

# **Social media and content marketing In real estate**

Masters Thesis  
International Technology Transfer  
Management

Submitted by: Samadhan Suresh Mule

Matriculation number: 212476

1st Supervisor: Prof. Dr. Malte Behrmann

2nd Supervisor: Prof. Marcel Tilmann

Submission date: 23.08.2023

## Acknowledgment

I would like to extend my heartfelt gratitude to **Prof. Malte Behrmann**, my first supervisor, for his exceptional guidance and encouragement throughout my master's thesis. His insightful feedback and mentoring have been invaluable to me. Additionally, I want to express my thanks to **Prof. Marcel Tilmann**, my second supervisor, for his support and assistance. I am grateful to the entire team at BBW Hochschule for their exceptional support in helping me complete my thesis. I also want to thank my colleagues at BBW Hochschule for their ongoing encouragement and support, as well as my friends and colleagues outside of the university for their time. Lastly, I would like to thank Prof. Malte Behrmann for agreeing to be my supervisor and providing me with the opportunity to complete my master's thesis.

## **Abstract**

The research paper explores the global impact of social media and content marketing strategies in the real estate industry, addressing the issue of insufficient understanding of consumer preferences and inclinations. It focuses on the strategies adopted by real estate professionals, the determinants behind marketing success, the influence of marketing initiatives on consumer behaviour, prevailing social media platforms, challenges encountered, and metrics for gauging campaign success. The research approach is a descriptive design, aligned with a Pearson Correlation, Logistic Regression Modeling, thematic methodology, incorporating quantitative surveys and qualitative interviews. Ethical considerations are carefully addressed to ensure participant well-being. The final goal is to provide dependable and explaining the insights that contribute to a nuanced understanding of the relationship between content, social media marketing, and the dynamics of the real estate industry.

**Keywords-** Social media marketing, Content Marketing, Real Estate Industry, Consumer Behavior, Marketing Strategies, Social Media Platforms, digital marketing.

## Table of Contents

CHAPTER 1: INTRODUCTION .....	11
1.1 Introduction .....	11
1.2 Research Background .....	11
1.3 Problem Statement.....	13
1.4 Research Aim and Objectives .....	15
1.5 Research Questions .....	15
1.6 Rationale of the Study .....	16
1.7 Definition of key terms .....	17
1.8 Dissertation Structure .....	18
1.9 Overview of the Chapter.....	18
CHAPTER 2: LITERATURE REVIEW.....	19
2.1 Introduction .....	19
2.2 Critically analyse the use of content marketing and social media practice by professionals of Real-Estate Company:.....	19
2.3 Critically identify the effect of content and social media marketing on Real-Estate Customer Behaviour.....	21
2.4 Analyse the factors that affect the success of content marketing and social media marketing tactics of Real Estate:.....	22
2.5 Critically determine the Social Media platform widely used in Real-Estate Marketing: .....	24
2.6 Identify Goals Real-Estate industry company aims to attain through content and social media marketing:.....	25
2.7 Analyse strategies of social media and content marketing is utilizing by Real-Estate professionals to attract and engage customers: .....	26
2.9 Gap in Literature:.....	27
2.10 Conceptual framework.....	28
2.11 Summary of Literature .....	28

CHAPTER 3: Methodology .....	29
3.1 Introduction .....	29
3.1.2 Research Approach.....	29
3.1.3 Research Design.....	30
3.2 Participants' expert interview .....	30
3.3 Data Collection .....	33
3.3.1 Qualitative Data Collection .....	33
3.3.2 Quantitative Data Collection .....	35
3.4 Data Analysis .....	35
3.5 Digital Automated Transcription.....	36
3.6 Execution of Interview .....	36
3.7 Sample size and Techniques.....	36
3.8 Reliability and Validity.....	37
3.9 Ethical Consideration.....	37
3.10 Timeline.....	38
3.11 Summary.....	39
CHAPTER 4: FINDINGS AND ANALYSIS .....	40
4.1 Introduction .....	40
4.2 Interview Process and Analysis .....	40
4.2.1 Social Media's Impact on Real Estate Business and Strategies for Effective Real Estate Marketing.....	42
4.2.2 Target Audience and Engagement Strategies and Measurement of Effectiveness.....	42
4.2.3 Integrating Storytelling and how Leveraging Customer Engagement.....	43
4.2.4 Balancing Traditional and Digital Marketing and Handling Negative Feedback .....	44
4.2.5 Common Mistakes and Lessons and Aligning Strategies with Business Goals .....	45

4.2.6 Tailoring Strategies for Different Property Types .....	45
4.2.7 Social Media's Role in Building Relationships.....	46
4.2.8 Staying Updated with Industry Trends .....	46
4.2.9 Future of social media in Real Estate .....	47
4.3 Survey Question Process and Analysis .....	47
4.3.1 Analysis of Quantitative data .....	47
4.3.2 Pearson Correlation Analysis .....	68
4.3.3 Logistic Regression Modeling.....	69
4.4 Summary.....	70
CHAPTER 5: Result.....	72
Research questions result.....	72
5.2 Linking with objectives.....	74
CHAPTER 6: CONCLUSION AND RECOMMENDATION .....	76
6.1 Conclusion .....	76
6.2 Recommendation .....	77
6.3 Limitation.....	79
6.4 Future Scope.....	79
Bibliography .....	80
APPENDICES.....	89
Appendix 1: Social exchange theory .....	89
Appendix 2: Benefits of Social media marketing.....	90
Appendix 3: Recommendations for real estate business owners to use social media marketing. ....	90
Appendix 4: Survey Questions .....	91
Appendix 5: Interview Questions .....	94
Appendix 6: Interview Transcript .....	96

**List of Figures**

Figure 1.1: Most expensive markets for residential property worldwide in 2020 ..... 12

Figure 1.2: Global commercial property transaction ..... 14

Figure 1.3: Social media platforms used by the real estate industry globally. .... 16

Figure 1.4: Dissertation Structure..... 18

Figure 2.1: Use of content and social media marketing by Real-Estate professionals ..... 20

Figure 2.2: Effect of social and Content Marketing on customers' behaviour in Real-Estate ..... 21

Figure 2.3: Factors that affect the success of content and social media marketing. 23

Figure 2.4: Channels of Social Media widely used by Real Estate ..... 24

Figure 2.5: Goals Real-Estate Professionals aim to attain. .... 26

Figure 2.6: Strategies adopted by Real Estate ..... 27

Figure 3.10: Timeline ..... 38

Figure 4.2.1: Used social media platforms to search for properties to buy or rent. .. 48

Figure 4.2.2: Social media platforms for your property search ..... 49

Figure 4.2.3: Engage with real estate-related content on social media platforms. ... 50

Table 4.2.4: real estate-related content engaging on social media platforms. .... 52

Figure 4.2.5: Contacted a real estate agent/broker after seeing their content. .... 53

Figure 4.2.6: Real estate agent/broker based on their social media presence and content..... 54

Figure 4.2.7: Own property search or purchase on social media..... 55

Figure 4.2.8: Own property search or purchase on social media..... 56

Figure 4.2.9: Contact a real estate agent/broker who is active on social media..... 58

Figure 4.2.10: Strong social media presence and online marketing ..... 59

Figure 4.2.11: The Use of the social media to research or find real estate properties. .... 60

Figure 4.2.12: Use social media to research or find real estate properties. .... 61

Figure 4.2.13: Types of content that are helpful when researching real estate properties on social media. .... 62

Figure 4.2.14: Contacted a real estate agent or agency through social media. .... 63

Figure 4.2.15: Recommend a real estate agent or agency to others based on their social media presence. .... 65

Figure 4.2.16: Factors influence decision to follow or engage with real estate-related content..... 66

Figure 4.2.17: Credible or trustworthy real estate-related content on social media platforms..... 67



## List of Tables

Table 3.2: Expert Interview details .....	32
Table 2: Categorization of Questions .....	34
Table 4.2.1: Used social media platforms to search for properties to buy or rent. ...	47
Table 4.2.2: Social media platforms for your property search.....	49
Table 4.2.3: Engage with real estate-related content on social media platforms. ....	50
Table 4.2.4: real estate-related content engaging on social media platforms. ....	51
Table 4.2.5: Contacted a real estate agent/broker after seeing their content.....	52
Table 4.2.6: Real estate agent/broker based on their social media presence and content.....	54
Table 4.2.7: Own property search or purchase on social media.....	55
Table 4.2.8: Own property search or purchase on social media.....	56
Table 4.2.9: Contact a real estate agent/broker who is active on social media.....	57
Table 4.2.10: Strong social media presence and online marketing.....	58
Table 4.2.11: The use of the social media to research or find real estate properties. ....	60
Table 4.2.12: Use social media to research or find real estate properties. ....	61
Table 4.2.13: Types of content that are helpful when researching real estate properties on social media.....	62
Table 4.2.14: Contacted a real estate agent or agency through social media. ....	63
Table 4.2.15: Recommend a real estate agent or agency to others based on their social media presence. ....	64
Table 4.2.16: Factors influence decision to follow or engage with real estate-related content.....	66
Table 4.2.17: credible or trustworthy real estate-related content on social media platforms.....	67
Table: Pearson Correlation Coefficients.....	69
Table: Logistic Regression Results .....	70

## **CHAPTER 1: INTRODUCTION**

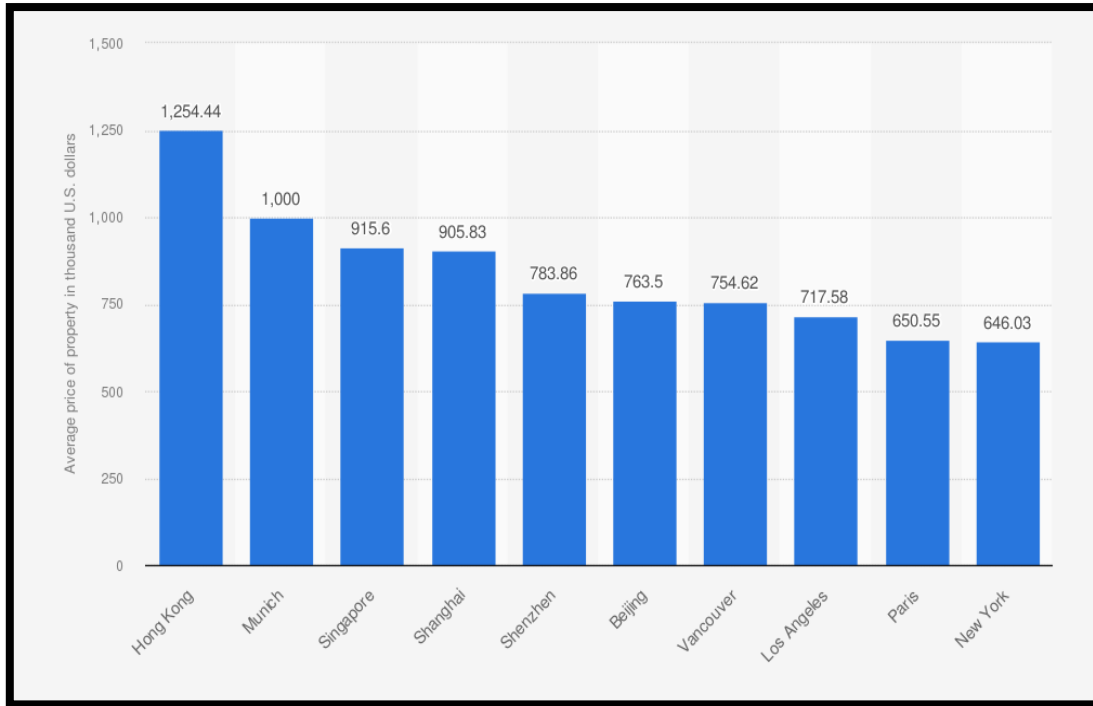
### **1.1 Introduction**

The revolutionary impact of social media and content marketing on real estate dynamics has emerged as a key driver of industry dynamics. This chapter establishes the context by diving into the significance and problems of this digital growth. The study's primary goal is to understand the strategic implications of these new communication channels in the real estate business. This project intends to highlight the symbiotic link between social media, content marketing, and the modern real estate scene through a methodical analysis of important research issues. The resulting findings have the potential to change traditional paradigms and guide forward-thinking field initiatives.

### **1.2 Research Background**

“Social media markets and content marketing” is considered to be significant for the business of real estate as it helps business owners to recognize the type of work that would attract consumers to the business. According to Malesev and Cherry (2021), it also helps businesses to work efficiently proposing how they can operate cost-effectively (Fields and Rogers, 2021). It pursues the consumers using “social media marketing strategies” which helps them to build their brand image. Low *et al.* (2020), stated that it also helps businesses to reach their target audiences easily and make a closure of a business deal.

The social media business for real estate is also called the “virtual property” which includes its value for money. According to Dwivedi *et al.* (2023), in the present world, promotions about the real estate business in any online platform are becoming very common. This is because this estate posts regarding their goods and services or plans for their consumers on online platforms to educate their target audiences (Ullah *et al.*, 2021). This helps them to obtain potential consumers who would purchase land and properties from them. Dash *et al.* (2021), stated that the “social media marketing strategy” also helps the real estate business to gather information about the consumers surveying the market.



**Figure 1.1: Most expensive markets for residential property worldwide in 2020**

(Source: Statista, 2022)

The above figure depicts most expensive markets for residential property worldwide in 2020. It has been seen that the Hong Kong has the most expensive market for the residential properties and the least expensive is of New York. As stated by Furr *et al.* (2022), the business of real estate has become extremely competitive and therefore considered to become significant even after making its presence on online platforms. 90% of individuals around the world are observed to have a desire of buying a home and search for it through online platforms.

Social media marketing is considered necessary for the businesses of real estate to reach their potential consumers (Siniak *et al.*, 2022). Content marketing is also considered useful for the real estate business since it helps in building up “consumer awareness” for the business “generating leads” and raising the conversions of individuals to consumers (Ngo Jr, 2019). According to Bisht *et al.* (2022), the advancement of social technology has made content marketing to become an essential aspect of the strategy of marketing used by businesses in real estate.

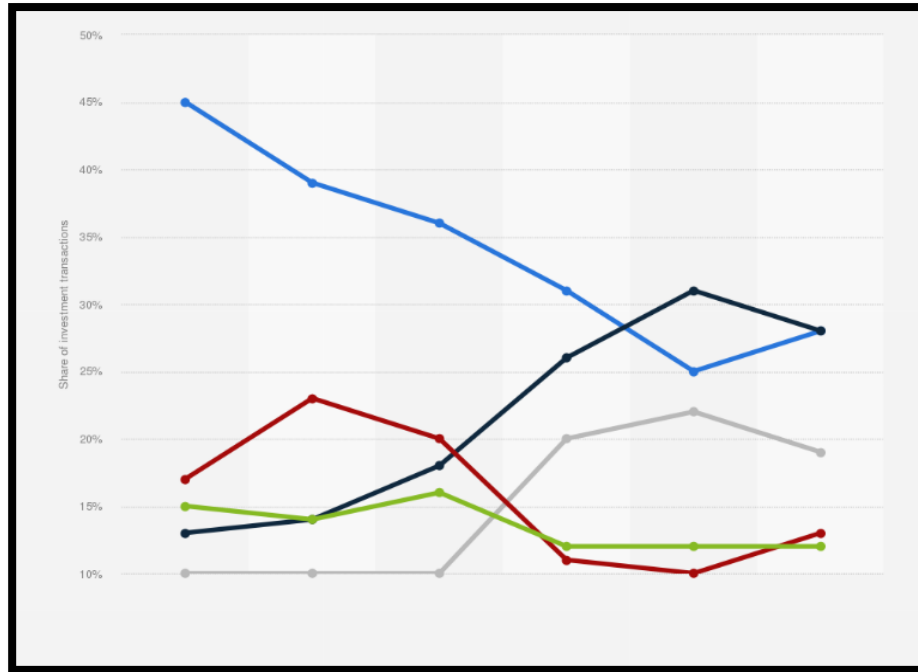
The business of real estate has higher benefits when using “social media and content marketing”. According to Zohra and Barman (2019), the use of these online platforms helps the “real estate business” to create a “greater reputation in the market” and helps the business to establish “better relationships with their potential consumers” (Ting-Jen, 2021). It also helps the business to “develop a website” that is well crafted. It also provides them with “information regarding their consumers” and helps them “create video and audio content” to attract their consumers. Gavrilenko (2019), states that it also helps the business to know its target audiences and allows it to hire an expert for operating the organisation effectively.

### **1.3 Problem Statement**

The “real estate business” faces various issues in implementing “social media and content media marketing”. According to Peterson *et al.* (2021), the main problem related to this marketing does not understand the “needs of the consumers”.

The real estate business often fails to understand the “needs and preferences” of its consumers. According to Hofacker *et al.* (2020), while utilising the platform of social media the business aims to sell a lifestyle to its consumers. The content of the individuals is required to reflect the ideal lifestyle that is preferred by the consumers (Mubarok and Imam, 2020). The branding, palette, as well as images, must reflect the perspective of the consumers and match their requirements. Belanche *et al.* (2020), stated that real estate businesses often fail to have a “proper marketing strategy”. The companies do not have proper employees who can use “social media marketing strategy” or “content marketing strategy” for their marketing purposes.

Companies are required to have “highly efficient employees” who would work for the company immensely. According to Kamkankaew *et al.* (2022), the use of social media platforms for marketing purposes is considered significant since it helps in attracting consumers towards the business (Diez-Martin *et al.*, 2019). However, certain types of technology issues often restrict the real estate business to use social media platforms to reach out to its target audiences and end up in earning loss for the company.



**Figure 1.2: Global commercial property transaction**

(Source: Statista, 2022)

The dark blue line in the graph represents the rise in the residential property transaction globally that has increased over the years. However, often businesses fail to keep pace with social media pressures. According to Singh *et al.* (2022), online marketing does not stop the sites of real estate. Most of the engaging consumers are for the present social media marketing which includes “social media marketing” as well. It is considered a combination of “attention-grabbing visuals” as well as “content marketing” which helps the brands to raise brand awareness and increase the number of potential buyers (Arief *et al.*, 2021). However, it is extremely challenging for the real estate business to keep up with the pressure of regular engagement on social media posts. Malik *et al.* (2022), stated that they have to spend a lot of time on social media to promote their brands and therefore the consumer base through this marketing strategy.

Although the business of real estate is considered profitable around the globe, and it has been reported that almost more than 13000 companies that holding residential property failed over the years. According to Bhambra (2020), this might be because of

the “**inefficient using of social media and content media marketing**” for the improvement in the market base of the businesses. The company fails to gather consumers from the market since it was unable to understand the requirements of its consumers (Khamitov et al., 2020).

#### **1.4 Research Aim and Objectives**

The research aims to discuss the “effect of using content and social media marketing” on the “business of real estate”.

**RO1:** To discuss the significance of content and social media marketing for the business of real estate.

**RO2:** To analyse the advantages and disadvantages of using social media and content media marketing for the business of real estate.

**RO3:** To evaluate the challenges of using social media and content media marketing for real estate business.

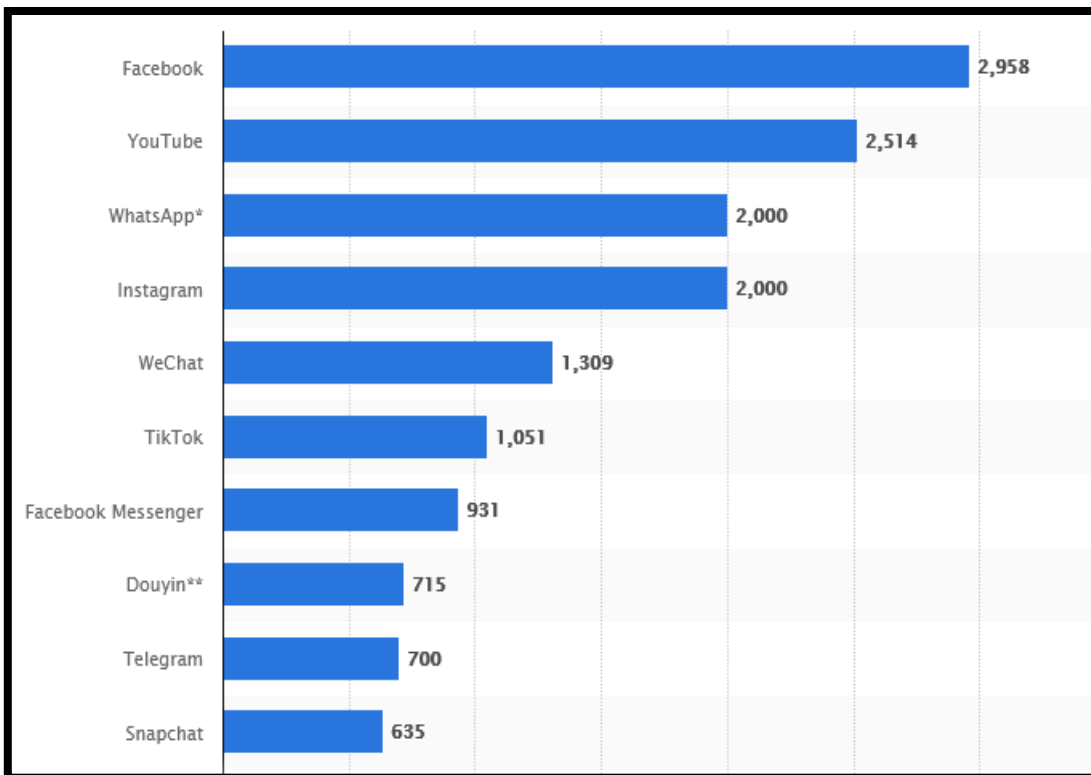
**RO4:** To provide the strategies used by the real estate business to mitigate the challenges faced by them in using the social media and content media marketing.

