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The innovative path of housing brand marketing under the mode of “real estate + Internet”

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Abstract The competition in the real estate market is becoming more and more intense, and the traditional marketing model faces many challenges, high marketing costs and limited results. The rapid development of Internet technology has brought new marketing opportunities for the real estate industry, and digital transformation has become an inevitable trend for the development of the industry. Real estate companies urgently need to explore innovative marketing paths integrating Internet technology to enhance brand influence and market competitiveness and achieve sustainable development. This study takes Company T as an example to explore the innovative path of housing brand marketing under the mode of “real estate + Internet”. Using the questionnaire survey method and hierarchical analysis method, we analyzed 150 valid questionnaires and constructed a digital marketing innovation path system with five dimensions, including online advertising, e-mail, corporate website, search engine and virtual community. The results show that the enterprise website and virtual community have the highest degree of importance, with ratings of 4.6 and 4.6 respectively; After the implementation of the “Real Estate + Internet” model by Company T, the market scope, timeliness of publicity, scope of publicity and brand warmth in 2024 increased by 91.2%, 207.3%, 185.1% and 127.9% respectively compared with that in 2020; in the survey on satisfaction with marketing strategy, the satisfaction with the effect of branding reached 4.71 points. The study shows that the “real estate + Internet” model can significantly improve the effect of housing brand marketing, providing a feasible implementation path for the digital transformation of real estate enterprises.

Index Terms real estate, Internet, brand marketing, digital marketing, innovation path, marketing strategy

I. Introduction

The ever-changing Internet, Internet of Things, cloud computing, big data and other information technologies have promoted the arrival of the “Internet Plus” era, optimized the allocation of social resources, and promoted the innovation of the economic development model. By combining the Internet with traditional industries, a new business model can be realized in finance, education, medical care, transportation, real estate and other aspects.

Taking the real estate market as an example, in the fierce market competition, developers highlight their own advantages, enhance market awareness and customer attraction through effective brand marketing strategies [1]. However, in the face of the complex and changing real estate market environment, the traditional marketing means gradually show the limitations, forcing real estate developers to constantly explore innovative paths [2], [3]. The impact of “Internet +” on the real estate market pattern is reflected in the innovative transformation of the traditional business model, especially in the field of marketing, which has developed into a networked marketing model [4], [5]. From the internal environment of real estate enterprises, while the Internet is profoundly changing the world, traditional real estate enterprises also need to transform from the inside to adapt to the new business environment and business model [6]-[8]. The real estate industry must realize the importance of the networked marketing model, and deeply understand the advantages and disadvantages, opportunities and threats of real estate marketing under the background of “Internet +”, and on the basis of this, set up a new marketing concept and find a new direction of development [9]-[12]. At present, the Internet has become one of the main media for real estate marketing, but at present the Internet is mainly used for the display of real estate products [13], [14]. How to innovate branding on the Internet to enhance the overall value of the project has become one of the important issues that the real estate industry needs to consider [15].

The real estate industry as a pillar industry of the national economy, its level of development directly affects the overall operation of the social economy. In recent years, under the influence of multiple factors such as policy regulation and market environment changes, the real estate market has entered a new stage of development, and the traditional marketing model has been difficult to meet the needs of modern consumers. The shift in consumer behavior patterns, especially the preference of the younger generation for digital lifestyles, has made it necessary

for real estate companies to re-examine their marketing strategies. Traditional offline display, media advertising and other marketing means in the speed of information dissemination, coverage, cost control and other aspects of the obvious limitations, it is difficult to achieve accurate marketing and personalized service. At the same time, consumers are increasingly relying on the Internet to obtain and compare information in the decision-making process of home purchase, which provides a broad space for the development of digital marketing for real estate enterprises. The continuous maturation of Internet technology has provided the real estate industry with new marketing tools and platforms, which can realize more accurate and efficient brand marketing through big data analysis, artificial intelligence, virtual reality and other technical means. Based on the above background, it is of great theoretical value and practical significance to explore the innovative path of housing brand marketing under the mode of “real estate + Internet”.

