# The Effect of E-Marketing On Increasing Sales in Real Estate Institutions

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## Abstract

Today Electronic Marketing (e-Marketing) has become an integral part of the marketing mix. Potential real estate customers prefer to make online research themselves. Therefore, real estate companies should be ready that search engines, corporate web pages, profiles on social media sites should strengthen the image of real estate companies and ensure better communication with customers. The aim of this paper is to explore the results of qualitative research regarding real estate online marketing activities. It has been found that real estate companies' websites provide customers with qualitative information. Some companies offer an online communication experience. Several companies have created their profiles on Facebook and Twitter but not all of them use social media in an appropriate way. Real estate companies should learn how to use online marketing tools more effectively.

**Keywords:** Electronic Marketing, Sales Increment, Real Estate Industry, Social Media Usage, e-Marketing, e-Commerce, Marketing Mix.

## I. INTRODUCTION

The advent of digital technology has "shaken marketing at its core," with nearly all of today's marketing being absorbed into one form or another of digital marketing across the vast majority of enterprises and industries. Consumer behaviour in communication methods, information acquisition, as well as search and purchase behaviours have been influenced by the ubiquitous availability of the Internet and its ongoing user growth over the past few decades [1]. One of the most pervasive effects of the "digital revolution" is the manner in which innovations and developments in digital, social media, and mobile marketing "shake up" industries by creating new experiences that allow buyers and marketer behaviours that were not previously possible. This is one of the most important effects of the "digital revolution." As a result of the development of digital environments, buyer search behaviour has been shaped by these platforms [2]. The digitization of the home selling and buying process has been positively transformative and has affected how sellers and the real estate agents who represent them market residential properties. Residential real estate is a highly competitive and fast-paced industry that is highly dependent on gathering and distributing property details in order to generate sales. The term "digital marketing" refers to the practise of promoting and selling brands or products by utilising a wide variety of digital technology and marketing strategies. The availability of such a wide variety of media options is a "bonus for marketers," because they may be put to use in assisting customers in making quicker

progress toward making a purchase. Searching online, in general, can shorten the phases of the consumer journey, particularly the consideration (such as search) and evaluation stages, while also lowering the costs associated with searching. Because of how the housing market is structured, the "products," or homes that are up for sale, are not all the same. As a result, the search process can be time-consuming and expensive for both buyers and sellers as they look for the best possible matches for their preferences and the properties they are interested in [3]. Both buyers and sellers pay holding expenses while they are anticipating a sale of their property. Search costs include the time spent gathering information and touring houses, for example. It has been discovered that making use of the Internet throughout the process of purchasing a property lowers the costs associated with the search while at the same time raising the level of buyer search intensity. Because residential properties are generally acknowledged to be "high-ticket, high-risk" products that require substantial information prior to purchase, physical proximity (in the traditional environment) is typically required in at least one stage of the consumer's buying journey for these higher-risk transactions. This is because residential properties are more likely to be damaged or destroyed during the course of their ownership. Nevertheless, the digital environment gives prospective purchasers the chance to pre-view properties, which enables them to reduce the number of homes they are considering to a number that is more reasonable and manageable [4]. With an increase in the ease of conducting a search, a decrease in the costs associated with conducting a search, and a growing expectation among buyers of comprehensive property information, it is the responsibility of sellers and agents to implement optimal digital marketing strategies to attract buyers, with the latter party bearing the majority of the costs associated with marketing. The purpose of this dissertation is to give empirical data on the effect, if any, that the digital marketing decisions made by sellers and agents have on market outcomes.