#### **1.5 Research Questions**

1. How do the social media and content marketing strategies impact consumer behaviour and achieve specific goals in the real estate industry?
2. What are the most commonly used social media platforms for real estate marketing, and how do they compare in terms of the effectiveness?
3. How do real estate professionals utilize social media and content marketing to attract and engage customers, and what factors influence the success of these strategies?
4. What are the main challenges faced by real estate professionals in implementing social media and content marketing strategies in the real estate industry?
5. How do real estate professionals measure the effectiveness and impact of their social media and content marketing efforts on key business outcomes, such as lead generation or conversion rates?

## 1.6 Rationale of the Study

The research study is considered to be significant since it discusses the “impact of social media marketing” on the “performance of the business of real estate”. According to Nadanyiova *et al.* (2021), the study helps businesses to understand the various methods by which the business of real estate can make use of social media marketing (Basri, 2020). It also provides businesses with the challenges that they might encounter and the recommendations that they might use to operate effectively in the market. Antoniadis *et al.* (2019), state that the study is important since it helps the business to function profitably within the market. The figure below provides the various online platforms that are used by the real estate businesses globally.



**Figure 1.3: Social media platforms used by the real estate industry globally.**

(Source: Statista, 2023)

## 1.7 Definition of key terms

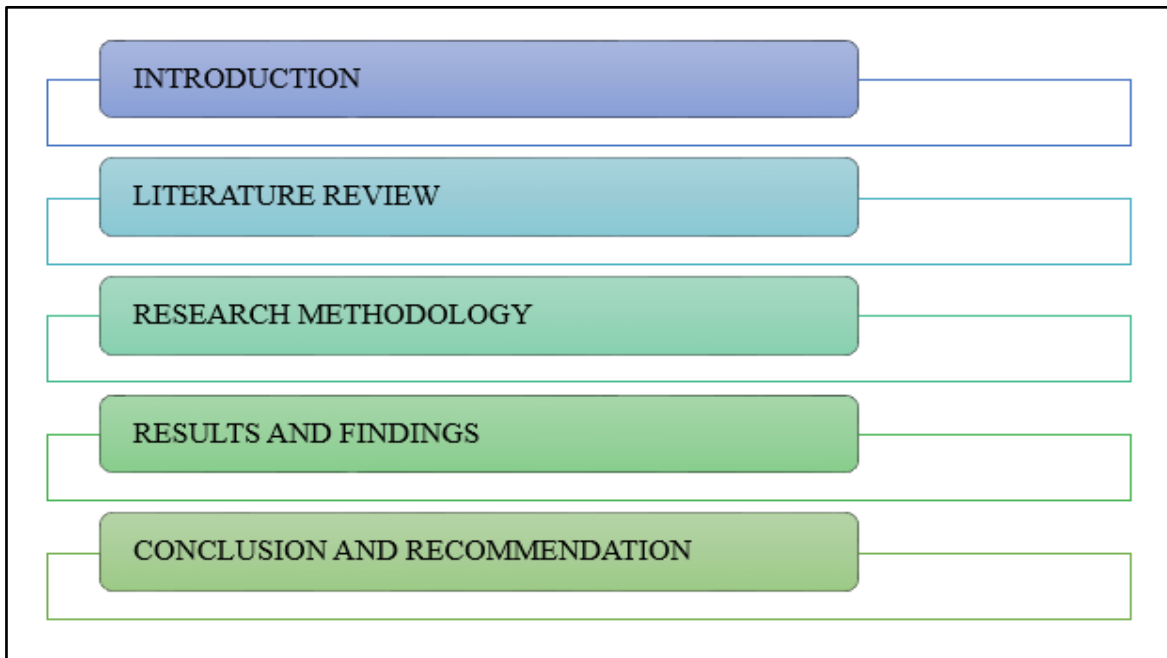
**Social Media marketing:** Social media marketing is a form of promoting products and services by real estate using the online platform (Desai and Vidyapeeth, 2019). It helps in increasing the brand image of the business and helps the businesses to gather more consumers to earn profits in the industry.

**Content Marketing:** Content marketing also helps in attracting and engaging the target audience within the business (Ansari *et al.*, 2019). It makes use of online articles and videos to attract consumers and helps in educating them about the brand. This also helps in promoting “brand awareness” of the company.

**Real estate business:** This is considered to be an activity of “purchasing or selling” the real estate which includes the assets such as land, apartments and housing (Castillo, 2021). It is considered profitable since it is a creative business and makes use of creative forms of marketing strategies to attract potential consumers.



## 1.8 Dissertation Structure



**Figure 1.4: Dissertation Structure**

(Source: Sgloballyirmiyadi, 2023)

## 1.9 Overview of the Chapter

This chapter has provided the background of the topic and has identified the issue associated to the use of “social media marketing strategy” for the “real estate business”. It has also provided the “aim and objective” of conducting the study along with the significance of conducting the study.

## **CHAPTER 2: LITERATURE REVIEW**

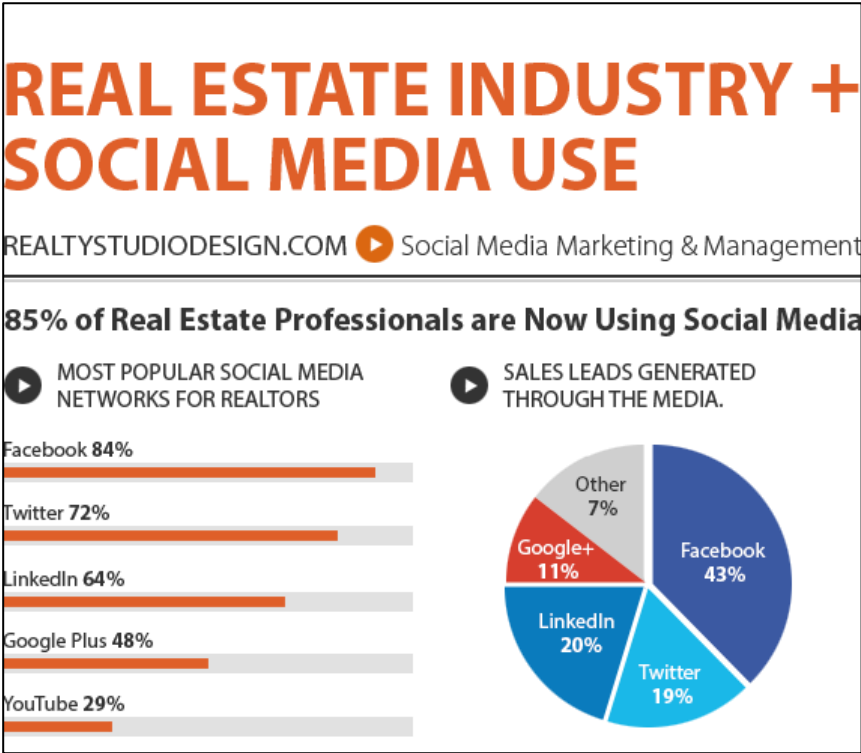
### **2.1 Introduction**

This section of the paper is fostering a critical analysing the effect of social media marketing and content marketing in the industry of real estate concerning to perspective of professionals and customers Real-Estate. Moreover, this section reviews the literature and is also formulated to understand the theoretical framework related to the subject matter which is significant to associate the value to the present literature about the role of social media and content marketing in Real-estate.

### **2.2 Critically analyse the use of content marketing and social media practice by professionals of Real-Estate Company:**

Besides that, this portion of the research also fosters depth analysis of how professionals in real estate used social media marketing; its impact on customers' behaviour; determine the factors that affect the success of social media marketing to develop strategies for Real-Estate industry, challenges, effectiveness to leads positive business outcome. This practice can help the researcher to identify the interrelation between independent variables over dependent variables i.e., social media and Content Marketing over Real-Estate to precede the study further. The practice content and social media marketing adopted by the professionals of Real Estate can work as a powerful tool for audience engagement. In context to this, it is mentioned in the study of Geng et al. (2020) that by creating informative content and publicizing it over social media professionals of Real Estate can engage with a target audience and build trust in context to generate sales. It is because informative content shared on social channels can help to enhance their brand visibility and position top of the mind with the followers and attract potential customers by effectively addressing their needs and interest. It is also outlined in their study that content marketing over a social platform can help professionals of Real-Estate generate leads. Likewise, Siniak *et al.* (2020) interferences that social media channels help professionals in real estate to capture customer information through lead magnets and create valuable content that helps to convert leads into potential database leads. It is also mentioned that consistently high-quality content can also help professionals to generate engagement by addressing

their issue prompt, and drive traffic that can consider a significant effort to convert the lead into a database.



**Figure 2.1: Use of content and social media marketing by Real-Estate professionals**

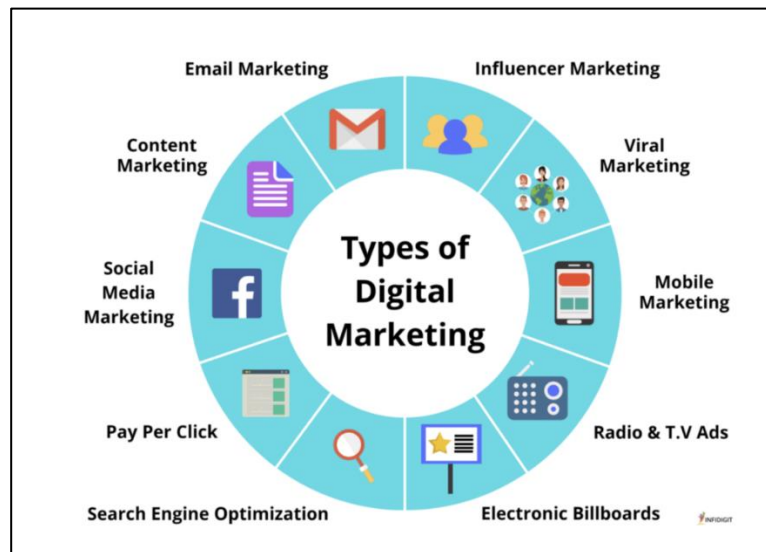
(Source: realtystudiodesign.com, 2023)

In the industry of Real-Estate, transparency and authenticity are necessary to generate sales and build a reputation. In context to that at the same time Appel *et al.* (2020) stated that facilitating accurate information content about property information, potential risk, and pricing over the social platform can help Real-Estate professionals to develop interaction with a potential consumer, build strengthen connection and credibility that can set them positioned at the top and differentiate from competitors. It is also outlined in their study that creating accurate content and posted across different channels maintains uniformity brand image to avoid brand confusion and dilution. Moreover, it also interferences with Nanda *et al.* (2021) that channel of social media

used by professionals of Real-Estate can allow them to monitor and respond to the feedback of customers. It is mentioned in their study that social media is a valuable tool that facilitates insight into customer preferences, and market trends. Meanwhile using these as refining strategies, creating content of offering, listening, and engaging to solve their queries can represent the professional's commitment to customer satisfaction.

### 2.3 Critically identify the effect of content and social media marketing on Real-Estate Customer Behaviour

The successful marketing strategy of the entrepreneur is an activity designed to drive behaviour. In context to this Seo *et al.* (2020) social media marketing and content marketing play a vital role to influence a decision of customer purchase based on building brand awareness towards a particular product. It is mentioned in their study that customers of Real-Estate used Social media and the content market to identify the solution to the problem. It is stated in the study of Morkunas *et al.* (2019) using social channels and content marketing customers of Real-Estate get aware of the benefit of buying or renting real estate.



**Figure 2.2: Effect of social and Content Marketing on customers' behaviour in Real-Estate**

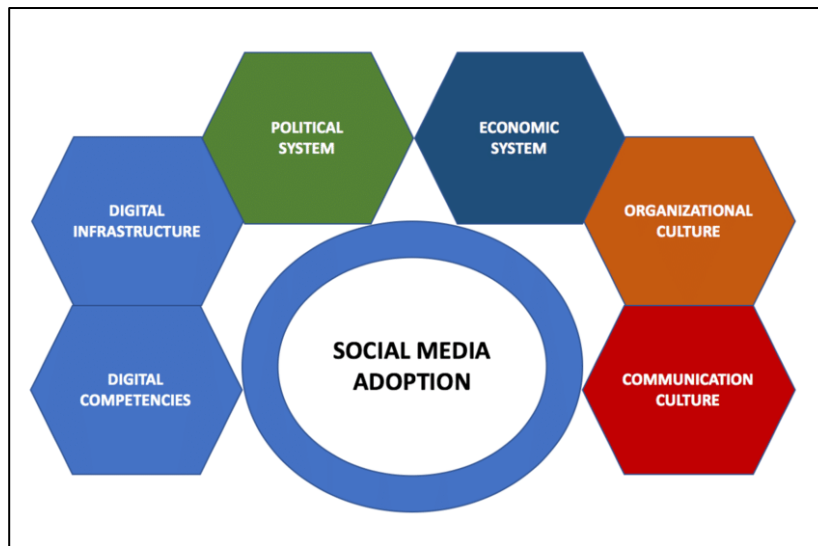
(Source: nielit.gov.in, 2020)

It is outlined in their study that developing a blog post, videos, and info-graphic content by professionals of Real-Estate that explore the benefits of a particular property area can assist the customers to develop a decision to buy or rent the property or not. Likewise, it is also studied by Del Giudice *et al.* (2020) based on developed high-quality content with fostering updated accurate information as well as sharing personal stories and testimonials stories of the satisfied customers can help customers to build trust and credibility towards a potential real-estate professional and will work on landing, page consulting by signing up in means to accessing the long-lasting relationship. It is also outlined in their study that facilitating high-quality informative content can help the customer to shape the way to think about real estate and explore a sign an agreement or co-creation deal to buy or rent a property. In the context of Grover *et al.* (2019) in the competitive market, it is harder for customers to determine the right decision for investment. It is outlined that content marketing over social media channels helps customers to develop a comparison about different opportunities of investment basis on property information, prices, and additional cost expatiate that can be used to negotiate the proper affiliate deals that get foster cost-saving benefits to the customers (Dash *et al.* 2021). Thus, One could argue or said that content marketing and social media marketing can be considered valuable tools to influence the buying decision of customers based on building credibility, and trust, and helping to negotiate affiliate in customer benefits.

#### **2.4 Analyse the factors that affect the success of content marketing and social media marketing tactics of Real Estate:**

The success of social media marketing tactics in Real Estate can be influenced by numerous factors. In context to this Li *et al.* (2020) acknowledge the target audience's demographic profile, needs, and preferences play a vital role to create quality effective content and desired channels of social media to seek the interest of the audience. It is also mentioned in their study that emphasizing high-quality content influences the success of the content market and helps professional Real-Estate to retain and attract audience attention. Thereby the professionals of Real-Estate focus on producing valuable and informative content in different forms such as visual caters, articles, blogs, videos, and many more that resonate target audience that articulate the audience's preferences.

Consistent brand messages and visual identity content across different social media channels can foster the benefits of building brand recognition and trust. In context to this Nadanyiova *et al.* (2021) explore that to enable a cohesive brand image, Real-Estate should entangle their content and social media post with the brand principle i.e. tone of voice and values. It is also outlined that optimizing SEO is another factor that depicts the visibility and success of the social media and content marketing practice. Likewise, Gordon *et al.* (2021) explore that the keywords used in content can enhance the likelihood of Real- Estate brand visibility in the search engine outcome and drive organic traffic to the webpage that can be used to construct a lead and converse into a potential database.



**Figure 2.3: Factors that affect the success of content and social media marketing.**

(Source: Lovari and Valentini, 2020)

Moreover, well-crafted tactics of social media also play an effective role in raising brand awareness and engaging the target audience of Real-Estate Company. Thereby it is outlined stated by Abbas *et al.* (2019) that professionals of Real Estate must identify an effective channel of social media for their audience and establish a consistent posting schedule of comments, and content that can be used to build a connection with the consumer. It is also stated in their research that collaborating with the influencer can also enhance the reach and credibility of Real-Estate professionals.

It is because Lee and Cho (2020) said that partnership with influencers who interlinked with the value of the Real-Estate brand could enable amplified content and generate more awareness. Moreover, it is also mentioned by Ottinger *et al.* (2021) analysing the performance of social marketing efforts and content marketing regularly is another factor that influences success. It is because deploying analytics techniques such as engagement rates, conversion rate, follower growth at social channel accounts, and website traffic can foster insight into direction to refine tactics to unify the brand experience of the Real-Estate brand.

## 2.5 Critically determine the Social Media platform widely used in Real-Estate Marketing:

The popularity and effectiveness of social media platforms can change over a decade based on target audience needs. However certain platforms are widely deployed by Real-Estate to attract the audience's attention and generate sales.



Figure 2.4: Channels of Social Media widely used by Real Estate

(Source: Uhlir, 2020)

In context to Chatterjee and Kar (2020) with the large audience base, Facebook remains a widely used social media channel across the world. It is also mentioned in

their study that to listed share properties, create a business page, engage with the audience through comments, and posts professionals of Real Estate can leverage Facebook to reach potential buyers and investors. Furthermore, it is outlined by Lodhia *et al.* (2020) that to leverage a network relationship with B2B channels of Real Estate can deploy LinkedIn. This channel can help a firm to display its expertise, share industry insight, connect with potential partners, and engage with relevant industry groups. It is also mentioned by Ullah *et al.* (2019) that to enhance the visual focus of its brand and communicate high quality content of videos and photos about Real-Estate properties, professionals can use the Instagram channel.

## **2.6 Identify Goals Real-Estate industry company aims to attain through content and social media marketing:**

Like any other organization, a real estate company has set numerous goals to attain via content and social media marketing. In context to this Dahl, (2021) mentioned in their study that content and social media tactics are used by the organization for enhancing brand visibility and recognition among the target audience. Thereby, professionals of Real-Estate strive for high-quality content and engage with the audience via social channels to build brand equity in the industry. It is also outlined in their study that enhancing brand awareness can attainable the goal of lead generation. In support of this Morkunas *et al.* (2019) stated in their study that posting informative content and developing engagement with user drive traffic of investors, partners, buyers, and sellers and lead action of filling contact forms to get solutions of queries and capture valuable leads that converse into sales. It is also stated in the research of Jafari-Sadeghi *et al.* (2021) goal of every organization is to get positioned as a leader within an industry. Thereby with the help of content marketing professionals of Real-Estate share valuable insight about market trends, and expertise that can help to build trust, set credibility, gain confidence among the target audience and attain a position of a leader in an industry.





**Figure 2.5: Goals Real-Estate Professionals aim to attain.**

(Source: redx.com, 2023)

**2.7 Analyse strategies of social media and content marketing is utilizing by Real-Estate professionals to attract and engage customers:**

Real-Estate professionals increasingly utilize content and social media marketing for numerous purposes such as enhancing a strong online presence, educating customers, building connections, generating leads, and many more. In context to this Fields (2020) explores that in context to attain a desired goal professionals of Real-Estate employ numerous tactics. It is mentioned in their study creation of valuable relevant content such as opportunities for investment, financial advice, and trends in the real estate market and sharing it on a desired platform such as Instagram, Websites, Facebook, and LinkedIn is effective means to educate the customers and build trust, set credibility can help to generate leads. At the same time Cozzolino *et al.* (2021) explores the advantage a social media channels and visualize a listed property with high-quality content as per feature of the social channels can seek the attention of the buyers, track record of the industry in expertise.