Through the combination of theoretical analysis and empirical research, this study constructs the innovation path system of housing brand marketing under the mode of “real estate + Internet”. Firstly, through literature review and theoretical analysis, we clarify the application value and development trend of digital marketing in the real estate industry; secondly, we take Company T as the research object, and through questionnaire survey and field research, we gain a deeper understanding of the status quo of Internet marketing of the current real estate enterprises and the existing problems; then, we use the hierarchical analysis method to determine the importance of the weight of the various marketing paths to build a scientific evaluation system; and finally, through the comparative analysis, we verify that Finally, through comparative analysis, we verify the actual application effect of the “real estate + Internet” model, which provides a reference basis for the digital transformation of real estate enterprises.

II. Study on digital marketing paths for housing brands

II. A.T Company Profile

Established in 1980 in City A, Company T is an important part of the Group's real estate sector. Since its establishment, adhering to the corporate mission of “professionalism, dedication, integrity and win-win”, the company has realized the continuous leapfrog development of assets and scale of operation through continuous accumulation and expansion, and has now formed a diversified development of residential, commercial and professional market development and operation, which has created significant core advantages and outstanding performance. At present, the company has formed a diversified development of residential, commercial and professional market development and operation, which has created a significant core advantage and outstanding performance of the enterprise.T Company is a national commercial enterprise with strong market competitiveness and brand influence. After more than ten years of development and accumulation, the company has realized a strategic shift from opportunistic acquisition of resources to the layout of key cities.

II. A. 1) Current status of business development

As of December 2024, T Company has completed the layout in the local provincial key cities. According to statistics, T Company has developed large-scale urban commercial complexes including home building materials, clothing and home textiles in the provincial area, with an investment of up to 20 billion yuan from the planning and construction projects. At the same time, the company has also successfully built a number of real estate and other projects, paid taxes of 1 billion yuan, investment in tens of thousands of brand merchants.

T company to quality interpretation of the shaping of quality of life, the construction of urban prosperity confidence. At present, the company has reached a strategic partnership with many enterprises, such as Baolong Group, New City Holdings, China Building Materials, Suning Group, etc. T Company will be oriented by market demand, standardized management to achieve efficiency, scale of operation to promote the development of the country's market and actively expand the market, and is committed to become a developer of wonderful city life.

II. A. 2) Organizational structure

The company now has 219 employees in the departments of human resources, finance, sales, procurement, planning, etc. The highest manager of the company is the general manager of the project. The General Manager's Office and four functional departments, including Engineering Department, Finance Department, Administration Department and Procurement and Contracting Department, are under the direct jurisdiction of the General Manager. Under the general manager, there are three deputy general managers in charge of sales and planning (including the sales department, planning department and marketing department), investment and development (including the investment and development department and the development department) and commercial and property (including the commercial management company and the property management company).

II. B.Analysis of Internet Marketing Questionnaire of Company T

II. B. 1) Questionnaire design

Perceptions and evaluations of Company T's current Internet marketing situation, in order to gain insight into the strengths, weaknesses and shortcomings of Company T's current Internet marketing strategy, so as to provide valuable references and suggestions for adjusting Company T's Internet marketing strategy in the future. Through this survey, we will explore whether consumers are willing to obtain relevant information on Company T's official website or social media platforms, participate in marketing activities, provide personal information to obtain more information about their properties, participate in online surveys or polls, and whether they believe that Company T's Internet marketing tactics are more effective than traditional marketing tactics, and more attractive than other real estate companies. By analyzing and comparing these questions, it is possible to understand consumers' reactions and attitudes towards Company T's Internet marketing strategies, to discover the shortcomings and strengths of Internet marketing strategies, and thus to put forward corresponding suggestions for Company T's future development and improvement of Internet marketing strategies.

II. B. 2) Questionnaire framework

This questionnaire consists of two parts, one part analyzes the respondents' satisfaction with Company T's marketing strategies, including product type, price, marketing channels, and promotional methods. The other part is the respondents' satisfaction evaluation of marketing strategies. This study used random sampling to draw samples from customers who have Internet marketing records of Company T for the survey. The period of questionnaire distribution for this study is from September 1, 2024 to December 1, 2024, a total of 163 internet questionnaires were distributed, 13 invalid questionnaires, and 150 valid questionnaires, with an effective recovery rate of 92.02%. In preparing the questionnaire, repetition and confusion of questions will be avoided as much as possible to ensure that the questions are logical and actionable. At the same time, it will be ensured as much as possible that the questionnaire is concise and clear in order to increase the response rate and validity. Through this survey, it will be able to have a more comprehensive understanding of the current situation of Internet marketing in Company T, and make suggestions for improvement with reference value.