## II. REAL ESTATE INDUSTRY

Property, land, buildings, air rights above the land, and underground rights below the land are all examples of real estate. Real estate can also include rights to the space above and below the land. Real property, often known as tangible property, is what this term refers to. Real estate is a term that can also be used in the context of business to refer to the activities of generating, purchasing, and selling property. Because it is such an important factor in economic expansion, it has an impact on the economy of the United States [5]. In legal parlance, real estate is also referred to as "real property," which refers to the land itself in addition to any other tangibly improved structures that may be built on top of it or installed within it. The improvement could be a building that has been constructed there, or it could be a roadway that has been laid down. A septic system is an example of anything that might be something that has been buried underground [6]. The land is considered to be "improved" if it has any of these structures. It is said to be "unimproved" when it does not have them. Because it does not just exist, real estate is complex and involves many different aspects. It is possible to go from the unimproved to the improved state. It is available for either purchase or sale. It is possible for the government to own it, a corporation to own it, or a private individual to own it. Certain aspects, however, have the potential to exert a direct influence on the economy. These aspects include the ongoing enhancement of land as well as the individuals and organisations that allow the transfer of ownership. There are four primary classifications of real estate. [7], See Figure 1 [8]:
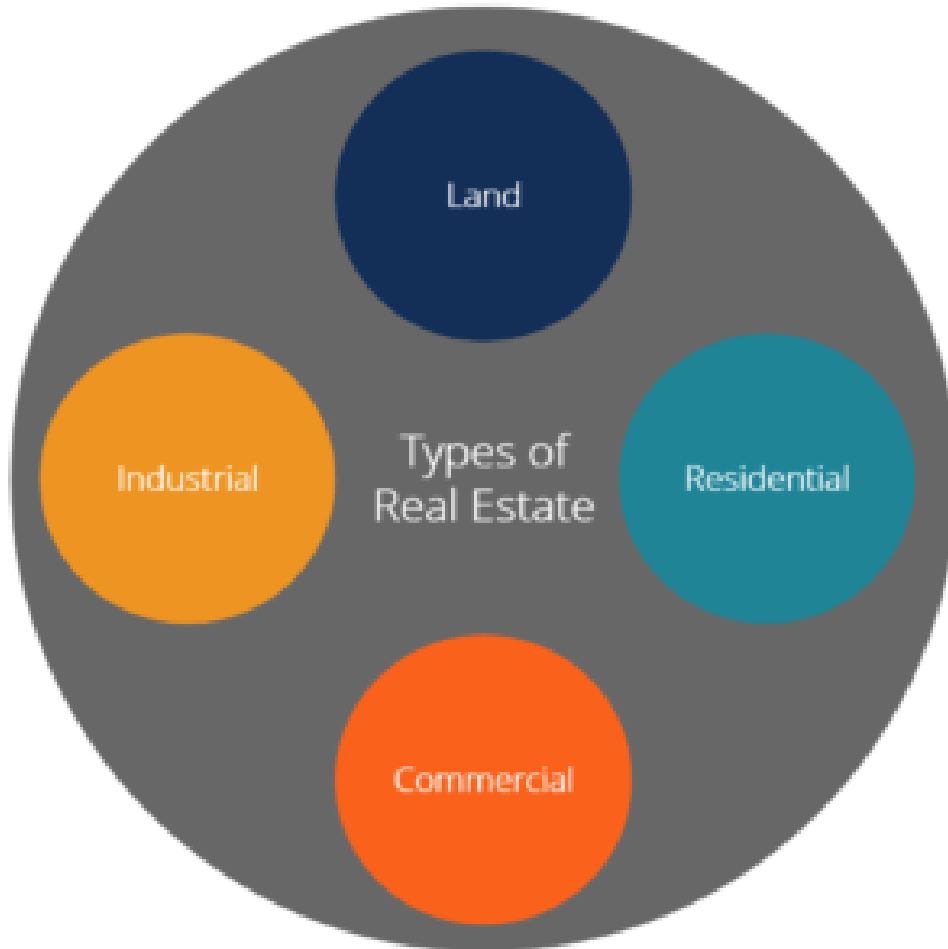
Figure 1: Types of Real Estate

i.  Residential Real Estate Residential real estate comprises residences that have been previously owned as well as homes that are now under construction. Single-family homes are the most prevalent type, but there are also condominiums, co-ops, townhouses, duplexes, triple-deckers, quad lexes, high-value homes, multi-generational homes, and holiday homes. The most popular type of residence is a single-family home.

ii.  Commercial Real Estate Commercial real estate consists of shopping complexes and strip malls, medical and educational facilities, hotels, and office buildings, among other types of buildings. Since apartment buildings are typically owned for the purpose of producing income, they are frequently categorised as commercial properties, despite the fact that their occupants live in them.

iii.  Industrial Real Estate Manufacturing buildings and property, in addition to warehouses, are considered to be part of the category of industrial real estate. It is possible to conduct research there, as well as produce and distribute things, as well as store and distribute them. The term "commercial real estate" refers to certain types of buildings, including those used for the distribution of goods. The classification is significant due to the fact that zoning, development, and sales of this kind of property can be handled in a variety of various ways.

iv.  Parcels of Land Land comes in the form of undeveloped parcels, operational farms, and ranches. Undeveloped land, property that has undergone early development or

reuse, land that has been subdivided, and land that has been assembled all fall under the umbrella of unoccupied land.