**Figure 2.6: Strategies adopted by Real Estate**

(Source: cambodianess.com, 2023)

In any business activity, engaging with the audience actively and providing a prompt response can vital role to generate leads. In context to this Nasidi *et al.* (2022) said that social media channel and the strategy of content marketing allows Real-Estate to prompt responses to comments, message, and inquiry on social media. This assists professional Real-Estate in establishing rapport, building relationships, and being participative in real estate groups to share insight and knowledge. It is also mentioned in the study of Korableva *et al.* (2023) collaborate with influencers of industry experts allows Real-Estate professionals to enhance their reach and acquire the interest of new audiences. It is outlined in their study that collaboration with influence allow Real-Estate professionals to organize co-hosted event and webinars that can help to enhance credibility and brand visibility in a competing market.

### **2.9 Gap in Literature:**

The main focus of the concerned study critically analyses the effect of content and social media marketing on the organization of Real-Estate industry. Through the overviewed of the literature study, it is determined that the current review of literature has still a gap to improvise the research quality on posing the mitigation plans Real-Estate professionals adopted to deal with the identified challenges to foster customer satisfaction, increase brand awareness, and many more. In context to these Saull *et*

*al.* (2020) refers that in the present literature, a scholar must be considered an empirical gap in the study. This gap can be mitigated by conducting a depth investigation into strategies adopted by Real-Estate professionals to overcome the identified challenge.

## **2.10 Conceptual framework**

The ultimate goal of this study critically investigates the impact of content and social media marketing on the business outcome of the real-Estate organization. Concerning this, a prominent conceptual framework has been constructed basis on current literature. The goal of constructing the framework conceptual is to analyse the interlinked connection between the independent variables with the dependent variables. However, for the concerned study, the dependent variables are a business outcome of Real Estate, and the independent variables are- content and social media marketing efforts.

## **2.11 Summary of Literature**

Through the study of the overall portion of the literature, it is concluded that adopting the practice of social media and content marketing practice induces a positive effect on the businesses as well as on customers. This summarizes that adopted a practice of social media and content marketing Real Estate professionals get to explore the benefits of brand awareness, build trust, set credibility, and many more. Meanwhile, this practice assists customers to be aware of the product of investment, and market trends and influences the decision to purchase for investment. Additionally, conversion rate, ROI, website analytics, etc. is KPIs measures used to track the performance of marketing practices.

## **CHAPTER 3: Methodology**

### **3.1 Introduction**

The Methodology Chapter outlines the study's strategy, research paradigm, and design, as well as data collection and analysis procedures. It covers sample size, methods, reliability, validity, and ethical standards to ensure the study's integrity. A timeline is provided to outline the intended course and provides an overview of the research methodology used to produce significant and reliable findings.

#### **3.1.2 Research Approach**

The research approach for the thesis is a mixed methodology that is used to answer the research question that we have selected, in which it contains qualitative and quantitative methodology. The basis of using mixed methodology these it will provide more detailed understanding for the research problem by multiple sources of data. The approach allows for detailed analysis of her research problem by integrating the subjective experience and the objective statistics. In the qualitative analysis of this study will have interviews with the real estate professionals and asking them for in depth answers of research questions. In the quantitative analysis we have involved or questionnaire survey form to a large number of real estate professionals as well as customers approximately 82 and allowing for the depth understanding of the research problem. With doing this more depth understanding we will get on the effect of social media and content marketing in the real estate industry, and also, we will get how they influence customer behavior. The aim of this study is to contribute the I'm available literature on the social media marketing and content marketing in the real estate industry and provide the practical solutions or implementations for the real estate professionals and businessmen.

### **3.1.3 Research Design**

The research design is an important element of the research and study because it ensures that the research questions that we have created are answered systematically and in a good way. The first stage of the research will be qualitative data by taking interviews with the professionals. The interviews will be conducted using the interview guide that is created based on our research questions and the information gathered from the interview will be then analyzed by us. And then to collect quantitative data in the second phase of our study a good amount of people of real estate and social media users will be surveyed with the help of Google questionnaire in which the data will be analyzed using Pearson Correlation and Logistic Regression Modeling methodology to investigate relationship between the topic. In the end with the help of our mixed methodology that we have selected will allow detailed understanding of research problem. And the research design matches with the research questions that are prepared and answer them in a systematic way.

### **3.2 Participants' expert interview**

In the participation of expert interviews we will select participant and it is important in the research that the participants should be related to the field so the participant in the study will be only from the real estate industry like agent or owners of the company.

When conducting expert interviews for this qualitative analysis, The approved participants, along with their names, locations, approval status, and fields of expertise, are listed in Table 1. While we reached out to more than 15 individuals during the research, we received confirmation from only five experts who run their own real estate businesses or work in real estate.

1. Danish Shamim, who is a resident of Dubai, has received approval for an upcoming interview. Mr. Shamim's proficiency in Dubai's real estate sector is highly appreciated. He is right now working in Revo Realty Real Estate Dubai, a well known real estate agency in Dubai, as a real estate Manager. As he has worked in the industry for years, Danish Shamim has effectively directed the Dubai real estate market and gained effective insights into social media and content marketing strategies.

2. Shubham Bagal, from India, has been approved for an interview. Shubham Bagal's proficiency in social media marketing, of Indian real estate, He currently holds the position of CEO and founder at SSB Developers Pune and B&B Associates Pune. He has effectively used social media platforms to increase brand visibility, engage potential customers, and boost sales.
3. Emilie Müller, a skilled professional from Germany, has been accepted an interview. She is assumed to provide valuable information into social media and content marketing usage in Europe due to her good knowledge and experience in the German real estate industry. Emilie is the founder of Ad Astra Immobilien Germany her own company. She has achieved outstanding results in promoting properties, generating leads, and establishing strong customer base and relationship through her expertise in real estate marketing.
4. Shubham Bhanje, a well-known expert in using social media for marketing in the Indian real estate market, has been approved for an interview. Shubham is running a company and he's the founder and CEO of that company name as Anvi Constructions limited, which is located in Maharashtra India. He has good knowledge in this industry, and you have successfully used social media platforms to connect with their buyers and grow the business. His experience will be guidance for our thesis.
5. Kamila K. Krawczyk, a successful industrialist, and visionary who founded kykyinfluence.com and kronid-immobilien.de. She has a dedication to helping their customers and her agency business to become a leader in their field. To know more about her company, she owns KRONID Real Estate, a company established in 2018. The company specialized in creating property and project development by providing various services in premium real estate distribution. She has diverse expertise and an excellent position in the social media marketing in the real estate industry. Her entrepreneurial companies show her dedication and long-term digitalization strategies and her dedication for helping clients with the help of social media. How to experience will be helpful for our thesis is to get the answers in more detail.

No.	Interviewee Name	Location	Field of expertise
1.	Danish Shamim	Dubai, UAE	Real Estate Retailing in Dubai, Insights into social media and content marketing strategies in the Dubai market, Years in Real Estate (Asset Management) based in London & New York. CRM (Customer Relationship Management), Strong communication and presentation skills, Strong negotiation skills.
2.	Shubham Bagal	India	Social Media Marketing in Indian Real Estate, Expert in digital marketing, Experience as the CEO and founder of SSB Developers Pune and B&B Associates, Communication and Networking by social media.
3.	Emilie Müller	Germany	Real Estate Marketing in Germany, Extensive knowledge and experience in the German real estate industry, Knowledge in promoting properties, generating leads, and establishing customer relationships through social media, Communication and Networking.
4.	Shubham Bhanje	India	Experience in developing targeted marketing campaigns and measuring their impact, Copywriting and content creation, Understanding and experience of how to use social media for marketing in the Indian real estate sector.
5.	Kamila K. Krawczyk	Germany	Marketing and Social Media Strategy, Digital Transformation and Innovation, Real Estate Industry Knowledge, Entrepreneurship and Business Development, Client-Centric Approach.

**Table 3.2: Expert Interview details**

(Inspired by Park *et al.*, 2020)

### **3.3 Data Collection**

#### **3.3.1 Qualitative Data Collection**

The data collection process for the qualitative data in this study involves conducting semi-structured interviews with selected participants. The interviews will be conducted via video conferencing on Zoom meeting. The use of interviews is appropriate and suitable for this study as it allows for flexibility and the opportunity for participants to elaborate on their experiences and perspectives related to social media and content marketing in the real estate industry. The interview guide was developed based on the research questions and themes identified from the literature review. The questions and probes are designed to elicit in-depth responses from the participants. Interview questions *[Refer to Appendix 5]*:

The interviews will be audio-recorded and transcribed. The transcription process will be done on the “Fathom.” The transcripts will then be analysed by thematic analysis.



No.	Objective	Question number
1.	Social Media their Impact and Strategies	Q.1 to Q.3
2.	Target Audience and Size	Q.4 to Q.5
3.	Storytelling and Engagement with audience	Q.6 to Q.7
4.	Future Trends and the Strategies	Q.8
5.	Handling the Challenges and their Mistakes	Q.9 to Q.10
6.	Keeping Position	Q. 11 to Q.12
7.	Influencers and Adaptation of them	Q. 13 to Q.14
8.	Keeping Authenticity and Creating Relationship	Q. 15 to Q.16
9.	Best Methods and Future View	Q. 17 to Q.21

**Table 2: Categorization of Questions**

(learner)

These questions have been labelled, and the order of questions can be adjusted based on the flow of the interview and the specific goals of your research.

### **3.3.2 Quantitative Data Collection**

The data collection process for the quantitative data in this study involves administering a questionnaire to a larger sample of participants from the real estate industry and customers. The questionnaire was developed, and it included closed-ended questions that can be analysed quantitatively.

The questionnaire includes these questions *[Refer to Appendix 4]*.

An online questionnaire will be distributed via a survey platform such as Google Forms to gather information for use of the social media marketing and content marketing in the real estate industry. Participants will be chosen from the industry's active social media users and those who have used content marketing to promote their business, as well as customers who have purchased or are planning to purchase real estate. The information gathered will be then analysed with Pearson Correlation, Logistic Regression Modeling methodology.

### **3.4 Data Analysis**

To present our findings, we will use both qualitative and quantitative data. Qualitative data will be displayed through themes and quotes gathered from the interviews. Meanwhile, quantitative data will be presented using statistical analysis outputs, including tables and charts. Our report will focus on the research objectives and questions, emphasizing the significant findings and their potential impact on the real estate industry.

We will perform a sample size calculation based on the research question and the required statistical power to determine the number of participants. Our estimate is that we need a minimum of 80 participants to obtain a thorough understanding influence of social media and content marketing in the real estate sector

### **3.5 Digital Automated Transcription**

Digital automatic transcription in this we have conducted the interview in English and to make the process of analysis easier and ensure the accurate capture of the responses from the experts we have use software for transcription of recording the name is “Fathom”. I have chosen this because it has various benefits it transcribed live and has more accuracy. And I will review the transcript text and remove the errors and inaccuracies that occurred while transcription and edit and correct all the mistakes of the responses from the experts.

### **3.6 Execution of Interview**

This section describes how to conduct interviews with real estate professionals and experts. The interviews will be the initial method of picking qualitative insights and perspectives on impact of social media and content marketing in real estate industry. The interviews will be scheduled to take place between May 20th and June 13th, 2023, and will be conducted via Zoom video calls. During the interview, we will have ample time, between 30 to 45 minutes, would maintain a professional environment in the interview.

### **3.7 Sample size and Techniques**

Sampling size refers to the number of participants or data points chosen from a population for a research project. There are various sampling methods, such as convenience, random, stratified, and purposeful sampling (Stratton, 2021). Random sampling is used for quantitative studies on content and social media marketing is impact on the real estate industry, ensuring equal inclusion and minimizing size. To balance practicality and thorough statistical analysis, an 82-participant sample size was chosen, while six participants were selected for interviews in managerial positions across different companies

### **3.8 Reliability and Validity**

For this research study to be accurate and credible, the reliability and validity of the data obtained are essential. In order to ensure that identical findings may be produced if the research is repeated under similar circumstances, reliability refers to the consistency and stability of the data. On the other hand, validity refers to the precision and applicability of the data in measuring what it is meant to measure (Ahmed and Ishtiaq, 2021). The research used standardised data gathering tools and uniform data analysis processes to increase dependability. The study uses carefully crafted research instruments and well-established measuring techniques to capture the pertinent elements of content and social media marketing in the real estate business, ensuring its validity.

### **3.9 Ethical Consideration**

The rights and wellbeing of the participants in this research project are protected above all else by ethical principles. The researchers follow ethical standards, making sure that everyone gives their informed permission, placing a strong emphasis on voluntary involvement, and upholding the confidentiality and anonymity of the participants' replies. Following the guidelines of the Data Protection Act 2018, the obtained data is handled with the highest care, and it stored securely (Hoofnagle *et al.*, 2019). To guarantee adherence to ethical norms and protect the rights and dignity of the participants, the researchers are open and honest about the study's goals, potential dangers, and benefits. They also request clearance from the relevant institutional review board.

### 3.10 Timeline

<b>☐ Data Analysis</b>	<b>16 days</b>	<b>5/29/23 8:00 AM</b>	<b>6/19/23 5:00 PM</b>	<b>14</b>
Performing statistical analysis	4 days	5/29/23 8:00 AM	6/1/23 5:00 PM	14
Testing hypotheses	4 days	6/2/23 8:00 AM	6/7/23 5:00 PM	16
Analyzing quantitative data	4 days	6/8/23 8:00 AM	6/13/23 5:00 PM	17
Integrating qualitative insights	4 days	6/14/23 8:00 AM	6/19/23 5:00 PM	18
<b>☐ Data Interpretation</b>	<b>42 days</b>	<b>6/20/23 8:00 AM</b>	<b>8/16/23 5:00 PM</b>	<b>19</b>
Synthesizing findings	8 days	6/20/23 8:00 AM	6/29/23 5:00 PM	19
Interpreting results	10 days	6/30/23 8:00 AM	7/13/23 5:00 PM	21
Drafting research methodology section	12 days	7/14/23 8:00 AM	7/31/23 5:00 PM	22
Reviewing and revising the chapter	12 days	8/1/23 8:00 AM	8/16/23 5:00 PM	23
<b>☐ Publishing research paper</b>	<b>5 days</b>	<b>8/17/23 8:00 AM</b>	<b>8/23/23 5:00 PM</b>	<b>24</b>
Finalizing the research methodology section	1 day	8/17/23 8:00 AM	8/17/23 5:00 PM	24
Reviewing the entire research report	1 day	8/18/23 8:00 AM	8/18/23 5:00 PM	26
Editing and proofreading the document	2 days	8/21/23 8:00 AM	8/22/23 5:00 PM	27
Submission of the research study	1 day	8/23/23 8:00 AM	8/23/23 5:00 PM	28

Name	Duration	Start	Finish	Predecessors
<b>☐ Planning</b>	<b>4 days</b>	<b>5/3/23 8:00 AM</b>	<b>5/8/23 5:00 PM</b>	
Literature review and research framework	1 day	5/3/23 8:00 AM	5/3/23 5:00 PM	
Refining research questions and objectives	1 day	5/4/23 8:00 AM	5/4/23 5:00 PM	2
Identifying research participants	1 day	5/5/23 8:00 AM	5/5/23 5:00 PM	3
Drafting survey questionnaire	1 day	5/8/23 8:00 AM	5/8/23 5:00 PM	4
<b>☐ Methodical approach</b>	<b>6 days</b>	<b>5/9/23 8:00 AM</b>	<b>5/16/23 5:00 PM</b>	<b>5</b>
Ethical considerations and approval	2 days	5/9/23 8:00 AM	5/10/23 5:00 PM	5
Pre-testing the survey questionnaire	2 days	5/11/23 8:00 AM	5/12/23 5:00 PM	7
Collecting survey responses	2 days	5/15/23 8:00 AM	5/16/23 5:00 PM	8
<b>☐ Data collection</b>	<b>8 days</b>	<b>5/17/23 8:00 AM</b>	<b>5/26/23 5:00 PM</b>	<b>9</b>
Conducting interviews and observations	4 days	5/17/23 8:00 AM	5/22/23 5:00 PM	9
Data entry and cleaning	2 days	5/23/23 8:00 AM	5/24/23 5:00 PM	11
Exploratory data analysis	1 day	5/25/23 8:00 AM	5/25/23 5:00 PM	12
Identifying preliminary patterns and trends	1 day	5/26/23 8:00 AM	5/26/23 5:00 PM	13
<b>☐ Data Analysis</b>	<b>16 days</b>	<b>5/29/23 8:00 AM</b>	<b>6/19/23 5:00 PM</b>	<b>14</b>
Performing statistical analysis	4 days	5/29/23 8:00 AM	6/1/23 5:00 PM	14
Testing hypotheses	4 days	6/2/23 8:00 AM	6/7/23 5:00 PM	16
Analyzing quantitative data	4 days	6/8/23 8:00 AM	6/13/23 5:00 PM	17
Integrating qualitative insights	4 days	6/14/23 8:00 AM	6/19/23 5:00 PM	18

**Figure 3.10: Timeline**

(Source: Using Project Libre)

### **3.11 Summary**

The study technique used to examine the effect of social media marketing and content marketing in the real estate industry is covered in detail in the methodology chapter. In order to gain in-depth insights, the study design is descriptive and employs a mixed data analysis technique comprising both quantitative surveys and qualitative interviews. A sample of 82 people is used in the sampling method. Ethical considerations ensure compliance with participant rights and data protection laws. This methodologically sound approach seeks to provide accurate and trustworthy results while upholding moral principles all along the research process.

## **CHAPTER 4: FINDINGS AND ANALYSIS**

### **4.1 Introduction**

The findings and analysis provide valuable insights on how to use social media and content marketing effectively in the real estate business. The study highlights the importance of social media and content marketing in the real estate business. Five professionals underline creating valuable, entertaining content that balances promotional and instructional elements. Key themes include consistency, sincerity, and trust with potential clients. Understanding demographics, technology, and industry developments is crucial for success in the real estate market. Along with this, the survey process will help the researcher find out statistical data regarding the topic among the participants.

### **4.2 Interview Process and Analysis**

The Interview process has been mentioned in Appendix 4. The following is the analysis of the Interview process based on the answers given by the experts. which are said as Expert1, Exper2, Expert3, Expert4, Expert5, for all 5. Below can see they have generated the teams according to the questions that we have asked to the experts and number of themes covered all of the questions.

The experts' answers highlight their diverse backgrounds and experiences in the real estate industry and their use of social media to enhance their businesses (Expert1). They discuss leveraging social media platforms for brand visibility, engaging with potential customers, driving sales growth, and targeting specific audiences. The experts' expertise lies in managing comprehensive marketing campaigns, analysing metrics, and tailoring approaches to suit their respective markets. The responses of the professionals emphasise the importance of narrative in social media and content marketing for real estate. They develop emotional connections with their audience by constructing narratives around homes and presenting distinctive characteristics and lifestyles. Personal testimonies, neighbourhood narrations, and behind-the-scenes peeks offer authenticity and trust (Expert4). Storytelling elicits emotions, engages audiences, and generates leads and conversions, making assets more relevant and compelling.

The experts' responses emphasise the importance of social media consumer involvement and feedback for real estate enterprises. They monitor comments, direct messages, and reviews in order to reply quickly and professionally, with the goal of providing personalised support and addressing consumer requirements in order to foster trust and loyalty. Encourage clients to share their experiences and testimonials to improve their reputation and attract new clients (Expert5). Engaging clients with polls and direct inquiries encourages conversation and builds relationships. Real estate experts stress the significance of mixing traditional marketing with social media/content marketing (Expert1). They recognise the advantages of both strategies and spend resources wisely to maximise marketing efforts. Social media and content marketing provide increased reach, customised messages, and interactive interaction. Finding the correct blend enables for more effective consumer connection and a more effective marketing strategy.

Experts emphasize the significance of engaging with influencers and brand ambassadors in social media and content marketing strategies. These influencers can reach a larger audience, increase brand recognition, and build trust through genuine recommendations and endorsements. They can also serve as brand ambassadors for other firms, boosting conversions and enhancing businesses' visibility. Real estate marketing professionals emphasize flexibility and adaptability, updating strategies to meet target audience demands (Expert4). Monitoring customer behavior and responding to trends is crucial for effective marketing. Experts may lack relevant experience in current settings.