II. C.“Real Estate + Internet” Housing Brand Marketing Strategy

Brand is the embodiment of the company's image, is the most intuitive consumer response to a business. Brand network promotion of the object is all Internet users, now society knows how to use the network has become the basic requirements of a foothold in society. The Internet as a new communication media and traditional media compared with the low cost, fast information dissemination and other advantages, but this does not mean that the traditional communication media should be abandoned. The Internet can also show consumers the appearance and details of housing products on all levels, and the application of 3D panoramic maps allows consumers to accurately view the location and appearance of homes in a comprehensive manner. The Internet can locate the consumer's address and then selectively recommend properties in the vicinity of their home, making their marketing more purposeful and targeted. The emergence of the Internet can make the brand more widely spread, consumers are more impressed and cognizant. Today's network society, the Internet has become a company for brand building. But we also need to see, the application of the Internet must be comprehensive and multi-pronged, the effect of a single Internet promotion is far less effective than the effect of the joint role of multimedia. Overall, the main ways are as follows:

(1) network advertising. Network advertising for real estate companies is mainly for brand promotion and the display of commercial properties. Compared with traditional advertising media, Internet advertising has many incomparable advantages, such as Internet advertising flexibility, timeliness, can be fully considered in the design of advertising marketing requirements and effects, and timely feedback and correction. Then Internet advertising can carry out a variety of publicity, copywriting, pictures, videos and so on are its advertising form. Finally, the time of Internet advertising is also very free, and can be adjusted and removed in time.

(2) E-mail. E-mail is an important Internet way for enterprises and customers to communicate, and its application is widely used in foreign countries, so real estate enterprises should pay attention to the construction and management of their electronic mailboxes. When sending emails to potential users, the company's email templates must be carefully designed and beautified, the background needs to have the company's LOGO or the company's leading product photos, while the signature file part of the company's real estate information and so on. At the same time, the enterprise mailbox should be certified. Do not use a personal mailbox as a corporate mailbox, which will undermine the company's formal standard image.

(3) corporate website. Corporate website as a real estate company brand publicity, show flats, corporate culture, as well as after-sales service and customer communication of the main position and an important platform, its importance is self-evident. Excellent corporate website, not only can attract more consumers, for the enterprise to

bring substantial gains, but also on the enterprise to carry out good publicity, making the company's image greatly enhanced and at the same time also conducive to the establishment of the consumer's word of mouth. House as real estate, its location, style, floor and so on are important information and choice point for consumers. The high price of housing and the crowdedness of the city make consumers choose to compare and contrast more rationally when making housing choices. Complete information, hierarchical, service-oriented corporate website is very attractive to consumers. Real estate corporate website can provide consumers with a full range of one-stop service, from the introduction of housing, to the type of choice, to the virtual viewing can be completed on the company's website.

(4) Search engine. Home buyers in the purchase of housing activities, will certainly be on the different housing information for the full collection and comparison, because the house as a huge value of rigid commodities, for consumers is an expensive purchase of goods, so before consumers decide to buy, will certainly be repeated considerations and a variety of information on the comparison and measurement. In the traditional communication media, the advertising information is very one-sided, many are real estate companies to provide a more one-sided, exaggerated publicity, which will easily induce consumers to make inappropriate choices. And it is not conducive to the company to form a good reputation effect and brand. The emergence of search engines, so that consumers can more objectively understand and grasp the most symmetrical information. Consumers do not have to specialize in each newly opened property sales department in person, and as long as the search engine to enter the name of the property they want to know, there will be a large amount of relevant information is searched out, the consumer has to do is to screen and compare the consumers is convenient for consumers, but also conducive to corporate branding.

(5) Virtual community. The company can establish a virtual community total need to buy a home between consumers to communicate and research, but also to facilitate communication between consumers and enterprises. The establishment of the virtual community should have a clear goal and management system, so that consumers can have an understanding of the corporate culture, but also on the future of the community management and property have a certain degree of confidence.

III. Analysis of the effectiveness of the application of the housing brand marketing path

III. A. Field Survey on the Current State of Marketing Strategy in Company T

In this section, when designing this questionnaire, the first step is to collect relevant literature and refer to it as a basis to complete the design and analysis of the questionnaire. In order to ensure that the design of this questionnaire is close to the marketing situation of T Real Estate Company, the author specifically visited some of the projects and companies of T Company on the ground and referred to some information on the Internet. This survey is mainly for owners who have already purchased the survey, marketing strategy customer satisfaction statistics as shown in Table 1, with ratings 1~5 in order to represent customers very dissatisfied ~ very satisfied.