Real estate investment is done by anyone who buys or sells a home, and doing so requires one to take into consideration a number of different criteria. Will the value of the house increase while you continue to live in it? If you decide to have a mortgage, how will the future interest rates and tax rates affect you?   Because they have such good success with their own real estate investments, some people decide to make buying and selling homes their full-time occupation. A buyer may "flip" a house, which means they acquire it with the intention of making improvements and then selling it. There are a lot of folks who own multiple properties and rent them out, see figure 2 [9]. Others use Airbnb or a similar service as a convenient way to rent out all or part of their homes.
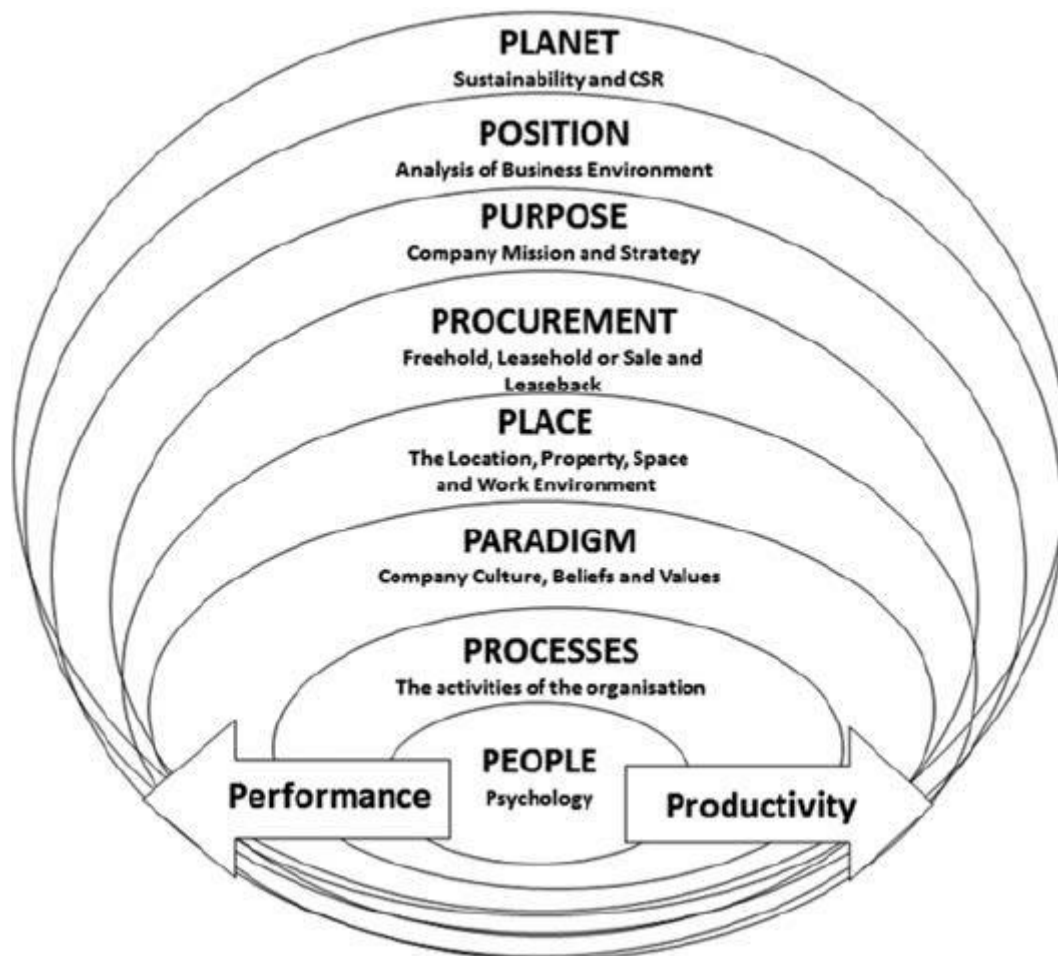


Figure 2: Real Estate Management Model

Statistics on the construction of newly built homes are leading economic indicators that are very important. They are able to provide you with foresight into the trajectory of the housing market. The following graphic provides an illustration of the number of newly constructed housing units that were privately owned between the years 2000 and 2021 [10]. The health of the homebuilding business can be interpreted in a few different ways depending on which of these indicators you look at. For instance, it would be detrimental to the market for home

sales if housing starts were to increase while home starts remained the same. It's possible that many customers won't want to wait more than a year. In addition to this, it indicates that there is a shortage of construction personnel, concrete, or lumber. These shortages could result in higher costs as well as higher pricing for goods and services [11]. If the price of mortgages continues to fall, the homebuilder will wind up with an inventory of unsold homes that can be sold. It's possible that there is a lot of demand, but mortgages are difficult to secure for homeowners. Although rising home starts could give the impression that the housing market is doing well, falling home closings indicate that the market is actually performing poorly.

