning

To put it simply, real estate marketing is to conduct an in-depth analysis of the real estate market situation in a scientific and effective way, and to understand the actual needs of potential customers, and provide relevant real estate products according to these needs to improve the real estate market in the market. The sales situation provides support for the sustainable development of the enterprise.

China's real estate marketing planning work has developed for a relatively short period of time. At present, many contents are still in the exploratory stage, and there is no formal theory to support

it. How to meet the actual needs of real estate market customers through more flexible marketing planning strategies and build real estate that better meets the needs of the public. The product is a hot issue discussed by all real estate marketing planners [2]. At present, China's real estate marketing planning work is mainly to integrate real estate information marketing, through full market research, in-depth analysis of the project body, and a detailed description of the client's situation, to develop a real estate product sales strategy that meets the actual needs of the project. Through the actual content of the previous positioning report, real estate marketing strategy plan and online and offline promotion plans, the overall sales actions and sales nodes are arranged, with the common interests of the three parties of developers, customers and society as the center, pursuing a more healthy and reasonable Real estate sales environment.

### **3. Analysis of the Current Policy Background of Real Estate Marketing Planning**

The two sessions held on May 22, 2020 put forward new instructions for the real estate market. Under the principle of “no housing, no speculation”, the prudent monetary policy should be more flexible and appropriate. Comprehensive use will better guide the increase of the broad money supply and the scale of social financing, which will release more benefits for real estate companies and individual buyers, and will also ensure the healthier operation of China's real estate market and further promote the development of the real estate market. . In addition, during the two sessions, the concept of in-depth advancement of new urbanization was also proposed, which will further develop and play the comprehensive leading role of central cities and urban agglomerations. Through the specific analysis of specific issues and research strategies, city-based governance will better promote real estate development. .

### **4. Analysis of the Marketing Planning Strategies Currently Used in My Country's Real Estate Market**

The real estate marketing planning work occupies a very important position in the real estate operation process. It can be said that a high-level marketing planning strategy can better simplify our real estate operation and provide the possibility for the effective demolition of project products. If you want to do a good job in real estate marketing planning strategies, you must have a deeper understanding of the actual situation of the current real estate market. Through keen observation, you can make timely adjustments according to changes in the real estate market to ensure that you can create better sales performance. At present, the marketing strategy mainly used in China's real estate market can be mainly divided into online sales and offline sales, of which offline sales are the current main sales form, mainly including direct sales by real estate companies and the mode of real estate companies entrusting third-party service companies to sell. To carry out the overall sales activities of the project, below we will analyze the current marketing planning model mainly used in China's real estate market.

With the continuous development of the Internet industry, it has played an increasingly important role in the real estate marketing process. House buyers can use the fragmented time to understand the real-time products of various real estate companies in real time and interact with online sales personnel. Effective communication has solved the obstacles caused by space and time to the greatest extent, and has now become a more convenient sales channel. At present, China's real estate companies mainly rely on real estate-related APPs for product information promotion in the process of online sales. Through professional software such as Anjuke, SouFun.com, Netease Real Estate, etc., the products of each project are classified to meet customer needs for different real estate. The actual demand of the product [3].

At present, the offline sales model is still the main method in my country's real estate marketing process, and it is also the most direct way to force customers. With the continuous development of the market economy, the offline sales model has also undergone certain innovations.

A mode in which real estate companies directly prevent sales personnel from selling real estate products. Using this mode can ensure that real estate companies can directly and effectively manage

sales personnel, and can ensure that relevant policies can be released immediately on the sales court to improve real estate companies. The overall flexibility of marketing.

Although the direct sales model of the real estate company can ensure the effective control of the management of the grassroots sales staff, it still needs to pay a lot of labor costs in the off-season. For the real estate company, it is still a big burden. For this reason, the real estate company commissions a third party The service company's sales model came into being. Agent companies can more effectively promote project products by integrating the market and customer resources, and real estate companies have reduced the cost of personnel management [4].

## **5. Analysis of Practical Problems in the Process of Real Estate Marketing Planning**

Excessive pursuit of interests in the marketing planning process, ignoring the requirements of the advertising law during publicity. In the process of marketing planning, in order to better attract customers' attention and increase the attention of products in the market, some real estate companies have a fluke in the process of advertising design and release, which leads to the existence of promotional content and real estate products themselves. Certain differences, and even the phenomenon of fraudulent consumption, have greatly reduced the status of real estate companies in the minds of consumers.

Failure to conduct sufficient market research and wrong positioning of own products. Some real estate companies are unaware of the importance of market research. In many cases, when conducting pre-market research and analysis, they are just formal and do not really investigate the market situation, which leads to real estate-related planning workers unable to correctly understand The current actual situation, in the process of positioning its own products, only relying on its own experience to judge, it is very easy to bring risks to the project's later operations.

The customer's needs are not fully understood, and there are problems on the paper when formulating relevant marketing plans. Understanding the actual needs of customers, from the perspective of customers, is the key content of real estate companies in the process of formulating marketing planning programs. However, when some real estate companies formulate marketing planning programs, most of them start from their own projects. “, can not really meet the needs of the public.

The current marketing planning strategy used is more traditional, and I do not really realize the importance of the brand. In the current real estate market, the phenomenon of “focusing on channels and ignoring planning” is common. Without realizing the importance of marketing planning, the relevant strategies have not been reformed according to the actual situation of the market. The only goal is to sell the house, which is very likely to cause the damage to the brand happened and I didn't really realize the importance of the brand.

## **6. Relevant Strategies for Improving the Level of Real Estate Marketing Planning**

When carrying out advertising, it must be created within the scope permitted by law. If you want to improve the level of real estate marketing planning, you must standardize the entire market environment. Through the trilateral efforts of the government, enterprises and planners, you should review the propaganda content of the real estate to ensure that the copywriting and screen promotion work are carried out within the scope of the law.

Fully investigate the market and position the project product according to the market environment. In the process of market research, real estate companies not only need to understand the surrounding market environment of the project, but also need to fully investigate the international real estate market environment and the domestic first- and second-tier land market environment, etc. Product positioning.

Understand the actual needs of target customers and conduct humane care marketing. Carrying out a strong humane care marketing strategy can better maintain existing customers and attract more target customers to visit, fully understand the actual needs of target customers, and use the actual needs of customers as the starting point and end point of marketing work. In order to ensure that

real estate companies are more recognized by the people [5].

Strengthen the professional ability training of real estate marketing planners and maintain the real estate brand image. Improving the professional capabilities of real estate marketing planners can enable relevant personnel to better grasp market dynamics, innovate real estate-related marketing concepts, timely maintain and maintain the real estate brand image, and allow real estate companies to develop more continuously.

## **7. Conclusion**

In summary, this article mainly studies some problems in the current real estate marketing planning process in my country, and puts forward corresponding strategies. After the reform and opening up, China's real estate market has ushered in an era of rapid development. Although there is a relatively broad space for development, the competition of housing companies in the market is becoming increasingly fierce. How to break out of this atmosphere and become a high-quality housing company trusted by the people has become a difficult problem for more and more real estate companies. To this end, real estate marketing planning strategies must be adjusted accordingly, formulating relevant strategies that meet the actual needs of society to ensure that products can be recognized by the market, starting from the actual needs of the people, formulating relevant planning strategies, through multi-channel sales, multimedia Propaganda, various methods of force and other means, while reducing marketing costs, increase the capital conversion rate, in the process of real estate marketing optimization planning methods, to seek more favorable conditions for enterprise development.

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