Through the table analysis, the four aspects of T real estate product type, price, marketing channels, and promotional methods were investigated. In the satisfaction survey for the product house type, 18 people said they were very satisfied, 32 people said they were satisfied, and 50 people said they were average. And 34 people said they were dissatisfied, and 16 people said they were very dissatisfied. In terms of product price 15 people were very satisfied, 29 people said they were satisfied, 66 people said they were average, and a total of 40 people said they were dissatisfied and very dissatisfied. In terms of product marketing channels, 5 people were very satisfied, 14 people were satisfied, 30 people expressed general satisfaction with the product marketing channels. 65 people expressed dissatisfaction, and 36 people expressed great dissatisfaction with the product marketing channels. In terms of the way the product was promoted, 49 people said they were satisfied or very satisfied, 55 people said they were average, and 46 people said they were dissatisfied or very dissatisfied with the way the product was promoted. The overall rating values of product type, price, marketing channel, and promotion method are 3.013, 3.033, 2.247, and 3.000 respectively. It can be seen that it is used for the lowest level of satisfaction with the sales channel of Company T. The sales channel issue is analyzed in detail below.

Table 1: Marketing strategy customer satisfaction statistics

Index	Number of people					
	5 points	4 points	3 points	2 points	1 point	Comprehensive score
Product type	18	32	50	34	16	3.013
Product price	15	29	66	26	14	3.033
Marketing channel	5	14	30	65	36	2.247
Promotion mode	13	36	55	30	16	3.000

Table 2 shows the statistical results of marketing channel problems of T Real Estate Company. From this analysis, it can be seen that most of the customers understand the project of T Real Estate Company is through offline media publicity, such as sales distribution of advertising leaflets, real estate sales agency's recommendation, public media such as elevators, public transport, shopping malls, large screen ads, sales of friends circle introduction and other ways. For the Internet channels, such as new media platform publicity and e-mail although also involved, but only accounted for a very small proportion, the two accounted for 25.33%, 10.00% respectively. It can be seen that T real estate companies should strengthen the publicity of Internet channels, using their own companies to establish new media marketing numbers on WeChat public number, Tik Tok live, microblogging and other platforms to introduce their projects, increase publicity, and increase the purchasing efforts of potential buyers.

Table 2: Statistics on marketing channels of the company

Marketing channel	Number of people	Proportion (%)
Wechat	24	16.00
Web sales	69	46.00
New media platform	38	25.33
Public media advertising	87	58.00
E-mail	15	10.00
Friend recommendation	11	7.33
Television advertising	32	21.33
Leaflet	70	46.67
Intermediary company	63	42.00
Self-understanding	28	18.67

III. B. Multi-level analysis of digital marketing paths

Hierarchical analysis is a commonly used method of weight judgment for a particular problem, which can hierarchize the factors according to the importance and nature of the problem and compare the advantages and disadvantages of the parallel factors, so as to more reasonably determine the weight of each indicator in the problem. In this paper, we design a marketing innovation path based on Internet technology to address the problems of the housing brand marketing path of T company.

This study compares the four stages of factors in pairs, and the matrix can clearly list and compare the importance between the factors. First, for this study, a “5-point scale” was introduced and improved, with scores from 1 to 5 representing very unimportant, unimportant, generally important, important, and very important. The study conducted a questionnaire survey with 10 consultant experts from 5 large real estate companies, who used their professional knowledge to evaluate and score the 5 innovation paths of online advertising, email, corporate website, search engine, and virtual community according to the importance of 1 to 5 as a benchmark. The scoring results are summarized and the average value is calculated and rounded to get the importance scoring results of each innovation path as shown in Figure 1.

It can be seen that in the survey of the importance of the innovation path of Internet sales of housing brands, the average importance of network advertising, e-mail, corporate website, search engine and virtual community is 4.1, 4.2, 4.6, 4.1, 4.6, respectively, and the importance of the corporate website and virtual community is the greatest, followed by e-mail, and lastly, network advertising and search engine. The consistency test using the hierarchical analysis method yielded a CR value of 0.008 < 0.1, indicating that the consistency test was passed, i.e., the evaluation results of the expert panel conformed to the principle of consistency test.