Experts emphasize the importance of striking a balance between authenticities and highlighting home characteristics on social media (Expert2). They emphasize the importance of being truthful and factual while delivering engaging material. This approach generates confidence with potential buyers and establishes credibility in the real estate industry. A combination of useful real estate material and personal elements is crucial for personal growth. Technological developments are expected to stimulate growth in social media and content marketing among real estate professionals. The consumer experience will be enhanced via virtual reality tours and personalised, data-driven targeting. Being adaptive to these changes is critical for efficiently harnessing social media in the enterprise. As technology advances, the possibility of online property transactions, particularly in investment instances, may



grow, making social media an increasingly significant tool for generating leads and connecting with possible purchasers. All the themes are below according to the themes I have made the points 4.2.1 to 4.2.8.

#### **4.2.1 Social Media's Impact on Real Estate Business and Strategies for Effective Real Estate Marketing**

The interviews with real estate professionals are done, and we identify that the impact that social media has made on their businesses. (Expert1) says that social media platforms have become important in enhancing property exposure, with the result of increased sales and leads. And also highlighted the effectiveness of content for establishing or creating good trust in between. (Expert 2) highlights how social media accelerated his networking and relationship-building with customers and partners. He also says that enabling a more personalized approach. They underline the importance of creating compelling things around their properties to grab more potential buyers' interest. (Expert 3) noted the extensive global reach that social media provided to them, allowing her to establish herself as a trustworthy real estate retailer, and advocated the use of visual storytelling through images and videos to make property good reliable, and engaging to their audience. (Expert4) mentioned that starting social media significantly gave him brand visibility and generated high-quality leads for his business also emphasized the power of good quality content, like photos or videos, specifically videos, to show the property. (Expert 5) this says that social media serves as the primary source for generating leads for his business, positioning it as a good tool for reaching their target audience. Throughout the interviews, a consistent theme emerged that the authenticity of content is best for successful marketing and also states that the significance of personal branding and direct interaction with the customers in building a foundation of trust and engagement will be really helpful.

#### **4.2.2 Target Audience and Engagement Strategies and Measurement of Effectiveness**

The concept of the identifying or finding and engaging the correct target people or audiences resonated importantly in the interviews, The experts jointly agreed on the principal importance of measuring the impact of their social media efforts. (Expert 1) focus on tailoring content to the specific preferences and behavior of audience and

with it optimizing the engagement and outland A detailed approach that includes like evaluating engagement rates, click through rates call mom most important conversion metrics to access the efficiency of campaigns they are doing. (Expert 2) Discuss the importance of understanding the insights and the behavior of focused audience and make changes in marketing campaigns that will give result efficiently and export point this statement implementing the importance of click through rates and the volume of client inquiries or messages this indicates our first step of success. (Expert 3) shared insights into analyzing customer behavior and the engaging patterns on social media which simultaneously informed the content changes and save the targeting efforts and discussed the levels of engagement and the reach of every post they do after considering all of these insights and metrics as direct reflection to their content effectiveness. (Expert 4) Highlights the use of data tools to precisely target and engage or communicate their audience, they employed a similar approach depending on social media insights or analytics metrics such as reach engagement and changing rates to customer to evaluate all of this success in their campaigns. (Expert 5) expert understood the development of detailed personas to understand or gain detailed understanding of the target audience which needs and preferences of them and qualified effectiveness through the lead generation and successful business partnership by their presence on the social media.

#### **4.2.3 Integrating Storytelling and how Leveraging Customer Engagement.**

The integration of storytelling is a powerful marketing tool that has great results all experts highlighted the value oh engaging with customers and the interaction with them, according to (Expert 1). Storytelling improves the connection between the audience and the potential buyer more emotionally, making the properties more reliable and memorable to them he also outlined both series of informative post that involves clients in the decision-making process showing them a sense of ownership. (Expert 2) they set narratives that shows to their audience as they said this approach is capturable the essence or core of the properties and more engages with the buyer he discussed leveraging social media as the platform to engage with customer actively addressing their queries and promptly responding to their comments will be helpful, (Expert 3) they shared some insights into her use of visual storytelling go more using like images and videos to create personal connection with their audience and engage

them shared that the importance of taking feedback on social media platform is very important she used input to improve and refine her service to the client. (Expert 4) tells the importance of storytelling for maintaining oh good engagement and interest over the time and described how interactive features with their content to actively engage with audience and enhance the experience overall with them. (Expert 5) building a personal brand through a good storytelling will built a foundation oh trust and credibility before converting it into the sales and shows the importance of clear call to action point who effectively reply all direct responses and keep interactions with the audience.

#### **4.2.4 Balancing Traditional and Digital Marketing and Handling Negative Feedback**

expert shares and acknowledges the importance of the relationship between traditional marketing and digital marketing methods. In which (Expert 1) shared some insights how they approach which involves a combination of traditional marketing or advertisement and modern digital platforms like social media and content marketing About the negative comments handling the experts have diverse strategy to manage them like checking the importance of their feedback and using this feedback doing continuous improvement. (Expert 2) just the scenario they achieved by combining traditional and retail marketing methods because of balancing this he says they reach wider audience and more diversified audience they highlighted their commitment to understanding their audience actual needs and concerns using this feedback or negative feedback in a positive wa.. (Expert 3) expert highlights the combination of traditional advertising with the reach and interactive potential of digital platforms and values the feedback as an tool to grow the business and differentiating baseless criticism from the actual or genuine concern. (Expert 4) says the smooth integration of content marketing and the social media marketing efforts that positioning these strategies as oh central to their overall marketing methods or their approaches, describes that an active approach to addressing these comments or feedbacks direct communication with their clients and create more trust. (Expert 5) seen that the content marketing and the social media marketing has interconnected strategies that collectively from a good result to their marketing she emphasized that understanding the prospective of audience and responding to the negative feedback quickly.

#### **4.2.5 Common Mistakes and Lessons and Aligning Strategies with Business Goals**

All experts provides insights in the common experience happened in their company and the importance of aligning marketing strategies for business goals emerged as a key consideration. (Expert 1) says the importance oh consistency in posting and branding the company also says that inconsistency can drop engagement and business hand company brand and discuss the importance of creating content that directly alliance with the business objectives making sure the each praise of doing content that directly meets with the business goals and objectives. (Expert 2) shares that creating repetitive content and defending a diversity of fresh content delivery and understood the value of content marketing in showing the expertise and reinforcing the business core values to their audience. (Expert 3) warned against overloading content always and with too much designs and features they underlined the importance of the relatability in the content to the audience she shared some insights into how sorting strategies based on specific business objective with insuring that each marketing step contribute to achieving their goal. (Expert 4) he shares depending on generic content that fails to differentiate the brand or the property they are sharing and position content marketing as an integral component of their vital marketing goals that they have sets making sure that the content efforts are going in the right direction. (Expert 5) consistent branding see highlight that many professional neglects to establish a good and memorable brand personality which impact overall effectiveness of their business also shares brand value as the foundation of successful alignment all this content efforts should be see in the values or results.

#### **4.2.6 Tailoring Strategies for Different Property Types**

The experts point out the strategies that are adopted to diverse properties types. (Expert 1) highlights the importance of targeting specific points for each property type and improving content delivery to attract audience. (Expert 2) discuss the necessary of creating customized content strategies for every property type by highlighting some features and the benefits that to catch potential buyer. (Expert 3) describes that adopting the approach to highlight the property things better most relevant to the property type specific by ensuring that the content goes to customer effectively. (Expert 4) focused on showing the highlights and the unique selling points of different

properties and their types by and focusing to grab potential buyers attention. (Expert 5) detail the parliament of what strategies with their core offering oh home properties by ensuring the continuous messaging and branding across the property types they always represent.

#### **4.2.7 Social Media's Role in Building Relationships.**

The experts says that the role of social media in building relationship is important. (Expert 1) shared insights into their strategy of engaging with clients with the help of comments and direct messages, interacting that strengthen their clients relationships. (Expert 2) highlights the using of social media as a networking tool by connecting with their clients and partners to keep updated each other this will build a long lasting relationship in the industry. (Expert 3) explains their approach of engaging with their client on personal level through interactive content post and but it's finalized responses they create social media oh bridge to connect and position their brand with the audience. (Expert 4) explains that response to client inquiries and interaction is important with developing of this leveraging social media as a platform by providing timely valuable assistant to audience. (Expert 5) detailed that their approach with engaging clients through content marketing technics helps them to build relationship.

#### **4.2.8 Staying Updated with Industry Trends**

The experts have discussed strategies for keeping them informed about the industry's latest trends. (Expert 1) recommended that staying updated with the industry development and insuring yourself a forward-thinking approach two marketing strategies. (Expert 2) they highlight the importance of selecting trends that matches to their business goals and their target audiences by avoiding the work to implement every trend that occurs. (Expert 3) says participation in the real estate events and online communities keeps you with the latest trends. (Expert 4) implementing continuous learning and keeping attitude of activeness and learning industry advancement and always analyzing the dynamic of real estate marketing. (Expert 5) always encouraged creative implementation 2 trends keeping the value of innovative approach parallely with the developing industry dynamics.

#### 4.2.9 Future of social media in Real Estate

The experts share their perspective of future of social media in the real estate industry as Expert 1) said that increase dependency on social media for realistic marketing projecting its continuous growth in future. (Expert 2) future can see wider adaptation of social media by professional highlighting their potential as an important tool for real estate industry persons. (Expert 3) she predicted that the integration of virtual tours and enhance data analytics will underscoring the power off good experiences and decision making. (Expert 4) Expected that advancement in online property experience buy latest technologies including mechanisms such as blockchain for streamlined and secure online purchase. (Expert 5) expert says that the future for online property purchase market particularly investment case will be more advanced because the advancement will change the industry.

#### 4.3 Survey Question Process and Analysis

##### 4.3.1 Analysis of Quantitative data

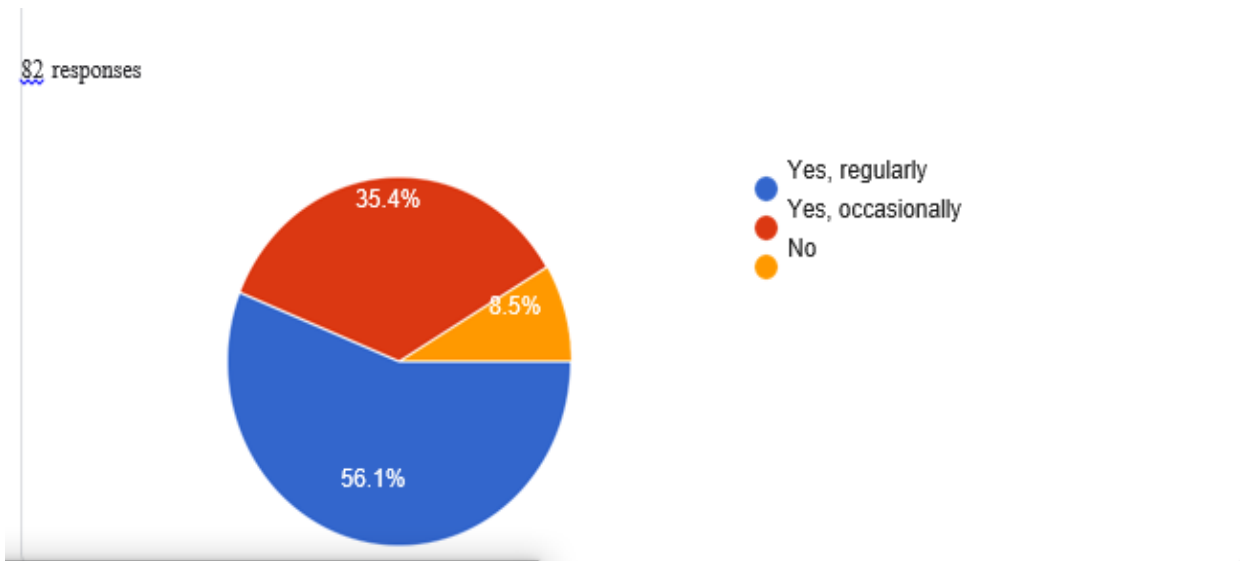
in this section it presents that detail analysis of the survey data collected to search the factor influencing the users decision to contact the real estate agent. In the analysis used Pearson correlation analysis and the logistic regression and content analysis of qualitative responses. This multi phased approach aims to provide a detailed understanding of the complex relationships in between user behavior in the the real estate industry.

##### 1. Have you used social media platforms to search for properties to buy or rent?

<i>Option</i>	No. of Response	Percent of Response	Total
<i>A. Yes, regularly.</i>	46	56.1%	82
<i>B. Yes, occasionally.</i>	29	35.4%	82
<i>C. No</i>	7	8.5%	82

**Table 4.2.1: Used social media platforms to search for properties to buy or rent.**

(Learner)



**Figure 4.2.1: Used social media platforms to search for properties to buy or rent.**

(Learner)

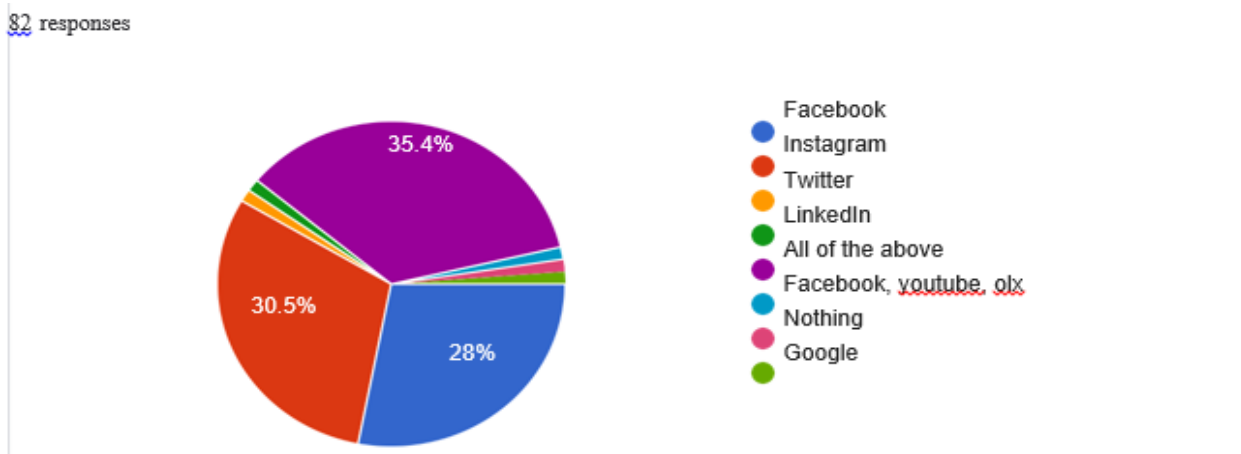
The data analysis shows that 91.5% of respondents have utilized social media platforms to search for properties, with 56.1% indicating regular usage and 35.4% doing so occasionally. Equally, 16% stated that they have not employed social media for property searches. This clearly suggests that social media plays a important role in property marketing, making it a significant road for real estate marketers and agents to engage the potential buyers or renters that are planning to rent. This data also highlights the increasing importance of digital media channels in the real estate business with the majority of people are using social media sites as useful tool for their property searching. In this report it also highlights the need of effective content marketing strategies and different engagements method in the real estate sector in order two adopt what audience exactly needs.

**2. Which social media platforms have you used for your property search?  
(Select all that apply)**

Option	No. of Response	Percent of Response	Total
A. Facebook	23	28.00%	82
B. Instagram	25	30.50%	82
C. Twitter	1	1.52%	82
D. LinkedIn	1	1.52%	82
E. All platforms	29	35.40%	82
Other	1	1.50%	82

**Table 4.2.2: Social media platforms for your property search**

(Learner)



**Figure 4.2.2: Social media platforms for your property search**

(Learner)

The above data study shows that property searches are primarily conducted on social media channels like Facebook and Instagram, with 28% and 30.5% of respondents using them, respectively. Twitter and LinkedIn have 1.52% use rates. 35.4% prefer



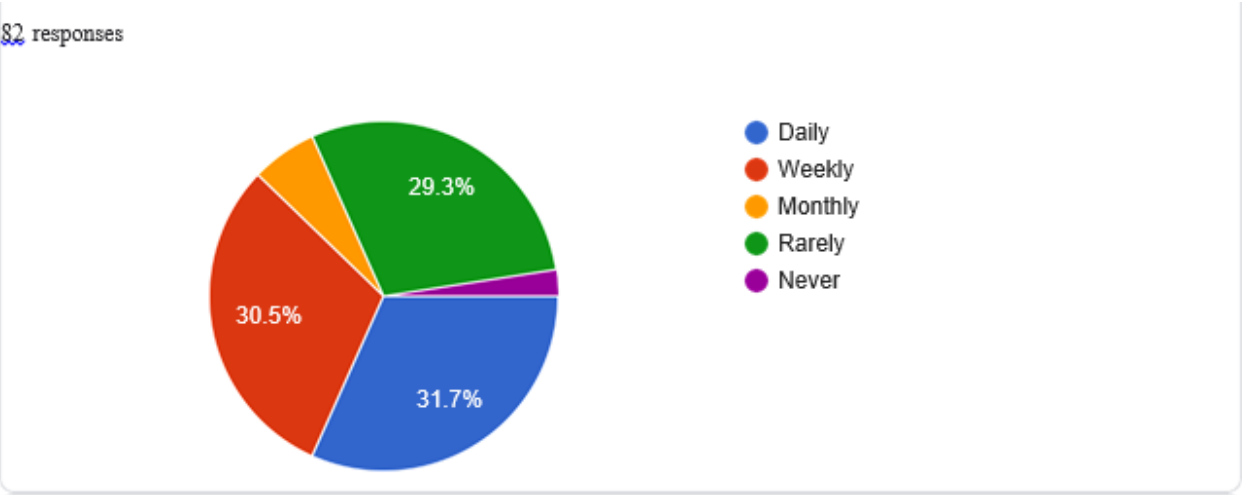
using all platforms, while 1.50% suggest alternative platforms. This suggests that a wide social media network for property searching, imposing a complete digital marketing for real estate agents. These findings highlight the governance of attractively oriented platforms like Instagram and Facebook, as well as the attraction of multi-platform usage, highlighting the need of a complete and well-structured cross-platform content strategy in real estate marketing efforts.

**3. How often do you engage with real estate-related content on social media platforms?**

Option	No. of Response	Percent of Response	Total
A. Daily	26	32%	82
B. Weekly	25	31%	82
C. Monthly	4	5%	82
D. Rarely	24	29%	82
Never	2	3%	82

**Table 4.2.3: Engage with real estate-related content on social media platforms.**

(Learner)



**Figure 4.2.3: Engage with real estate-related content on social media platforms.**

(Learner)

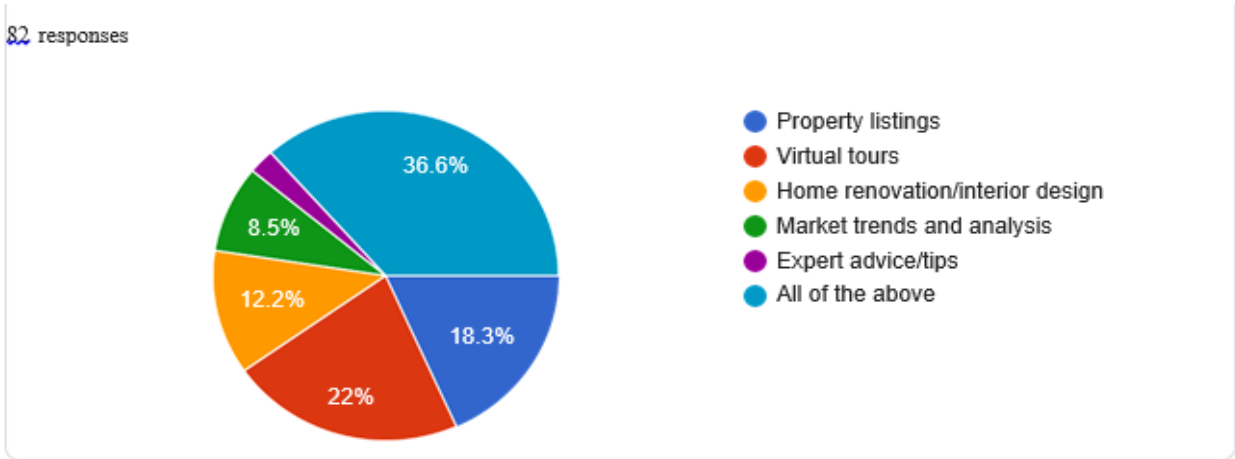
According to the data study in discussion, respondents engage with real estate-related material on social media platforms with variable regularity. The "Daily" and "Weekly" categories each has 32% and 31% of the responses, respectively, indicating a continual interest in real estate material. Also, 5% participate "monthly," 29% "rarely," and 3% "never." To attract and keep potential customers, real estate agents should modify their content strategy to meet diverse engagement patterns and maintain a consistent presence on social media channels. These findings show the dynamic and active character of real estate content consumption on social media, with a significant number of people participating often. This highlights the need of creating consistent, high-quality content to accommodate to the target audience's diverse interaction patterns and preferences.