## III.    MARKETING MIX

The word "marketing mix" refers to a model that serves as a basis for enterprises and has traditionally been oriented around product, price, place, and promotion (also known as the "4 Ps"). According to one definition, the marketing mix is "the collection of marketing instruments that the company employs in order to accomplish its marketing objectives in the target market.", See figure 3 [12].



Figure 3: Marketing Mix

### i.    Product:

When you think strategically about your product, you should go beyond considering how valuable it is to the clients you are trying to attract. It requires having a comprehensive perspective of the ways in which customers engage with it. Are there any guarantees that can be provided? Guarantees to be met? What type of experience will you create for your customers in terms of customer service, both during the transaction and throughout the life of

the product? And what sort of return or refund policies are going to be offered to clients who are dissatisfied? Will the customer be interested in purchasing your goods again as a result of these regulations and procedures, or will it turn them off entirely? Make an effort to hone your vision for the thing that you sell by taking into account factors other than the material good or the immaterial service on its own.

## ii. Price

Whether you are selling a physical object or a service, the perceived worth of the product will impact the amount of money customers are prepared to spend on it as well as the efforts they are willing to put in to acquire it. The actual expenses of creating a thing frequently have very little correlation with how much consumers believe that product to be worth. It is instead based on considerations such as how beneficial the product appears to be, the level of brand loyalty exhibited by a customer, or the general impression that a product is a luxury good. Obviously, you need to factor in any costs associated with production, marketing, or distribution when determining your price point. Aside from that, keep in mind that the way a product's worth is positioned in the market is something that may be influenced by marketing efforts. As both your company and the industry change, you should continually assess and reassess the value that customers place on the products you offer. In this day and age, one of the most important things to think about is the variety of payment methods that can be made available to the client. Will you accept payments made through PayPal or any other payment service? Will you collaborate with a business such as Square to speed up the processing of payments for transactions that take place outside of a conventional storefront? What impact will the method of payment that you provide have on the overall experience that you provide for your customers? Take another step back from the most fundamental question, which is the price point, and think about the context that surrounds the decisions you make regarding your prices.

## iii. Promotion

Customers' levels of interest in your goods are directly proportional to the kinds and numbers of adverts they see and the number of times they see them. Through strategic promotion, you have the chance to shape consumers' perceptions of the value of your product and to communicate the values that guide your company. Keep in mind that the manner in which your product is advertised is of equal significance to both the nature of the advertisements and their frequency. Consumers are naturally multi-channel, and on a daily basis, they consume content across a variety of different displays and devices. The efforts that marketers put into engaging customers need to be more aligned with the multi-channel behaviour of customers.

## iv. Place

You need to adjust how you go about product advertising in this age of digital technology, and you also need to take into consideration the different ways in which your clients access your goods. The ease with which customers can interact with your digital interface can make or break a sale. I know from personal experience that I've abandoned a full digital shopping cart out of pure frustration with poor website design just as many times as I've walked out of a store after receiving poor customer service or avoided a store entirely due to its inconvenient location. This is the same as when I've walked out of a store after receiving poor

customer service. Once more, it is imperative that you take into account the entirety of the experience that a consumer has while purchasing your goods. Whether your clients are interacting with your goods in a physical or digital location, you should strive to provide a smooth and pleasant purchasing experience for them.