According to the consistency test analysis of importance survey and multilevel analysis, it can be concluded that the Internet marketing of real estate enterprises facing consumers should focus on including designing two paths of e-mails and virtual communities.

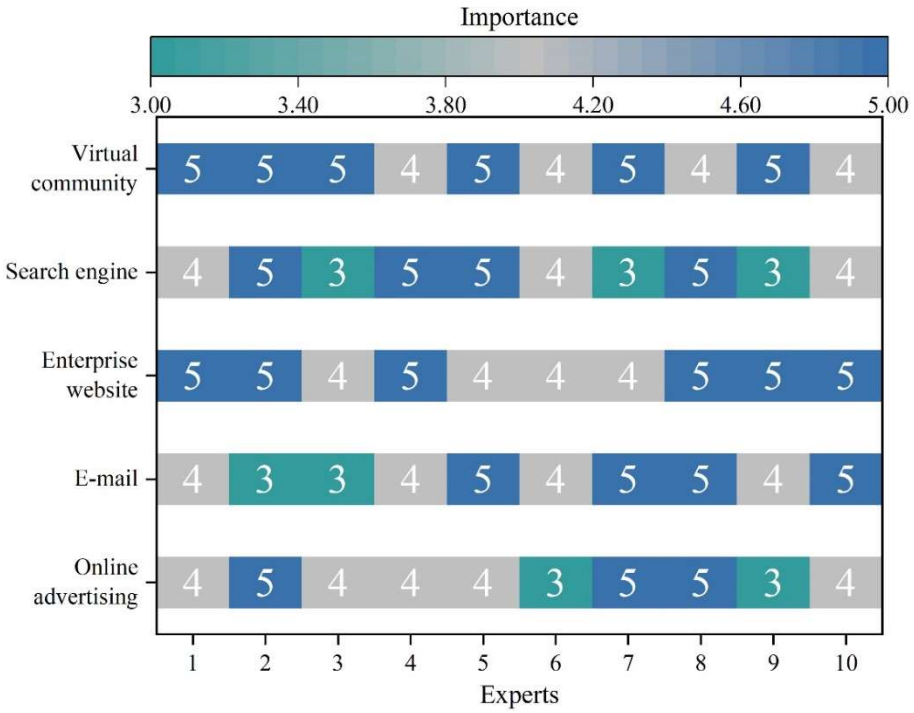

Figure 1: The important score of each innovation path

III. C. Housing brand marketing effectiveness

Company T started to implement the “real estate + Internet” model in early 2021, in order to analyze the marketing effect of the “real estate + Internet” model on the housing brand of Company T. This section investigates the official documents of Company T to obtain the market scope, publicity timeliness, publicity scope, and brand marketing enthusiasm of Company T from 2020 to 2024. This section investigates the official documents of Company T to obtain the market scope, timeliness of publicity, scope of publicity and brand marketing enthusiasm of Company T from 2020 to 2024, and quantifies the market scope, timeliness of publicity, scope of publicity and brand enthusiasm.

In order to facilitate the analysis, the results of the statistical data are unified and normalized, and the housing brand marketing effect of Company T in 2020~2024 is obtained as shown in Table 3. From the data in the table, it can be seen that in 2020, i.e., when the “real estate + Internet” model is not implemented, the housing brand marketing effect of Company T is relatively poor, and the normalized market scope, publicity timeliness, publicity scope and brand heat are 0.376, 0.247, 0.261 and 0.315, respectively. 2021, the above indicators rise sharply, rising to 0.376, 0.247, 0.261 and 0.315, respectively. , the above indicators rise substantially to 0.519, 0.562, 0.495, 0.573, respectively, and still show a continuous incremental trend in the latter years. The Internet, with its wide range and high efficiency, can help real estate companies grasp customer demand information in the target region and even nationwide. Through the Internet as a communication medium, the use of social media and other technologies, so as to achieve low-cost, real-time effective, wide range, high flexibility of the marketing effect. And in the “real estate + Internet” mode, can realize big data precision marketing, continue to enhance the marketing heat of the housing brand.