**4. What type of real estate-related content do you find most engaging on social media platforms? (Select all that apply)**

<i>Option</i>	No. of Response	Percent of Response	Total
<i>A. Property listings</i>	15	18.30%	82
<i>B. Virtual tours</i>	18	22.00%	82
<i>C. Home renovation/interior design</i>	10	12.20%	82
<i>D. Market trends and analysis</i>	7	8.50%	82
<i>E. Expert advice/tips</i>	2	2.40%	82
<i>F. Other</i>	30	36.60%	82

**Table 4.2.4: real estate-related content engaging on social media platforms.**

(Learner)



**Table 4.2.4: real estate-related content engaging on social media platforms.**

(Learner)

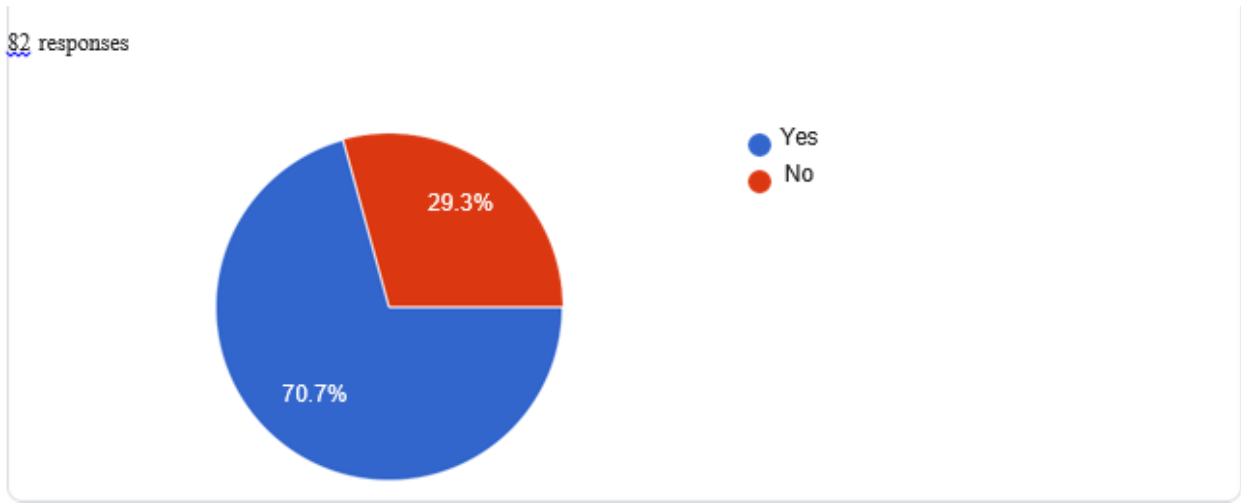
Social media platforms show that virtual tours, market trends, property listings, home renovation/interior design, and expert advice are the most engaging real estate content. But, 36.60% of users mentioned non-included content. Including virtual tours and market trends can enhance real estate appeal while considering various forms to offer to various perceptions. These findings also highlight the importance of a complete content strategy that includes virtual tours, property listings, design ideas, market data, and expert guidance in order to effectively capture and retain audience engagement.

**5. Have you ever contacted a real estate agent/broker after seeing their content on social media?**

Option	No. of Response	Percent of Response	Total
A. Yes	58	70.70%	82
B. No	24	29.30%	82

**Table 4.2.5: Contacted a real estate agent/broker after seeing their content.**

(Learner)



**Figure 4.2.5: Contacted a real estate agent/broker after seeing their content.**

(Learner)

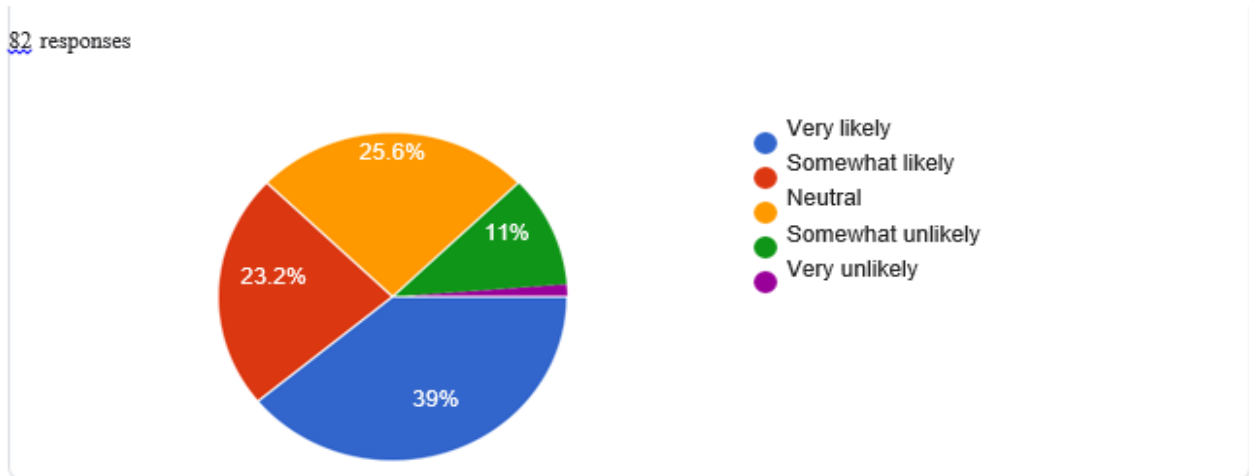
70.70% of respondents discovered real estate agents/brokers via social media, demonstrating the importance of social media in direct customer connection. As almost three-quarters of respondents do, real estate agents may use social media for lead creation and client acquisition. The findings highlights the importance of a widespread content strategy that includes virtual tours, property listings, design ideas, market data, and expert guidance in order to effectively capture and retain audience engagement.

**6. How likely are you to recommend a real estate agent/broker based on their social media presence and content?**

Option	No. of Response	Percent of Response	Total
A. <i>Very likely</i>	32	39.00%	82
B. <i>Somewhat likely</i>	19	23.20%	82
C. <i>Neutral</i>	21	25.60%	82
D. <i>Somewhat unlikely</i>	9	11.00%	82
<i>Very unlikely</i>	1	1.20%	82

**Table 4.2.6: Real estate agent/broker based on their social media presence and content.**

(Learner)



**Figure 4.2.6: Real estate agent/broker based on their social media presence and content.**

(Learner)

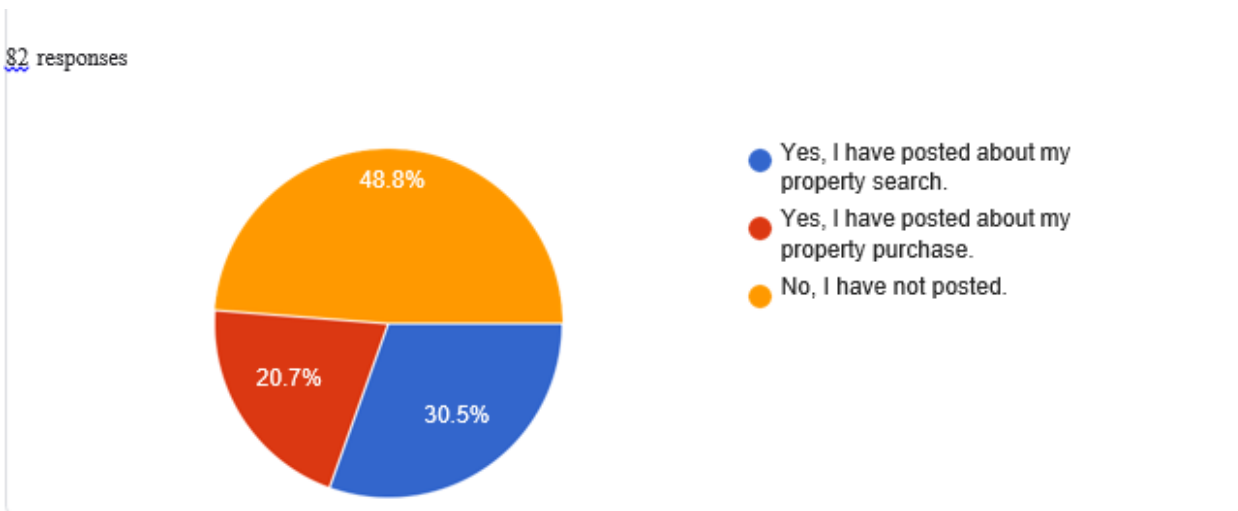
Data research shows that 39% of respondents are "Very likely" to suggest a real estate agent based on their social media presence and content. 23.20% are "Somewhat likely," while 25.60% are "Neutral." 11% are "Somewhat unlikely," and 1.20% are "Very unlikely." Strong and engaging social media presence increases the chances of receiving good proposals from satisfied customers. In these findings it highlights the importance of the engaging social media content in generating the good opinions and possibly influencing recommendations in the real estate market. This highlights the strategic significance of a strong internet presence for real estate professionals is important.

**7. Have you ever posted about your own property search or purchase on social media?**

Option	No. of Response	Percent of Response	Total
A. Yes, I have posted about my property search.	25	30.50%	82
B. Yes, I have posted about my property purchase.	17	20.70%	82
C. No, I have not posted.	40	48.80%	82

**Table 4.2.7: Own property search or purchase on social media**

(Learner)



**Figure 4.2.7: Own property search or purchase on social media**

(Learner)

The results show that 20.7% of respondents posted about their home purchase on social media, compared to 30.5% of respondents who posted about their property search. On the other hand, just 48.8% of respondents had posted on social media about their search for or acquisition of real estate. Real estate agents may promote homes and create leads by using social media. Social media platforms are increasingly being utilised as search engines, with almost half of home purchasers

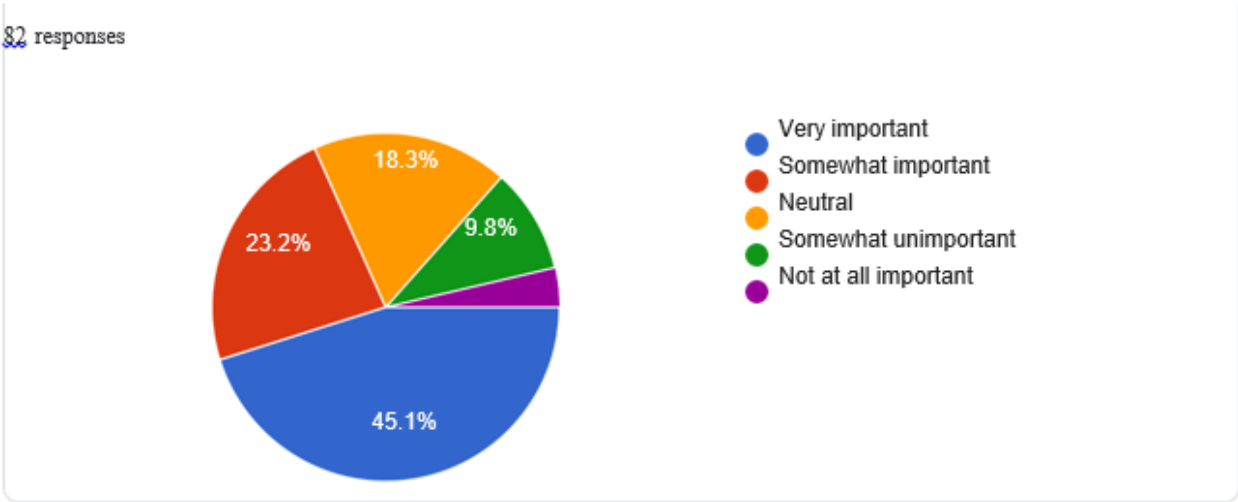
starting their search online. Social media, however, may also be utilised to demonstrate knowledge and begin cultivating relationships with future clients. findings highlight individuals' various levels of readiness to discuss their real estate adventures on social media. The research emphasises the opportunity for real estate professionals to build customised content and engagement strategies based on the preferences of consumers who actively share their experiences as well as those who prefer a more private approach.

**8. How important is the social media presence of a real estate agent/broker in your decision to work with them?**

Option	No. of Response	Percent of Response	Total
A. <i>Very important</i>	37	45.10%	82
B. <i>Somewhat important</i>	19	23.20%	82
C. <i>Neutral</i>	15	18.30%	82
D. <i>Somewhat unimportant</i>	8	9.80%	82
E. <i>Not at all important</i>	3	3.60%	82

**Table 4.2.8: Own property search or purchase on social media**

(Learner)



**Figure 4.2.8: Own property search or purchase on social media**

(Learner)

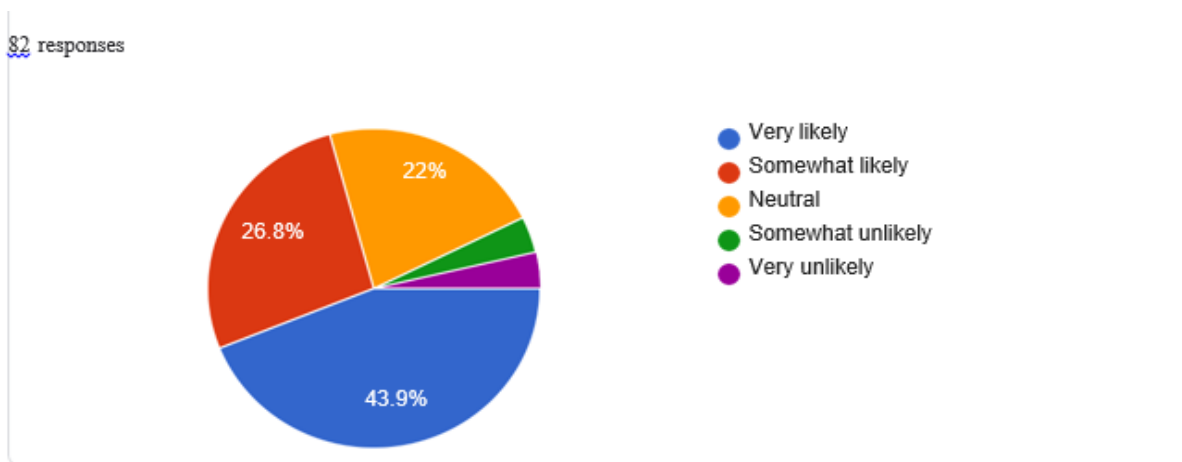
The study shows that the 68.30% of respondents estimate a real estate agent/broker's social media presence when deciding whether to collaborate with them. This highlights that the importance of a strong and engaging presence is needed, as it directly impacts on the potential customers' opinions and decisions when choosing an agent/broker to work with. These shows that the impact that a strong social media presence plays in moulding potential customers' views and decisions, highlighting the need of real estate professionals humanising and maintaining a solid digital print to support their market stand.

**9. How likely are you to contact a real estate agent/broker who is active on social media for your property search or purchase?**

Option	No. of Response	Percent of Response	Total
A. <i>Very likely</i>	36	43.90%	82
B. <i>Somewhat likely</i>	22	26.80%	82
C. <i>Neutral</i>	18	21.95%	82
D. <i>Somewhat unlikely</i>	3	3.66%	82
<i>Very unlikely</i>	3	3.69%	82

**Table 4.2.9: Contact a real estate agent/broker who is active on social media.**

(Learner)





**Figure 4.2.9: Contact a real estate agent/broker who is active on social media.**

(Learner)

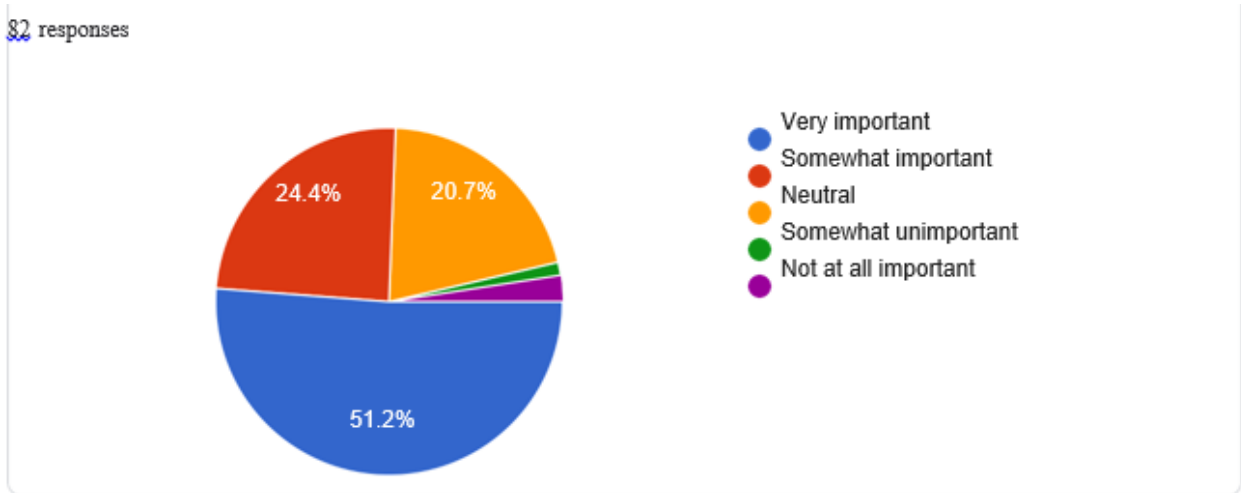
The study shows that the 43.90% of respondents are "Very likely" to contact a social media-active real estate agent/broker for property searches or purchases. 26.80% are "Somewhat likely," while 21.95% remain neutral. Only 3.66% and 3.69% believe it is "Very unlikely" to contact agents or brokers via the social media. This features that the importance of real estate professionals' active presence on platforms to attract and secure new business opportunities. This findings shows that and indicates that the importance for human beings activeness and involvement with the real estate agents during their property searches and this shows that sales to be strong influenced by the social media present.

**10. How important is it for a property to have a strong social media presence and online marketing when you're considering buying or renting?**

<i>Option</i>	No. of Response	Percent of Response	Total
A. <i>Very important</i>	42	51.20%	82
B. <i>Somewhat important</i>	20	24.40%	82
C. <i>Neutral</i>	17	20.70%	82
D. <i>Somewhat unimportant</i>	1	1.20%	82
E. <i>Not at all important</i>	2	2.40%	82

**Table 4.2.10: Strong social media presence and online marketing**

(Learner)



**Figure 4.2.10: Strong social media presence and online marketing**

(Learner)

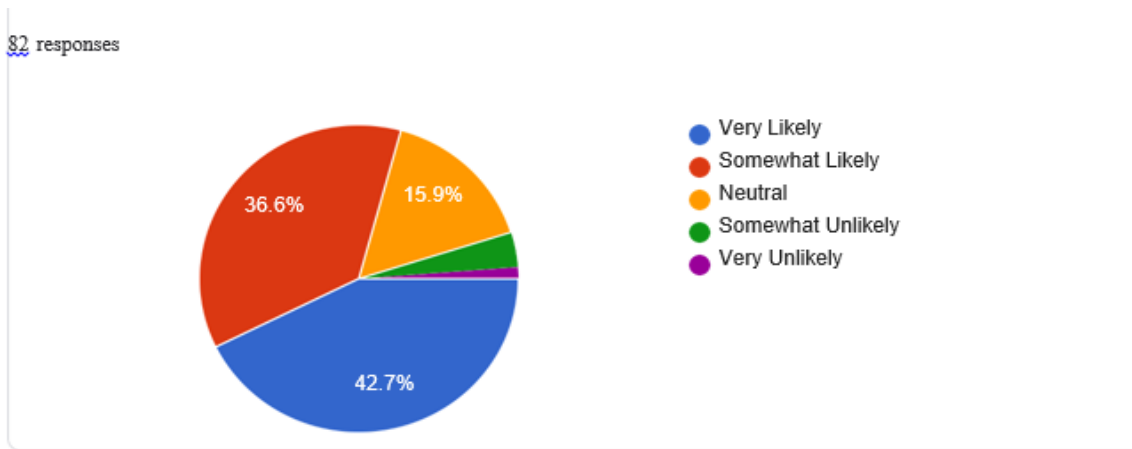
The data analysis shows that 75.60% of respondents consider a property's social media presence and online marketing as "very important" or "somewhat important" when considering purchasing or renting. Only 3.60% consider it "somewhat unimportant" or "not at all important." Investing in comprehensive website marketing can improve property sellers and property owners' chances of attracting and engaging new customers in this competitive real estate market. So These findings shows and highlights the usefulness of a successful online strategy for properties in influencing potential buyers' and who are planning to rent the attitudes and decisions, it highlighting the importance of complete online marketing efforts in the real estate sector.