## IV. E-MARKETING

It is impossible to separate the evolution of technology from the rise of digital marketing, often known as e-marketing. One of the earliest significant occurrences took place in 1971, when Ray Tomlinson sent the very first email. The technology that he developed at the time established the foundation for people to transmit and receive data using a variety of equipment [13]. The year 1990 is widely regarded as the beginning of digital marketing because it was during this time that the Archie search engine was developed as an index for file transfer protocol (FTP) websites. In the 1980s, the storage capacity of computers had already grown to the point where it was large enough to store massive amounts of client information. Many businesses moved away from using limited list brokers and instead opted to implement internet strategies such as database marketing. These kinds of databases made it possible for businesses to keep more accurate records of their clients' information, which in turn reshaped the dynamic between purchasers and providers of goods and services. The manual technique, on the other hand, was not nearly as effective. The word "digital marketing" wasn't used for the first time until the 1990s. Applications became a key part of marketing technology not long after the introduction of server/client architecture and the rise in usage of personal computers, as shown in figure 4 [14]. CRM stands for Customer Relationship Management. Because of the intense competition, software providers were compelled to integrate more service into their products, such as marketing, sales, and customer support applications. After the birth of the Internet, marketers were also able to hold vast amounts of online customer data by utilising eCRM software. Businesses have the ability to keep their data on consumer requirements up to date and to determine the customers' top priorities based on their experiences. This resulted in the first clickable banner ad being live in 1994, which was AT&T's "You Will" campaign. During the first four months after the ad went live, 44 percent of all individuals who saw it clicked on the ad. This was a significant success for AT&T [15].

Figure 4: Customer Relationship Management (CRM) - Domains

In the 2000s, with an increase in the number of people using the Internet and the introduction of the iPhone, customers started searching for products and making decisions about their needs online first, rather than consulting a salesperson. This presented a new challenge for the marketing department of a business, as it prevented customers from directly inquiring with salespeople about their needs. In addition, the results of a poll conducted in the year 2000 in the United Kingdom indicated that the majority of shops had not established their own personal domain address. Because of these issues, marketers have been motivated to investigate novel approaches to use digital technology into the process of market creation [16]. In response to the constantly shifting landscape of the marketing industry, marketing automation software was first developed in 2007. The process of using software to automate the operations that are traditionally involved in marketing is referred to as marketing automation. Companies were able to better segment their consumer base, develop multichannel marketing campaigns, and deliver individualised information to their customers as a result of marketing automation. [17], according to the particular activities they engage in. In this manner, a user's behaviour (or lack thereof) will trigger a personal message that is tailored to the user and delivered through the platform that the user prefers. However, despite the many benefits of marketing automation, many businesses are finding it difficult to successfully implement it into their day-to-day operations. In the 2000s and 2010s, when the expansion of devices that are capable of accessing digital media led to quick growth, digital marketing grew more complex. The production of statistical data in 2012 and 2013 revealed that digital marketing was continuing its rapid expansion. Consumers have become extremely reliant on digital gadgets in their day-to-day lives as a direct result of the proliferation of social media platforms in the 2000s, such as LinkedIn, Facebook, YouTube, and Twitter. As a result, they anticipated a consistent and fluid user experience throughout the various channels in which they searched for product information [17]. The shift in the manner in which customers behaved facilitated the diversity of marketing technology. Online marketing, internet marketing, and web marketing are all synonyms for digital marketing, which is sometimes known as "online marketing." Over time, more and more people have been familiar with the term "digital marketing." The term "internet marketing" is still widely used in the United States. Web marketing is the common term used for digital marketing in Italy. After 2013, "digital marketing" has surpassed "traditional marketing" as the most commonly used phrase in the industry. The growth of digital media was expected to be 4.5 trillion online advertisements displayed yearly, with digital media spending growing at a growth rate of 48 percent in 2010. The use of online behavioural advertising (OBA) by businesses to customise advertising for internet users raises concerns regarding the privacy of consumers and the safety of their data, despite the fact that OBA accounts for an increasing share of advertising revenue. E-marketing is a process that involves planning and executing the conception, distribution, promotion, and pricing of products and services in a computerised and networked environment, such as the Internet and the World Wide Web, in order to facilitate exchanges and satisfy customer demands. E-marketing can also be thought of as the process of planning and executing the conception, distribution, promotion, and pricing of products and services., see figure 5 [18]. Systems that are based on the Internet and have the ability to create, accelerate, and transmit product value from a producer to a consumer terminal over digital networks are referred to as digital marketing channels, or DMC for short. Multiple digital marketing channels help make digital marketing possible; as an advertiser, your

primary goal should be to identify those channels that lead to the greatest amount of two-way communication and the highest possible return on investment (ROI) for your business. There is a wide variety of options accessible to use for digital marketing, including [19].