Table 3: T company housing brand marketing effect

Year	Market scope	Limitation of publicity	Publicity scope	Promotion heat
2020	0.376	0.247	0.261	0.315
2021	0.519	0.562	0.495	0.573
2022	0.635	0.698	0.704	0.665
2023	0.702	0.731	0.728	0.683
2024	0.719	0.759	0.744	0.718

III. D. Satisfaction with Marketing Strategy of “Real Estate + Internet” Mode

Through the optimization of the Internet marketing strategy, it is expected that the promotion effect of Company T's housing platform will be optimized to a greater extent, and a higher conversion rate of visits can be achieved in the

increasingly severe real estate sales situation. For this reason, this paper specifically designed a questionnaire survey based on the “real estate + Internet” mode of housing brand marketing strategy satisfaction, from the housing brand promotion effect, sales conversion rate, accurate customer and customer service aspects of the survey. Fifty staff members of Company T were randomly selected to quantify satisfaction using a 5-point scale, with ratings ranging from 1 to 5, representing very dissatisfied, dissatisfied, generally satisfied, satisfied, and very satisfied in that order.

The results of the “real estate + Internet” model housing brand marketing satisfaction survey are shown in Figure 2. As can be seen from the figure, the satisfaction ratings of the investigators on the effect of housing brand promotion, sales conversion rate, accurate customer and customer service are 4.71, 4.50, 4.31 and 4.20 respectively, which are specifically reflected in the following aspects:

(1) Promotion effect. Through the creation of the network customer attraction model, it will make the housing brand promotion effect to be exponentially improved, not only to increase the promotion contact points, but also to deepen the customer's impression of the project.

(2) Sales conversion rate. Multi-channel online sales, more accurate customer profiling, multi-dimensional media promotion and front-end customer communication can effectively increase the sales conversion rate of Company T's housing brand.

(3) Precise customer aspect. Through the use of private traffic pools and big data, we can accurately grasp the needs of customers and form accurate user profiles to carry out marketing.

(4) Service. The use of a variety of Internet technologies can bring customers a better experience and more convenient service, and a good sense of experience can further help the housing brand to realize the transaction and brand expansion.

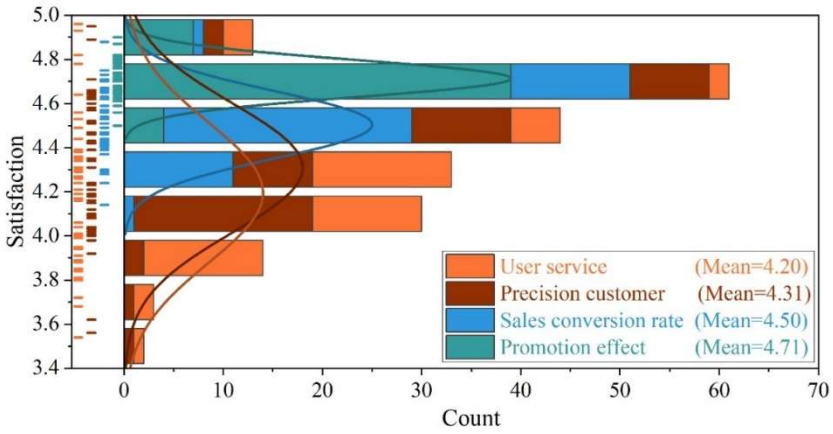

Figure 2: Survey results of marketing satisfaction of housing brand

IV. Conclusion

Through the in-depth study of the innovative path of housing brand marketing in the mode of “real estate + Internet” of Company T, the following main conclusions are drawn:

The construction of digital marketing path significantly improves the marketing effect of real estate enterprises. After implementing the Internet marketing mode, all indicators of Company T show a continuous upward trend, among which, the timeliness of publicity increases from 0.247 in 2020 to 0.759 in 2024, an increase of 207.3%, which fully reflects the advantages of the Internet technology in improving the efficiency of marketing.

Hierarchical analysis verified the importance differences of different marketing paths, and the corporate website and virtual community ranked first with an importance score of 4.6, indicating that these two marketing methods have a core position in housing brand promotion and should be the key development direction of real estate enterprises' digital marketing.

The results of the customer satisfaction survey show that the marketing strategy based on the “real estate + Internet” model has gained a high degree of acceptance, with a satisfaction score of 4.71 for the brand promotion effect and a satisfaction score of 4.50 for the sales conversion rate, which proves the effectiveness of the model in practical application.

Data analysis shows that traditional marketing channels still dominate, and new media platform promotion only accounts for 25.33%, indicating that real estate enterprises still have much room for improvement in the process of

digital transformation, and need to further strengthen the construction and optimization of Internet marketing channels.

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