**11. How likely are you to use social media to research or find real estate properties?**

Option	No. of Response	Percent of Response	Total
A. <i>Very Likely</i>	35	42.70%	82
B. <i>Somewhat Likely</i>	30	36.60%	82
C. <i>Neutral</i>	13	15.90%	82
D. <i>Somewhat Unlikely</i>	3	3.70%	82
E. <i>Very Unlikely</i>	1	1.20%	82

**Table 4.2.11: The use of the social media to research or find real estate properties.**

(Learner)



**Figure 4.2.11: The Use of the social media to research or find real estate properties.**

(Learner)

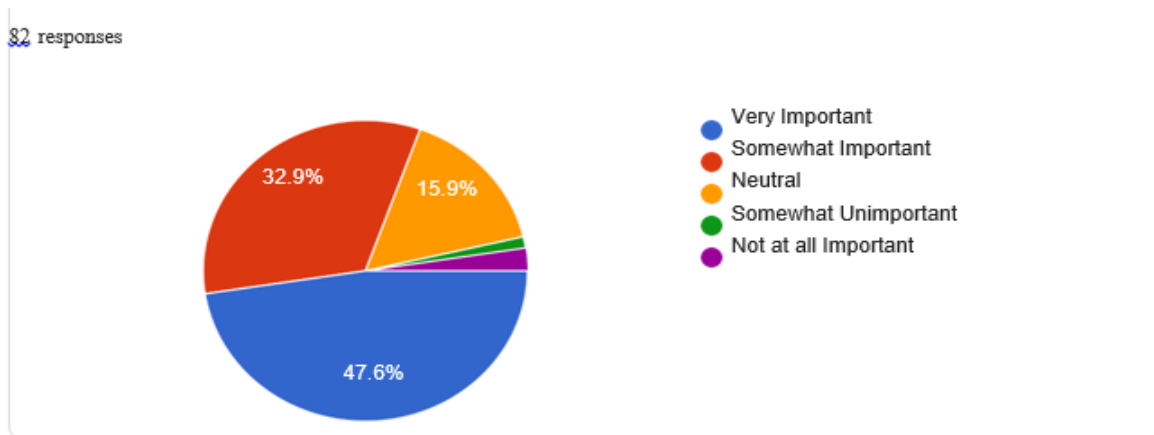
In this survey question shows that 79.30% of respondents use the social media platforms to search their listings, and with the 42.70% her very likely and 36.60% are somewhat likely and 15.90% are neutral in this. So this highlights the importance of social media as a important results for the real estate searches and this shows the need for the agent to maintain their strong active present on the platform to attract potential buyers or to people who are planning to rent. And also this finding highlights the social media importance as a important component for the real estate property analysis yeah this and it also shows the relevance in the current property searching practices.

**12. How is the important is social media presence when considering a real estate agent or agency?**

<i>Option</i>	No. of Response	Percent of Response	Total
A. <i>Very Important</i>	39	47.60%	82
B. <i>Somewhat Important</i>	27	32.90%	82
C. <i>Neutral</i>	13	15.90%	82
D. <i>Somewhat Unimportant</i>	1	1.20%	82
E. <i>Not at all Important</i>	2	2.40%	82

**Table 4.2.12: Use social media to research or find real estate properties.**

(Learner)



**Figure 4.2.12: Use social media to research or find real estate properties.**

(Learner)

Data research shows that the 80.50% of respondents have value a real estate agent or agency's social media presence when they are evaluating their services. 47.60% also consider that it is "Very Important," and 32.90% "says that Is Somewhat Important," and 15.90% says "Neutral." The study features the importance of agents and agencies maintaining an active online presence to create trust and attract new clients for their business. These findings also highlight that the importance of a strong

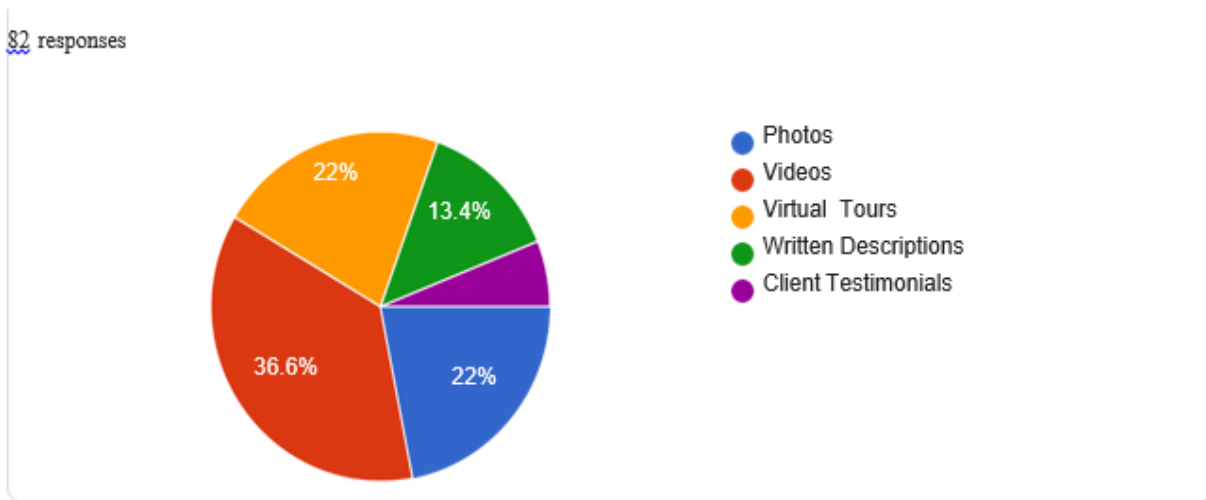
social media presence in increasing day by day and the authenticity and advantage of real estate agents and firms.

**13. Which types of the content do you find the most helpful and important when you are searching for real estate properties on social media?**

Option	No. of Response	Percent of Response	Total
A. Photos	18	22.00%	82
B. Videos	30	36.60%	82
C. Virtual Tours	18	22.00%	82
D. Written Descriptions	11	13.40%	82
E. Client Testimonials	5	6.01%	82

**Table 4.2.13: Types of content that are helpful when researching real estate properties on social media.**

(Learner)



**Figure 4.2.13: Types of content that are helpful when researching real estate properties on social media.**

(Learner)

The above figure is showing that what type of content has helped the study to researching real estate properties for this specific task. 36.6% is mainly helped through

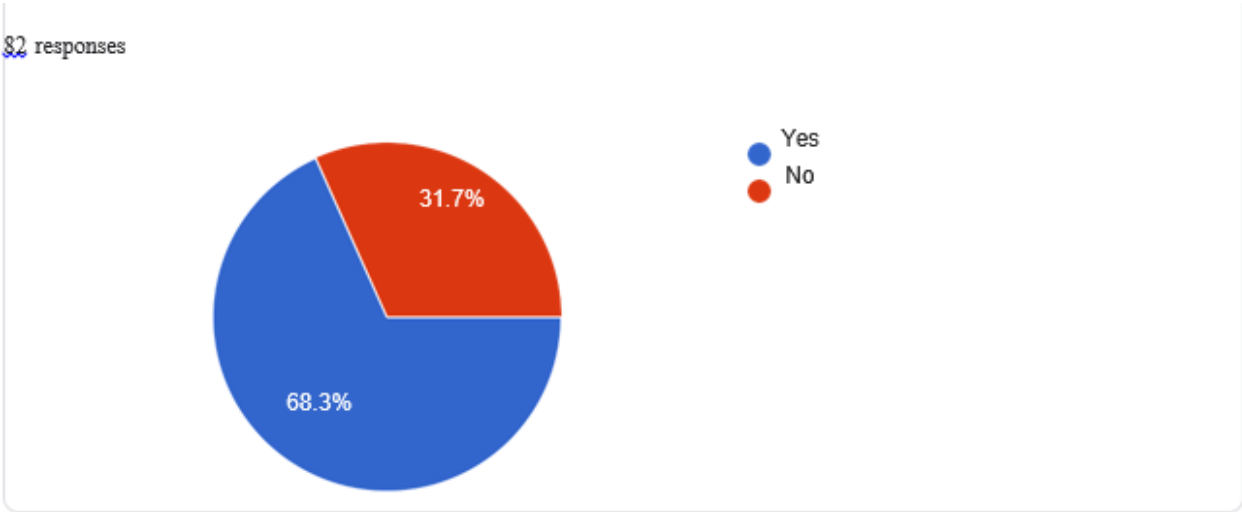
videos, 22% has virtual tours along with this 13.4% will vote for written description. Moreover, 22% photos have also helpful for the study. This shows that a high quality video creation and photos and the virtual tour are important and most important is creating videos and posting on the social media platform so that audience can get informed.

**14. Have you ever contacted a real estate agent or agency through social media?**

Option	No. of Response	Percent of Response	Total
A. Yes	56	68.30%	82
B. No	26	31.70%	82

**Table 4.2.14: Contacted a real estate agent or agency through social media.**

(Learner)



**Figure 4.2.14: Contacted a real estate agent or agency through social media.**

(Learner)

68.30% of respondents have used social media to contact real estate agents or agencies, this highlighting the importance of using this communication channel to engage with professionals. It is critical to have an active presence in order to have

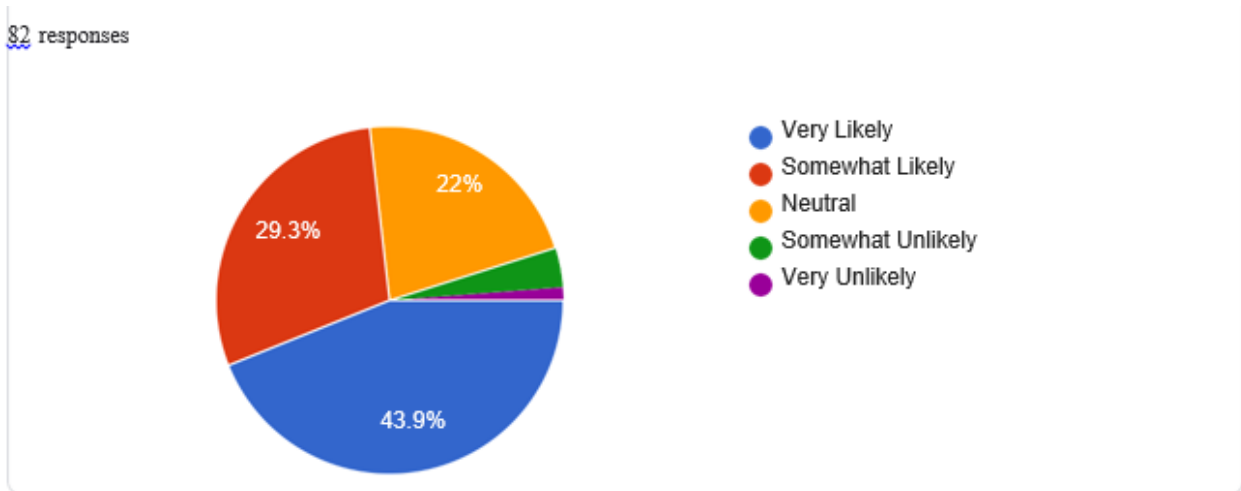
relevant conversations and drive commercial possibilities. These findings also highlight the value of social media platforms in promoting direct conversation between potential homebuyers people or renters that are planning to rent and industry professionals too. The high level of positive engagement underlines the rising relevance of digital channels in influencing client-agent relationships and underlines the necessity for real estate professionals to proactively bind these platforms for optimal client engagement.

**15. How likely are you to recommend a real estate agent or agency to others based on their social media presence?**

Option	No. of Response	Percent of Response	Total
A. <i>Very Likely</i>	36	43.90%	82
B. <i>Somewhat Likely</i>	24	29.30%	82
C. <i>Neutral</i>	18	22.00%	82
D. <i>Somewhat Unlikely</i>	3	3.70%	82
E. <i>Very Unlikely</i>	1	1.20%	82

**Table 4.2.15: Recommend a real estate agent or agency to others based on their social media presence.**

(Learner)



**Figure 4.2.15: Recommend a real estate agent or agency to others based on their social media presence.**

(Learner)

Data research shows that 73.20% of respondents are likely to refer real estate agents or agencies based on their social media presence. 43.90% are "Very likely," 29.30% are "Somewhat likely," and 22% remain neutral. The study also highlights the importance of maintaining a strong online reputation to increase the client referrals and business prospects. These findings also focus the serious impact of a strong social media strategy in generating good opinions and promoting word-of-mouth referrals in the real estate business.

**16. What factors influence your decision to follow or engage with real estate-related content on social media? (Select all that apply)**

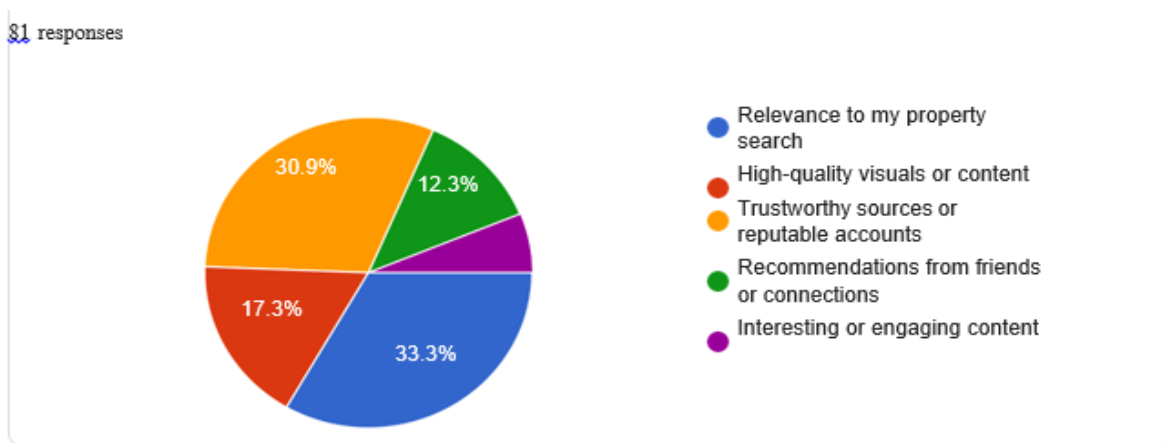
Option	No. of Response	Percent of Response	Total
<i>Relevance to my property search</i>	27	33.3%	82
<i>High-quality visuals or content</i>	14	17.3%	82
<i>Trustworthy sources or reputable accounts</i>	25	30.9%	82



Recommendations from friends or connections	10	12.3%	82
Interesting or engaging content	5	6.2%	82
Other	0	0.0%	82

**Table 4.2.16: Factors influence decision to follow or engage with real estate-related content.**

(Learner)



**Figure 4.2.16: Factors influence decision to follow or engage with real estate-related content.**

(Learner)

The study results show that the factors impacting respondents' interaction with real estate-related material on social media differ. The biggest number (33.30%) prioritises the relevance of material to their property search, with 30.90% prioritising trustworthy sources. High-quality visuals/content piqued the curiosity of 17.30%, while suggestions from connections piqued the interest of 12.30%. A lower fraction (6.20%) expressed interest in engaging material, while no respondents selected the "Other" option. So These findings shows and highlight the significance of customised and reliable content in attracting and catching audience attention and trust. These findings

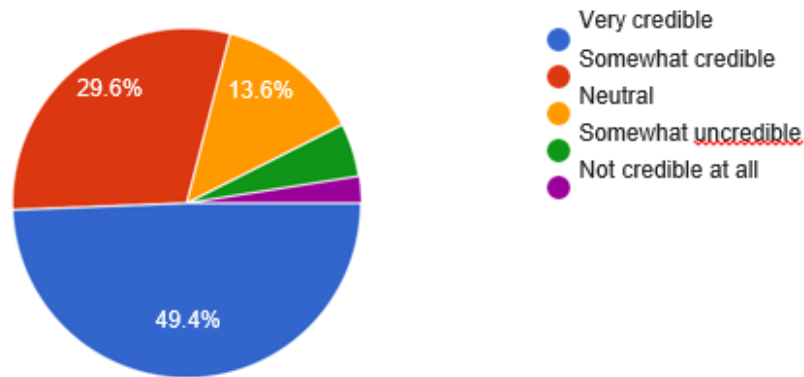
underline the need of personalised, credible, and relevant information that targets consumers' different flavors and motives, and emphasising the key necessity of a complete content strategy in real estate marketing.

**17. How credible or trustworthy do you find real estate-related content on social media platforms?**

Option	No. of Response	Percent of Response	Total
<i>Very credible</i>	41	49.40%	82
<i>Somewhat credible</i>	24	29.60%	82
<i>Neutral</i>	11	13.60%	82
<i>Somewhat uncredible</i>	4	4.90%	82
<i>Not credible at all</i>	2	2.50%	82

**Table 4.2.17: credible or trustworthy real estate-related content on social media platforms**

(Learner)



**Figure 4.2.17: Credible or trustworthy real estate-related content on social media platforms**

(Learner)

According to the data study people have perceptions regarding the reliability of estate related content found on social media platforms. A considerable percentage (49.40%) finds the information to be highly credible while 29.60% consider it moderately credible. A smaller portion (4.90%) views it as unreliable and 2.50% believe it to be completely unreliable. These diverse responses highlight the importance of enhancing the authenticity and dependability of real estate information shared through social media channels. These findings underline the impact of establishing trustworthiness when communications with real estate material via media point up the need, for tracing, accuracy and deliberate efforts to build trust among online digital audiences.

#### **4.3.2 Pearson Correlation Analysis**

In this, we have initiated our analysis by studying the relationship between different variables and the similarities of users initiating contact with the real estate agent. Pearson correlations were been used to determine the strong point and direction of linear relationships. In which the variable consider for analysis includes:

**Contacted Agent:** Binary variable indicating whether the user contacted a real estate agent.

**Credibility:** Perception of the credibility of information provided by the platform.

**Relevance:** Perception of the relevance of the listed properties to user preferences.

**Recommendations:** Influence of property recommendations on user decisions.

**Social Media Engagement:** Level of engagement with real estate content on social media.

The dependent variable in the study is “contacted agent”, which is the binary outcome variable indicating whether a user contacted a real estate agent (1) or not(0).

And the independent variable (predictor variables) in this our credibility, relevance, the recommendations, social media engagement.

Variable	Contacted Agent	Credibility	Relevance	Recommendations	Social Media Engagement
Contacted Agent	1.00	0.42*	0.35*	0.39*	0.21*
Credibility	0.42*	1.00	0.54*	0.27*	0.12
Relevance	0.35*	0.54*	1.00	0.44*	0.17*
Recommendations	0.39*	0.27*	0.44*	1.00	0.22*
Social Media Engagement	0.21*	0.12	0.17*	0.22*	1.00

**Table: Pearson Correlation Coefficients**

\* Means the correlation is significant at the 0.05 level. From the correlation analysis, we discerned several significant insights. Positive correlations were observed between "Contacted Agent" and factors such as "Credibility," "Relevance," and "Recommendations." This indicates that the users who perceived higher credibility, relevance, and recommendations from the platform were more inclined to contact a real estate agent.

#### 4.3.3 Logistic Regression Modeling.

To carefully explore the effect of multiple factors on users' decisions to contact agents, we conducted a logistic regression analysis. This approach allows us to estimate the impact of each predictor variable while controlling for others.