Figure 5: E-Marketing Types

Affiliate marketing - Some people do not regard affiliate marketing to be a secure, dependable, and simple method of marketing through internet platforms. This perception is due to the fact that affiliate marketing is commonly used. This is due to the unreliability of affiliates in terms of their capacity to deliver the required number of new clients. As a consequence of both this danger and the presence of dishonest affiliates, the company's brand is open to the possibility of being used in the form of fraudulent commission claims. Legal measures might offer some protection against this, but there are restrictions in terms of recovering any losses or investments [20]. In spite of this, affiliate marketing makes it possible for the brand to advertise itself to smaller publications and websites that receive a lower volume of traffic. Brands that choose to utilise this marketing method frequently should be aware of the hazards associated and aim to associate with affiliates who have regulations that are put out between the parties involved to ensure and minimise the risks that are involved. Display advertising, or just "display" advertising, is a form of online advertising that, as its name suggests, focuses on displaying promotional messages or concepts to customers via the internet. This encompasses a wide variety of advertisements, such as advertising blogs, networks, interstitial adverts, contextual data, advertisements on search engines, classified or dynamic advertisements, and many others. This strategy can target a certain audience that is tuning in from a variety of different types of localities to view a particular commercial; the variations can be discovered to be the most fruitful component of this method. Email marketing - Email marketing, in comparison to other forms of digital marketing, is believed to be inexpensive. It is also a technique to immediately transmit a message, such as their value proposition, to customers who have already purchased from them or who may purchase from them in the future. However, recipients of this mode of communication could find it inconvenient and annoying, particularly new or prospective

consumers; as a result, the effectiveness of email marketing is dependent on the language used and the visual attractiveness that is presented. In terms of visual appeal, there is evidence that utilising graphics and visuals that are related to the content which is attempting to be communicated while applying fewer visual graphics to early emails is more effective, hence generating a relatively personal feeling to the email. The tone and style of the writing are the most important aspects to consider when deciding how fascinating an email will be. In comparison to using a formal style, writing an email in a casual tone creates an atmosphere that is cosier, more gentle, and more inviting. It is recommended that, in order to achieve the greatest possible level of efficacy with combinations, you employ informal language and use no graphics or visuals. On the other hand, the strategy that does not employ any visual appeal and makes use of a formal linguistic style is considered to be the least effective. Internet marketing can take the form of search engine marketing (SEM), which involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. This type of Internet marketing is considered a subset of search engine optimization (SEO). SEM may include search engine optimization, which involves modifying or rewriting the content of a website as well as the design of the website in order to attain a higher ranking in the search engine results pages and improve pay per click (PPC) listings [21]. The phrase "digital marketing" refers to a number of various aspects of marketing because it supports a variety of channels employed in, and among these, social media marketing is included. The marketing technique that we employ to promote a good or service through social media platforms (such as Facebook, Twitter, Pinterest, Instagram, and Google+, amongst others) is referred to as social media marketing [22]. It is a process in which strategies are devised and carried out with the intention of attracting traffic to a website or of gaining the attention of customers via the internet through the utilisation of a variety of social media platforms. A social networking service is an online platform that people use to build social networks or social relations with other people who share similar personal or professional interests, activities, backgrounds, or connections in real life. People use a social networking service to build social networks or social relations with other people. Advertising that takes place within the game itself is known as "in-game" advertising "integration of physical goods or commercial brands into a digital game. It is possible for companies to promote their brands or products inside the context of the game, either in a covert fashion or in the form of an overt marketing banner. Whether or not a brand is successful in advertising their brand or product is dependent on a number of different factors. Some of these factors include the following: the type of game, the technical platform, the level of 3D and 4D technology used, the game genre, the level of congruity between the brand and the game, and the prominence of advertising within the game. Individual aspects include attitudes regarding placement advertisements, game engagement, product involvement, flow, or amusement. Individual considerations can also influence the overall flow. The attitude toward the game is taken into consideration together with the message that is being displayed when determining how one feels about the advertisement. It is dependent on how pleasant the game is to determine how the brand is regarded, which means that if the game isn't particularly enjoyable, the customer may have an unconscious bias towards the brand or product that is being sold. When considering Integrated Marketing Communication "integration of advertising in digital games into the firm's overall strategy for advertising, communication, and marketing Is crucial since it leads to greater comprehension of the company's brand or product and generates a more significant impact overall [23]. The

practise of utilising the internet to engage with prospective as well as existing clients in the public sphere is referred to as online public relations [24]. Video advertising is a form of digital and online advertising that consists of commercials that may be seen playing in the background of internet videos such as those found on YouTube. Over the course of recent history, there has been a rise in the number of people using this method of marketing. Pre-Roll advertisements are those that play before the video is seen, Mid-Roll advertisements are those that play throughout the video, and Post-Roll advertisements are those that play after the video has been watched. [25] Typically, online video advertising is comprised of these three categories. It was discovered that post-roll advertising had stronger brand recognition in comparison to the other forms, while "ad-context congruity/incongruity plays a significant role in reinforcing ad memorability." [Citation needed] There is a possibility that the message will not be received since viewers are choosing to focus their attention in different ways. The primary benefit of using video advertisements is that they interfere with the viewing experience of the film being viewed, making it difficult to avoid watching them even if one makes an effort to do so. There are three stages that may be broken down into how a customer responds to online video advertising: the pre-attention stage, the attention stage, and the behavioural decision stage. These online adverts offer a variety of options and choices to the brand or business. These include the duration of the advertisement, its position within the video, and the content of any videos that play immediately before or after it. Because each of these factors has a direct impact on the efficiency of the produced advertisement time, tinkering with them can cause a variety of outcomes [26]. It has been demonstrated that the length of the advertisement has an effect on memorability, and that a longer duration results in an enhanced recognition of the brand. Because of the nature of this form of advertising, which involves interrupting the viewer, it is possible that the customer will have the impression that their experience is being disrupted or invaded, which will result in a bad perception of the brand. This platform's appeal is enhanced by the fact that viewers can share the adverts they see on it, thereby enhancing the platform's value. Sharing these films can be thought of as the digital equivalent of marketing by word of mouth, as it increases the number of people who are reached. The act of sharing films results in six distinct consequences [27], namely "pleasure, affection, inclusion, escape, relaxation, and control." [Citation needed] Videos that offer some form of amusement are also more likely to be passed on, but pure enjoyment is the factor that drives people the most when it comes to sharing videos. It is possible to maximise the results of an internet video commercial by starting a "viral" trend that spreads from a large number of a brand's advertisements. This is true whether the results are positive or bad. Native advertising is when paid material is placed on a platform in a way that mimics the look, feel, and oftentimes the voice of the site's already existing content. This practise is known as "native advertising." When utilised on digital channels like as websites, newsletters, and social media, it performs at its highest level of effectiveness. Some detractors believe that it purposefully misleads customers, which leads to the possibility of it being rather contentious [28]. Material marketing is a method of marketing that focuses on obtaining and maintaining consumers by providing customers with helpful content that improves the buying experience and promotes brand awareness. This method of marketing is also known as inbound marketing. This strategy can be used by a brand to capture and maintain a customer's attention with the end goal of having a greater impact on the customer's propensity to make a buy [29]. For the promotion of a particular good or service, a company may use something known as "sponsored content," which is

content that the company has developed and for which it has given compensation. Inbound marketing is a marketing approach that involves using content as a technique to attract people to a brand or product. Customers are drawn to a brand or product through the use of inbound marketing. It is necessary to conduct in-depth research about the interests, activities, and routines of the consumers the brand intends to attract. SMS Marketing: Despite the fact that its popularity is declining on a daily basis, SMS marketing continues to play a significant role in attracting new users, providing instant updates, providing new offers, and so on. In this day and age of digital technology, Push Notification is responsible for introducing both new and previously abandoned customers through the use of intelligent segmentation. Numerous companies who sell their products only online are implementing this strategy in order to deliver tailored appeals to customers, which vary according to the circumstance of customer acquisition [31]. Because digital marketing makes it possible for customers to provide feedback to a company by posting it on a community website or by emailing it directly to the company, it is essential for a company to make an effort to connect with its customers and establish a model for two-way communication with them. Companies need to work toward establishing these kinds of long-term communication relationships with their customers by utilising a variety of communication channels, developing marketing strategies that are specific to their ideal customers, and engaging in word-of-mouth advertising.