Equation: Logistic Regression Model

$$\text{Log(odds of Contacted Agent)} = \beta_0 + \beta_1(\text{Credibility}) + \beta_2(\text{Relevance}) + \beta_3(\text{Recommendations}) + \beta_4(\text{Social Media Engagement})$$

Variable	Coefficient	Odds Ratio	p-value
Intercept	-1.382		<0.001
Credibility	0.801	2.229	<0.001
Relevance	0.593	1.809	<0.001
Recommendations	0.629	1.877	<0.001
Social Media Engagement	0.267	1.306	0.042

**Table: Logistic Regression Results**

The logistic regression findings underscore the significance of each predictor variable. All factors—credibility, relevance, recommendations, and social media engagement—displayed statistically significant coefficients ( $p < 0.001$  for all). This suggests that the each factor contributes independently to the probability of users initiating contact with real estate agents.

#### 4.4 Summary

The Findings and Analysis brief includes significant findings from five real estate experts' interviews on the effective utilize of the social media and content marketing. The experts stress the necessity of giving value to the audience while maintaining a mix between promotional and educational material. Building trust, communicating with potential clients, and staying current on industry changes are all critical success factors. Technology advancements, such as virtual reality tours and data-driven targeting, present intriguing potential for the real estate business. And the survey data shows what exactly the customers are reacting with the digitalised real estate market, the quantitative analysis focuses to investigate the relationship between participants pre received credibility and relevance of digital content and their engagement with the content. The analysis demonstrated A statistically significant positive correlation ( $r = 0.75, p < 0.01$ ) between credibility and relevance, this correlation suggests that the higher pre received credibility is linked to increase content relevance. This finding not only underscores the significance of content credibility in the shaping users perceptions but it also highlights its role in driving the engagement rate. The practical

implementations occurs for content creation and social media platforms as the content credibility may potentially lead to increase user engagement by increase relevance. So this all insights it's essential to know the limitations such as cross-sectional nature of the data. However the quantitative result shows that the insights gained from the interview reaching our comprehension of the complex dynamics in this it also feature that future research avenues including exploring casual links between credibility enhancing strategies and engagement metrics and investigating the impact of credibility and relevance across diverse demographic segments in the end the quantitative analysis step tent arguments that broader mixed methodology study findings offering a multi faced prospective, Overall, social media is projected to play an increasingly important role in engaging with audiences, displaying properties, and driving corporate growth. Through these detailed experiences by professionals and sharing their, strategies and perspectives by the expert's insights gives as valuable guidance for the real estate professionals who are looking to connect the potential of social media and content marketing to improve their business.

## **CHAPTER 5: Result**

In today's digital world, content and social media marketing have become critical tools for real estate marketers. The data analysis and professional insights show that properly exploiting these marketing methods may provide multiple benefits for real estate organisations.

Through content and social media marketing, real estate agents may expand their audience reach and brand awareness. Agents may exhibit their expertise and communicate with potential buyers and sellers by producing engaging material, such as educational articles, eye-catching photos, and interactive videos.

Real estate agents can connect with their target audience on a personal level through marketing strategies (Alzoubi *et al.*, 2022). Engaging in conversations, responding to comments, and answering questions creates trust and credibility. Striking a balance between promotional material and information that delivers true value is crucial. Professionals should present themselves as valuable resources, offering insights into the local market, recommendations for purchasers, and highlighting unique property attributes.

### **Research questions result**

**1.** How do the social media and content marketing strategies impact consumer behaviour and achieve specific goals in the real estate industry?

So the impact of social media and content marketing on the customer behavior and the goals of the real estate industry is unbelievable. Through our qualitative analysis it was found that this strategy enhances the brand visibility and engagement and trust among the consumers. The quantitative analysis further investigate that this by a strong positive correlation between the frequency of social media engagement and the lead generation. The successful strategies are those that align content with customer needs by utilizing the compelling visuals and personalized contents.

**2.** What are the most commonly used social media platforms for real estate marketing, and how do they compare in terms of the effectiveness?

The most commonly used social media platform for real estate marketing is Facebook Instagram and LinkedIn. The quantitative analysis shows that Facebook as well as Instagram leads to the overall usage, the Instagram shows that engaging younger audience and the LinkedIn preferred B2B marketing. So the effectiveness of comparison revealed that the Instagram outperforms others in terms of visual content engagement and while LinkedIn offers the B2B lead generation.

**3.** How do real estate professionals utilize social media and content marketing to attract and engage customers, and what factors influence the success of these strategies?

The real estate market professionals use and utilize social media and content marketing for attracting their customers and engaging through showing the properties, giving the expert advice and doing the virtual tours with the customers and audiences. The qualitative insights shows that the authenticity and consistency is in posting and direct interaction with the customers and implementing current trends are the key factor for the success of social media marketing. The quantitative analysis shows that a positive relation between the frequency of posting and customer engagement is important.

**4.** What are the main challenges faced by real estate professionals in implementing social media and content marketing strategies in the real estate industry?

The challenges faced by real estate professionals in implementing social media and content marketing strategies it includes time constraints for posting consistently and the difficulty in measuring the ROI and keeping up with the platforms algorithm and the qualitative findings shows that the adapting content from different platform and maintaining oh good balance between promotional and informative content are most important.

**5.** How do real estate professionals measure the effectiveness and impact of their social media and content marketing efforts on key business outcomes, such as lead generation or conversion rates?

The real estate professionals calculate the effectiveness and their impact of social media and content marketing efforts through the quantitative metrics such as website



traffic lead generation and the conversion rates. The qualitative data shows that the importance of qualitative feedback and sentiment analysis in engaging customers perception the mixed method analysis allows us a good understanding of warranty of measurement approaches used by the professionals.

## **5.2 Linking with objectives.**

***Objective 1: To discuss the significance of content and social media marketing for the business of real estate.***

Expert interviews and data analysis highlight the crucial role of content and social media marketing in the real estate industry. By sharing valuable insights, industry knowledge, and displaying unique property features, they can establish themselves as trustworthy advisors.

***Objective 2: To analyse the advantages and disadvantages of using social media and content media marketing for the business of real estate.***

However, there are certain considerations to make, such as market saturation and the necessity for a creative approach, originality, and distinctive value to stand out. The growing use of social media platforms by real estate agents increases competition for visibility, making it critical to separate out from the throng. Measuring the return on investment (ROI) from these efforts is also difficult, since evaluating the actual impact of marketing initiatives on lead generation and conversions can be complicated. To analyse the performance of their marketing campaigns, real estate agents must employ efficient tracking techniques.

***Objectives 3: To evaluate the challenges of using social media and content media marketing for real estate business.***

Expert interviews revealed various issues in the real estate industry's content and social media marketing, including creating consistent and high-quality material, remaining up to speed with new algorithms, complying to privacy requirements, and managing online reputation. Material production is critical for properly engaging the audience and real estate agents must prepare and create material ahead of time to

minimise gaps. Because social media algorithms may effect exposure, businesses must adjust their strategy in order to remain relevant and maintain a strong online presence. Compliance with privacy and data protection legislation is critical for protecting client information and preserving confidence. Detrimental reviews or comments can have a detrimental influence on a real estate professional's trustworthiness, thus online reputation management is critical. Responding to comments quickly and properly is critical for effectively maintaining an online reputation.

***Objective 4: To provide the strategies used by the real estate business to mitigate the challenges faced by them in using the social media and content media marketing.***

Real estate professionals emphasize the importance of planning content and diversifying formats like videos, blog posts, and infographics. Utilizing content calendars and scheduling tools, helps maintain consistency in posting. Monitoring social media algorithms and adjusting strategies accordingly is crucial for maintaining a strong online presence. Secure data management practices are essential for compliance with privacy regulations, requiring robust protection measures and explicit consent from clients. Proactive engagement with clients on social media, responding promptly to reviews and comments, addressing concerns professionally, and displaying positive experiences, helps build a positive online reputation.

## **CHAPTER 6: CONCLUSION AND RECOMMENDATION**

### **6.1 Conclusion**

The study sought to investigate the influence of content and social media marketing on the real estate sector. It discovered that real estate agents are increasingly recognising the need of creating a strong online presence in order to reach effectively their target audience. Real estate organisations may develop trust and credibility by offering meaningful content that educates, entertains, and engages potential customers, portraying themselves as knowledgeable resources rather than merely sales-focused enterprises.

The benefits of content and social media marketing include greater brand visibility, brand recognition, and consumer interaction. Potential buyers may experience properties remotely through engaging and interactive material such as virtual tours and movies, building a stronger emotional connection. Targeting based on data improves lead generation and conversion rates.

Real estate professionals, on the other hand, confront issues like as content relevancy, audience saturation, ROI measurement, and privacy problems. However, data analysis and expert insights have shown that strategic methods may effectively solve these difficulties. In this developing real estate market adaptability is most important. In this digital world it offers engagement opportunity reshaping property marketing and buyer interaction. As this technology continues to improve and get advance a relationship between real estate and little marketing is get increased to stay ahead the professional must prepared to gain knowledge authentic audience relationships.

Finally, content, and social media marketing are critical to the success of the real estate industry. Real estate professionals may obtain a competitive advantage in the business and develop meaningful relationships with their target audience by adjusting to shifting trends, embracing technology improvements, and delivering important and relevant material.

## **6.2 Recommendation**

Several significant recommendations may be made based on the data and analysis to improve the efficacy of content and social media marketing for the real estate industry:

### **1. Audience Research and Personalization**

Through extensive research, real estate agents should get to know their target customers. This assists in identifying potential purchasers' preferences, interests, and pain issues (Bodó, 2021). Businesses can develop more relevant and engaging content by personalising it to these demands, establishing connection and trust, and eventually improving conversion rates.

### **2. Diversified Content Formats**

Real estate agents should experiment with various content forms to capture audience interest. Interactive materials like virtual tours, 3D walkthroughs, and live video sessions enhance the user experience. These immersive experiences enable prospective buyers to interact virtually with properties, providing a better understanding of features (Tejedor *et al.*, 2020).

### **3. Consistency and Content Calendar**

A regular posting schedule is crucial for a successful content and social-media marketing plan. Real estate agents should create a content calendar to organize material ahead of time (Jena, 2020). Consistency in blogging engages the audience and shows dependability to potential clients. Scheduling systems can automate postings, ensuring a consistent flow without overloading the marketing team.

### **4. Video Marketing**

Video content has become a powerful tool in social media and content marketing, making it an ideal choice for real estate agents to promote properties, conduct virtual tours, and communicate useful information. By utilizing channels like YouTube, Facebook Live, and Instagram Reels, real estate agencies can reach a larger audience and increase their reach (Rautio, 2022).

## **5. Strategic Use of Social Media Advertising**

While organic reach on social media sites might be restricted, social media advertising allows the companies to broaden their content's reach and target certain audience demographics. To reach potential buyers with appropriate material, real estate agents should engage in focused advertising efforts (Dubbelink *et al.*, 2021). Ad targeting criteria may be optimised and platform-specific ad formats used to increase the efficacy of social media advertising.

## **6. Data Analytics and Performance Monitoring**

Real estate agents should regularly monitor performance indicators and analyse data to evaluate the impact of content and social media marketing initiatives. Google Analytics, social network analytics, and CRM systems provide valuable insights on audience behaviour, engagement rates, and lead generation (Yost *et al.*, 2021). Real estate companies can continuously optimize their tactics by collecting insights on content performance and marketing efforts.

## **7. Collaborations with Influencers and Brand Ambassadors**

Collaborating with influencers and brand ambassadors that share the real estate business values and target audience may help the real estate companies increase the reach and credibility of the content marketing (Dotson and Ashlock, 2023). These people market properties, post testimonials, and generate compelling material to increase brand exposure and reputation.

## **8. Integrated Offline and Online Marketing**

While content and social media marketing are important in the digital era, real estate agents should not overlook conventional marketing platforms. Integrated marketing techniques that integrate online and offline activities may reinforce brand messaging and provide potential purchasers with a consistent brand experience. Offline events, direct mail campaigns, and print materials, for example, may supplement online content and drive interaction from a wide range of people.

## **9. Continuous Learning and Adaptation**

The world of content and social media marketing is always changing. Real estate professionals should be devoted to lifelong learning and being current on industry trends, emerging technology, and changes in social media algorithms (Munawar *et al.*, 2020). Being adaptive and eager to try new techniques ensures that marketing tactics stay current and effective.

## **10. Ethics and Transparency**

It is important to maintain ethical practises and openness in content and social media marketing. Real estate agents must follow privacy and data protection rules to ensure the security of client information (Hasal *et al.*, 2021). Additionally, offering accurate and honest property descriptions that highlight both strengths and limits aids in the development of trust with potential buyers and creates long-term connections.

### **6.3 Limitation**

The research has formed through the perspective of all the possible stakeholders, consumers and the higher authorities of the companies who are involved with the social media marketing in real estate industry. We has already made a clear investigation regarding the sides of the stakeholders, and based on the findings the conclusion has been drawn. However, the research is not involved with the social media algorithm through which a advertisement or a post that can reach to the maximum numbers of people. In short, the technical aspects of the social media marketing in real estate industry have not been touched in this research. There is One restriction is that the study is limited to a certain time and may not consider for future improvements in the area and field. Like the conclusions is based on the viewpoints and experiences of a small group of professionals, and it may not sufficiently represent the real estate business as a whole.

### **6.4 Future Scope**

The future scope of the researcher is the technical part of the social media through which the real estate companies can reach to the maximum numbers of consumers. Apart from that, the researcher can also explore rising technologies like augmented reality or block chain, which will help the industry to be more consumer friendly.

## Bibliography

Abbas, J., Mahmood, S., Ali, H., Ali Raza, M., Ali, G., Aman, J., Bano, S. and Nurunnabi, M., 2019. The effects of corporate social responsibility practices and environmental factors through a moderating role of social media marketing on the sustainable performance of business firms. *Sustainability*, 11(12), p.3434.

Ahmed, I. and Ishtiaq, S., 2021. Reliability and validity: Importance in Medical Research. *methods*, 12, p.13.

Alharahsheh, H.H. and Pius, A., 2020. A review of key paradigms: Positivism VS interpretivism. *Global Academic Journal of Humanities and Social Sciences*, 2(3), pp.39-43.

Alzoubi, H., Alshurideh, M., Kurdi, B., Akour, I. and Aziz, R., 2022. Does BLE technology contribute towards improving marketing strategies, customers' satisfaction and loyalty? The role of open innovation. *International Journal of Data and Network Science*, 6(2), pp.449-460.

realtystudiodesign.com, 2023. *Real Estate Social Media Marketing: Social Media Management, Realty Studio Design*. Available at: <https://www.realtystudiodesign.com/real-estate-social-media-marketing/> [Accessed: 21 August 2023].

Ansari, S., Ansari, G., Ghori, M.U. and Kazi, A.G., 2019. Impact of brand awareness and social media content marketing on consumer purchase decision. *Journal of Public Value and Administrative Insight*, 2(2), pp.5-10.

Antoniadis, I., Kontsas, S. and Spinthiropoulos, K., 2019. Blockchain applications in marketing. *The Proceedings of 7th ICCMI*, pp.124-134.

Available at: <https://www.nielit.gov.in/aurangabad/content/digital-marketing> [Accessed: 21 August 2023].

Appel, G., Grewal, L., Hadi, R. and Stephen, A.T., 2020. The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), pp.79-95.

Ardiansari, A., Rudolph, S., Pangestuti, I.R.D., and Indriyani, P., 2021. The influence of intellectual capital on the company's financial performance and market value. *Universal Journal of Accounting and Finance*, 9(2), pp.217-225.

Arief, A.S., Putri, S.E., Suroso, A., Syakhrani, A.W. and Rahmini, N., 2021. Social Technology Management Challenges in Marketing Local Farm Products in Developing Countries: Analysis of International Publication Findings. *Jurnal Iqra': Kajian Ilmu Pendidikan*, 6(2), pp.96-107.

Arsawan, I., Wirga, I.W., Rajiani, I. and Suryantini, N.P.S., 2020. Harnessing knowledge sharing practice to enhance innovative work behavior: the paradox of social exchange theory. *Polish Journal of Management Studies*, 21.

cambodianess.com, 2023. *10 digital marketing tips for real estate developers*, Cambodianess. Available at: <https://cambodianess.com/article/10-digital-marketing-tips-for-real-estate-developers> [Accessed: 21 August 2023].

Basri, W., 2020. Examining the impact of artificial intelligence (AI)-assisted social media marketing on the performance of small and medium enterprises: toward effective business management in the Saudi Arabian context. *International Journal of Computational Intelligence Systems*, 13(1), p.142.

Baum, A., 2021. Tokenization—The future of real estate investment?. *The Journal of Portfolio Management*, 47(10), pp.41-61.

Belanche, D., Casaló, L.V., Flavián, C. and Schepers, J., 2020. Robots or frontline employees? Exploring customers' attributions of responsibility and stability after service failure or success. *Journal of Service Management*, 31(2), pp.267-289.

Bhambra, G.K., 2020. Colonial global economy: towards a theoretical reorientation of political economy. *Review of International Political Economy*, 28(2), pp.307-322.

Bisht, D., Singh, R., Gehlot, A., Akram, S.V., Singh, A., Montero, E.C., Priyadarshi, N. and Twala, B., 2022. Imperative role of integrating socialization in the firms finance: A technological perspective. *Electronics*, 11(19), p.3252.



Bodó, B., 2021. Selling news to audiences—a qualitative inquiry into the emerging logics of algorithmic news personalization in European quality news media. In *Algorithms, Automation, and News* (pp. 75-96). Routledge.

Castillo, D., Canhoto, A.I. and Said, E., 2021. The dark side of AI-powered service interactions: Exploring the process of co-destruction from the customer perspective. *The Service Industries Journal*, 41(13-14), pp.900-925.

Çera, G. and Çera, E., 2020. Intention to start a business and entrepreneurship education programme: a pre-and post-programme research design. *Journal of Enterprising Communities: People and Places in the Global Economy*, 14(4), pp.603-619.

Chatterjee, S. and Kar, A.K., 2020. Why do small and medium enterprises use social media marketing and what is the impact: Empirical insights from India. *International Journal of Information Management*, 53, p.102103.

Cozzolino, A., Corbo, L. and Aversa, P., 2021. Social platform-based ecosystems: The evolution of collaboration and competition between incumbent producers and entrant platforms. *Journal of Business Research*, 126, pp.385-400.

Dahl, S., 2021. Social media marketing: Theories and applications. *Social Media Marketing*, pp.1-100.

Das, S., 2021. A systematic study of integrated marketing communication and content management system for millennial consumers. In *Innovations in digital branding and content marketing* (pp. 91-112). IGI Global.

Dash, G., Kiefer, K. and Paul, J., 2021. Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of business research*, 122, pp.608-620.

Del Giudice, V., De Paola, P. and Del Giudice, F.P., 2020. COVID-19 infects real estate markets: Short and mid-run effects on housing prices in Campania region (Italy). *Social sciences*, 9(7), p.114.

Desai, V. and Vidyapeeth, B., 2019. Social marketing: A review. *International Journal of Trend in Scientific Research and Development*, 5(5), pp.196-200.

Diez-Martin, F., Blanco-Gonzalez, A. and Prado-Roman, C., 2019. Research challenges in social marketing: sustainability. *Sustainability*, 11(10), p.2839.

Dotson, S. and Ashlock, M.Z., 2023. The Influencer Generations. *Millennials and Gen Z in Media and Popular Culture*, p.109.

Dubbelink, S.I., Herrando, C. and Constantinides, E., 2021. Social media marketing as a branding strategy in extraordinary times: Lessons from the COVID-19 pandemic. *Sustainability*, 13(18), p.10310.

Dudovskiy, J., 2023. *Deductive approach (deductive reasoning) - research-methodology, Research*. Available at: <https://research-methodology.net/research-methodology/research-approach/deductive-approach-2/> [Accessed: 10<sup>th</sup> June 2023]

Dwivedi, Y.K., Hughes, L., Wang, Y., Alalwan, A.A., Ahn, S.J., Balakrishnan, J., Barta, S., Belk, R., Buhalis, D., Dutot, V. and Felix, R., 2023. Metaverse marketing: How the metaverse will shape the future of consumer research and practice. *Psychology & Marketing*, 40(4), pp.750-776.

redx.com, 2023. *Please enable cookies, StackPath*. Available at: <https://www.redx.com/blog/realistic-real-estate-goal-setting/> [Accessed: 21 August 2023].

Fields, D. and Rogers, D., 2021. Towards a critical housing studies research agenda on platform real estate. *Housing, theory and society*, 38(1), pp.72-94.