## V. E-MARKETING IN REAL ESTATE

Customers in the modern era are progressively using the content that is offered on the internet, which can be found at a variety of websites on the internet. Traditional forms of media, such as newspapers, television, and radio, are increasingly being supplanted by various forms of online media. Internet access paves the way for untold numbers of businesses to establish their own online stores, or "virtual marketplaces," in which they are able to sell their wares and supply their clients with any and all pertinent details they may require. At the same time, clients have the ability to find all the required information, to evaluate the offers provided by other companies, and to discuss their thoughts on the products that are being offered. There are many different aspects that make up online marketing, but having a company website is one of the most essential aspects. Customers utilise the internet for a variety of reasons, the most important of which is the chance to find high-quality information. Customers will abandon a company's website if it does not contain information that is full, correct, and sufficient; in the absence of this information, customers will leave the website. The process of disseminating information to the general public regarding real estate should be something that real estate marketers give some thought to. See Figure 6 [31] for a breakdown of the various communication strategies that can be utilised in the process of promoting real estate. These strategies include advertising, public relations, and sales promotions. The successful completion of a marketing effort is reflected in the transaction of real estate. A property can be successfully introduced to the market through the utilisation of a variety of marketing strategies, including promotion, pricing, and distribution. The real estate business is one of the many that has been significantly altered by the revolutionary effects of the Internet. These days, consumers have access to more information than they ever have before when they go shopping. Internet research is a tool that prospective real estate buyers can use to find the required information to support their purchasing decisions. Sellers of real estate should be aware that today's customers have a high level of informational sophistication.

Figure 6: E-Marketing – Real Estate Digital Solutions

According to research conducted by Google that was devoted to the study of the behaviours of real estate buyers in the United States (National Association of Realtors, Google 2012), out of 10% of home buyers use the Internet as one of the primary research tools, and 52% of customers start their search using the internet. According to the data that was provided by Google, the number of searches related to real estate experiences a year-over-year increase of 22 percent. During the process of purchasing a new house, all real estate buyers, regardless of their age or lifestyle, fundamentally engage in the same four behavioural phases, which are known as Discovery, Research, Selection, and Closing. These phases are as follows: During the discovery phase, prospective buyers of real estate are looking for as much information as they can get their hands on. They are examining all of the opportunities that are available to them, comparing the real estate objects, their pricing, and the locations of each option. The Internet has had a greater impact on this crucially vital first discovery phase than it has on any other stage of the purchasing process. During the discovery phase, buyers are exploring several real estate companies online via their own websites. The following phase, known as the research phase, is when prospective buyers look for information that is more particular to their needs and express an interest in communicating with real estate agents. Some businesses offer various ways for customers to communicate with them online, such as through online chat or Skype, with the hope of developing stronger relationships with prospective clients. The purchasing decision-making process for buyers consists of numerous steps, including the recognition of a problem, the search for information, the evaluation of possible solutions, the selection of a solution, and the post-purchase evaluation. Facebook is an excellent social network that may serve as a resource for marketing purposes as well as communication with customers for real estate businesses. Facebook makes it possible for businesses to build online profiles and upload updates on a regular basis. Facebook users have the ability to like,

share, and comment on posts published by businesses. Facebook gives users the ability to learn about new businesses as well as connect with those they are currently familiar with. Customers can use Facebook and other social networks like it during the discovery and research phases of the buying process. The most significant advantages that real estate businesses can derive from utilising Facebook are the broadening of their pool of prospective clients as well as the sharing of relevant industry information. Twitter is another another social network that has been utilised for the purpose of conducting business with great success. Creating Twitter accounts is something that should be strongly considered for real estate companies. Users are open to the use of Twitter as a marketing tool. Twitter is a useful tool for generating leads as well as distributing content that has been placed on a company's website. Twitter is being utilised by an increasing number of companies as a potent marketing tool in order to more rapidly and successfully connect with customers and share ideas, updates, and events..

## VI.    CONCLUSION

The real estate sector has become increasingly reliant on digital marketing. It is imperative to have empirically based evidence to assist in determining which digital marketing efforts have a favourable impact on market outcomes, and to help justify the additional expenses and investment that sellers and agents must make as a result. This is because marketing technology is constantly undergoing innovation, and buyers are becoming increasingly digitally savvy. The findings of this research suggest that real estate organisations are aware of the significance of maintaining an online presence. Customers have access to websites maintained by real estate agencies, where they may obtain all of the pertinent information and learn about the additional services offered by agencies. Companies provide prospective clients with information that is of a high quality, meaning that it is easy to grasp, is comprehensive, and is presented in a way that is clear about the products or services being sold. Some real estate agencies are eager to cultivate more meaningful relationships with their clientele and make internet communication available to them. Regrettably, real estate companies do not have a particularly strong track record of success with the use of Facebook or Twitter. The level of communication that takes place in social networks is insufficient. The investigation of the opinions of real estate clients could be a topic for future research; specifically, how prospective clients assess the effectiveness of various digital marketing tactics and material..

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