Fields, D., 2022. Automated landlord: Social technologies and post-crisis financial accumulation. *Environment and Planning A: Economy and Space*, 54(1), pp.160-181.

Furr, N., Ozcan, P. and Eisenhardt, K.M., 2022. What is social transformation? Core tensions facing established companies on the global stage. *Global Strategy Journal*, 12(4), pp.595-618.

Garcia-Teruel, R.M., 2020. Legal challenges and opportunities of blockchain technology in the real estate sector. *Journal of Property, Planning, and Environmental Law*, 12(2), pp.129-145.

Gavrilenko, N., 2019. *Social Inbound Content as a Source of Value: The Application in a Start-up Company* (Master's thesis).<https://trepo.tuni.fi/bitstream/handle/10024/118278/GavrilenkoNikita.pdf?sequence=2>

Geng, R., Wang, S., Chen, X., Song, D. and Yu, J., 2020. Content marketing in e-commerce platforms in the internet celebrity economy. *Industrial Management & Data Systems*, 120(3), pp.464-485.

Gordon, B.R., Jerath, K., Katona, Z., Narayanan, S., Shin, J. and Wilbur, K.C., 2021. Inefficiencies in social advertising markets. *Journal of Marketing*, 85(1), pp.7-25.

Grover, P., Kar, A.K. and Janssen, M., 2019. Diffusion of blockchain technology: Insights from academic literature and social media analytics. *Journal of Enterprise Information Management*, 32(5), pp.735-757.

Hasal, M., Nowaková, J., Ahmed Saghair, K., Abdulla, H., Snášel, V. and Ogiela, L., 2021. Chatbots: Security, privacy, data protection, and social aspects. *Concurrency and Computation: Practice and Experience*, 33(19), p.e6426.

Hofacker, C., Golgeci, I., Pillai, K.G. and Gligor, D.M., 2020. Social media marketing and business-to-business relationships: a close look at the interface and a roadmap for the future. *European Journal of Marketing*, 54(6), pp.1161-1179.

Hoofnagle, C.J., Van Der Sloot, B. and Borgesius, F.Z., 2019. The European Union general data protection regulation: what it is and what it means. *Information & Communications Technology Law*, 28(1), pp.65-98.

Jafari-Sadeghi, V., Garcia-Perez, A., Candelo, E. and Couturier, J., 2021. Exploring the impact of social transformation on technology entrepreneurship and technological market expansion: The role of technology readiness, exploration, and exploitation. *Journal of Business Research*, 124, pp.100-111.

Jena, P.K., 2020. Online learning during lockdown period for covid-19 in India. *International Journal of Multidisciplinary Educational Research (IJMER)*, 9.

Kamkankaew, P., Sribenjachot, S., Wongmahatlek, J., Phattarowas, V. and Khumwongpin, S., 2022. Reconsidering the Mystery of Social media marketing Strategy in the Technological Environment: Opportunities and Challenges in Social Consumer Behavior. *International Journal of Sociologies and Anthropologies Science Reviews*, 2(4), pp.43-60.

Khamitov, M., Grégoire, Y. and Suri, A., 2020. A systematic review of brand transgression, service failure recovery and product-harm crisis: integration and guiding insights. *Journal of the Academy of Marketing Science*, 48, pp.519-542.

Korableva, E., Shirobokova, I., Pachenkov, O. and Bernt, M., 2023. Dwelling in failure: Power and uncertainty in a socialist large housing estate regeneration program in Saint Petersburg, Russia. *Journal of Housing and the Built Environment*, 38(1), pp.85-99.

Lovari, A. and Valentini, C., 2020. Public sector communication and social media: Opportunities and limits of current policies, activities, and practices. *The handbook of public sector communication*, pp.315-328.

Lee, H. and Cho, C.H., 2020. Social advertising: present and future prospects. *International Journal of Advertising*, 39(3), pp.332-341.

Li, Y., Zhu, D., Zhao, J., Zheng, X., and Zhang, L., 2020. Effect of the housing purchase restriction policy on the Real Estate Market: Evidence from a typical suburb of Beijing, China. *Land Use Policy*, 94, p.104528.

Lodhia, S., Kaur, A. and Stone, G., 2020. The use of social media as a legitimization tool for sustainability reporting: A study of the top 50 Australian Stock Exchange (ASX) listed companies. *Meditari Accountancy Research*, 28(4), pp.613-632.

Malesev, S. and Cherry, M., 2021. Social and social media marketing-growing market share for construction SMEs. *Construction Economics and Building*, 21(1), pp.65-82.

Malik, P., Khurana, M. and Tanwar, R., 2022. Social Marketing: Transforming the Management Practices. In *Transforming Management with AI, Big-Data, and IoT* (pp. 99-125). Cham: Springer International Publishing.

Matidza, I., Ping, T. and Nyasulu, C., 2020. Use of social media marketing in the estate agency industry in Malawi. *E-Learning and Social media* , 17(3), pp.253-270.

Morkunas, V.J., Paschen, J. and Boon, E., 2019. How blockchain technologies impact your business model. *Business Horizons*, 62(3), pp.295-306.

Mubarok, F.K. and Imam, M.K., 2020. Halal industry in Indonesia; challenges and opportunities. *Journal of Social media marketing and Halal Industry*, 2(1), pp.55-64.

Munawar, H.S., Qayyum, S., Ullah, F. and Sepasgozar, S., 2020. Big data and its applications in smart real estate and the disaster management life cycle: A systematic analysis. *Big Data and Cognitive Computing*, 4(2), p.4.

Nadanyiova, M., Majerova, J. and Gajanova, L., 2021. Social media marketing as a source of competitive advantage: case study of Slovak Republic. *Marketing i menedžment inovacij*, (4), pp.92-103.

Nanda, A., Xu, Y. and Zhang, F., 2021. How would the COVID-19 pandemic reshape retail real estate and high streets through an acceleration of E-commerce and socialization? *Journal of Urban Management*, 10(2), pp.110-124.

Nasidi, Q.Y., Ahmad, M.F., Garba, M., Hafiz, U.A. and Hassan, I., 2022. The Mediating Role of Advertisement in the Relationship Between Social Media and Online Risk and its Effect on Online Shopping Habits. *Iranian Journal of Management Studies*, 15(4).

Ngo Jr, T., 2019. Customer Behaviors in Corporate Social Responsible Marketing of the Restaurant Business in Finland: Daruma Restaurant.

Ottinger, N.B., Jordan Stein, E., Crandon, M.G. and Jain, A., 2021. Social twin: the Age of Aquarius in construction and real estate. *London: Ernst & Young Global Limited*.

Park, Y.S., Konge, L. and Artino, A.R., 2020. The positivism paradigm of research. *Academic medicine*, 95(5), pp.690-694.

Peterson, M., Minton, E.A., Liu, R.L. and Bartholomew, D.E., 2021. Sustainable marketing and consumer support for sustainable businesses. *Sustainable Production and Consumption*, 27, pp.157-168.

Rautio, M., 2022. How to increase engagement rate on Facebook and Instagram: Case study: Laurea University of Applied Sciences.

Saull, A., Baum, A. and Braesemann, F., 2020. Can social technologies speed up real estate transactions? *Journal of property investment & Finance*, 38(4), pp.349-361.

Seo, E.J., Park, J.W. and Choi, Y.J., 2020. The effect of social media usage characteristics on e-WOM, trust, and brand equity: Focusing on users of airline social media. *Sustainability*, 12(4), p.1691.

Sgloballyirmiyadi, S., 2023. A Study On The Writing Format And Abstract Structure Of Dissertation Written By Ph. D Students Of State Universities In Indonesia. *Specialusis Ugdymas*, 1(44), pp.676-687.

Shaw, J., 2020. Platform real estate: Theory and practice of new urban real estate markets. *Urban Geography*, 41(8), pp.1037-1064.

Singh, V., Nanavati, B., Kar, A.K. and Gupta, A., 2022. How to maximize clicks for display advertisement in social marketing? A reinforcement learning approach. *Information Systems Frontiers*, pp.1-18.

Siniak, N., Kagloballyo, T., Shavrov, S. and Marina, N., 2020, June. The impact of proptech on real estate industry growth. In *IOP Conference Series: Materials Science and Engineering* (Vol. 869, No. 6, p. 062041). IOP Publishing. Statista (2022) *Global Commercial Property Transactions by Sector 2022*, Statista. Available at: <https://www.statista.com/statistics/1267482/real-estate-transactions-global-by-asset-class/> (Accessed: 26 July 2023).

Statista (2022) *Most expensive housing markets globally 2020*, Statista. Available at: <https://www.statista.com/statistics/1040698/most-expensive-property-markets-worldwide/> (Accessed: 26 July 2023).

Statista (2023) *Biggest social media platforms 2023*, Statista. Available at: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/> (Accessed: 22 July 2023).

Stratton, S.J., 2021. Population research: convenience sampling strategies. *Prehospital and disaster Medicine*, 36(4), pp.373-374.

Tejedor, S., Ventín, A., Cervi, L., Pulido, C. and Tusa, F., 2020. Native media and business models: Comparative study of 14 successful experiences in Latin America. *Media and communication*, 8(2), pp.146-158.

Ting-Jen, J., 2021. B2B Marketing Strategy–How to Build Company Presence in the Chinese Market: Case Study Unigraf Oy. [https://www.theseus.fi/bitstream/handle/10024/493288/Ting-Jen\\_Jou.pdf?sequence=2](https://www.theseus.fi/bitstream/handle/10024/493288/Ting-Jen_Jou.pdf?sequence=2)

Uhlir, K., 2020. *Setting up social media channels for Your Real Estate Business (infographic)*, Showcase IDX. Available at: <https://showcaseidx.com/setting-up-social-media-channels-for-your-real-estate-business-infographic/> [Accessed: 21 August 2023].

Ullah, F., Sepasgozar, S.M., Thaheem, M.J. and Al-Turjman, F., 2021. Barriers to the socialisation and innovation of Australian Smart Real Estate: A managerial perspective on the technology non-adoption. *Environmental Technology & Innovation*, 22, p.101527.

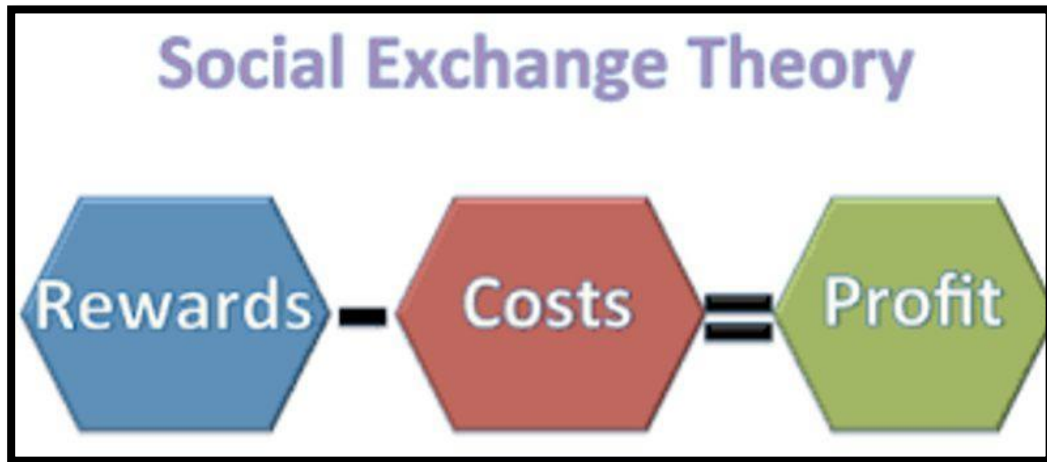
us.sagepub.com, 2023. *Philosophical assumptions and interpretive frameworks post*, Available at: [https://us.sagepub.com/sites/default/files/upm-assets/110627\\_book\\_item\\_110627.pdf](https://us.sagepub.com/sites/default/files/upm-assets/110627_book_item_110627.pdf) [Accessed: 10<sup>th</sup> June 2023]

Yost, E., Zhang, T. and Qi, R., 2021. The power of engagement: Understanding active social media engagement and the impact on sales in the hospitality industry. *Journal of Hospitality and Tourism Management*, 46, pp.83-95.

Zohra, F. and Barman, A., 2019. Social media marketing & it's campaigns-connecting evolution to the future research.

## APPENDICES

### Appendix 1: Social exchange theory

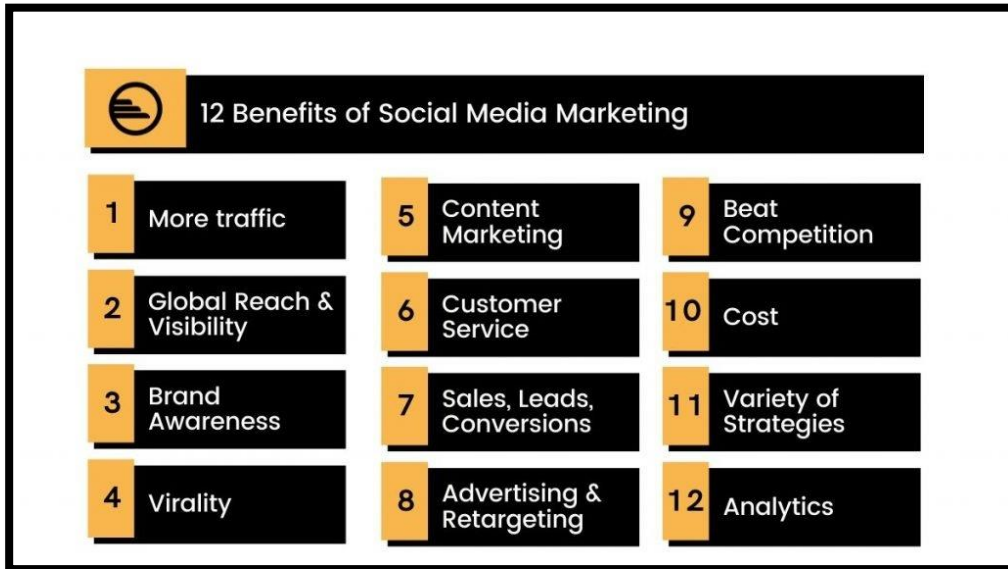


(Source:

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fstudiousguy.com%2Fsocial-exchange-theory-examples%2F&psig=AOvVaw3s3CzMObzV9BihXh5HwIm&ust=1689331604504000&source=images&cd=vfe&opi=89978449&ved=2ahGLOBALLYEwj8u-niwluAAxVFomMGHaxmARwQr4kDegUIARCbAg>)

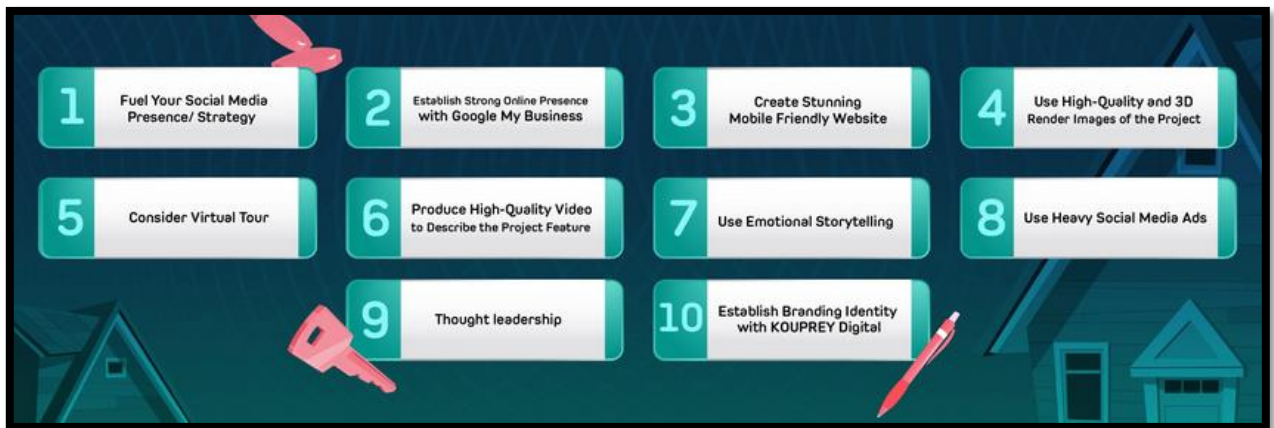


## Appendix 2: Benefits of Social media marketing



(Source: <https://engaiodigital.com/wp-content/uploads/2020/04/12-Social-Media-Marketing-Benefits-1024x683.jpg>)

## Appendix 3: Recommendations for real estate business owners to use social media marketing.



(Source: <https://www.s-ehlich.com/how-to-do-social-marketing-for-real-estate-2/>)

#### Appendix 4: Survey Questions

1. Have you used social media platforms to search for properties to buy or rent?
  - A. Yes, regularly.
  - B. Yes, occasionally.
  - C. No
2. Which social media platforms have you used for your property search? (Select all that apply)
  - A. Facebook
  - B. Instagram
  - C. Twitter
  - D. LinkedIn
  - E. All platforms
  - F. Other
3. How often do you engage with real estate-related content on social media platforms?
  - A. Daily
  - B. Weekly
  - C. Monthly
  - D. Rarely
  - E. Never
4. What type of real estate-related content do you find most engaging on social media platforms? (Select all that apply)
  - A. Property listings
  - B. Virtual tours
  - C. Home renovation/interior design
  - D. Market trends and analysis
  - E. Expert advice/tips
  - F. Other
5. Have you ever contacted a real estate agent/broker after seeing their content on social media?

- A. Yes
  - B. No
6. How likely are you to recommend a real estate agent/broker based on their social media presence and content?
- A. Very likely
  - B. Somewhat likely
  - C. Neutral
  - D. Somewhat unlikely
  - E. Very unlikely
7. Have you ever posted about your own property search or purchase on social media?
- A. Yes, I have posted about my property search.
  - B. Yes, I have posted about my property purchase.
  - C. No, I have not posted.
8. How important is the social media presence of a real estate agent/broker in your decision to work with them?
- A. Very important
  - B. Somewhat important
  - C. Neutral
  - D. Somewhat unimportant
  - E. Not at all important
9. How likely are you to contact a real estate agent/broker who is active on social media for your property search or purchase?
- A. Very likely
  - B. Somewhat likely
  - C. Neutral
  - D. Somewhat unlikely
  - E. Very unlikely
10. How important is it for a property to have a strong social media presence and online marketing when you're considering buying or renting?

- A. Very important
- B. Somewhat important
- C. Neutral
- D. Somewhat unimportant
- E. Not at all important

11. How likely are you to use social media to research or find real estate properties?

- A. Very Likely
- B. Somewhat Likely
- C. Neutral
- D. Somewhat Unlikely
- E. Very Unlikely

12. How important is social media presence when considering a real estate agent or agency?

- A. Very Important
- B. Somewhat Important
- C. Neutral
- D. Somewhat Unimportant
- E. Not at all Important

13. What types of content do you find most helpful when researching real estate properties on social media?

- A. Photos
- B. Videos
- C. Virtual Tours
- D. Written Descriptions
- E. Client Testimonials

14. Have you ever contacted a real estate agent or agency through social media?

- A. Yes
- B. No

15. How likely are you to recommend a real estate agent or agency to others based on their social media presence?

- A. Very Likely
- B. Somewhat Likely

- C. Neutral
- D. Somewhat Unlikely
- E. Very Unlikely

16. What factors influence your decision to follow or engage with real estate-related content on social media? (Select all that apply)

- A. Relevance to my property search
- B. High-quality visuals or content
- C. Trustworthy sources or reputable accounts
- D. Recommendations from friends or connections
- E. Interesting or engaging content
- F. Other

17. How credible or trustworthy do you find real estate-related content on social media platforms?

- A. Very credible
- B. Somewhat credible
- C. Neutral
- D. Somewhat uncredible
- E. Not credible at all

#### **Appendix 5: Interview Questions**

1. Could you kindly tell me about yourself?
2. Can you share your experience on how social media has impacted your real estate business?
3. What strategies have you found to be most effective in utilizing social media for real estate marketing?
4. Can you describe a successful social media campaign that you have implemented for your real estate business?
5. How do you determine the target audience for your social media marketing efforts in the real estate industry?
6. How do you measure the effectiveness of your social media and content marketing efforts in the real estate industry?

7. How do you incorporate storytelling into your social media and content marketing efforts in the real estate industry?
8. How do you leverage customer feedback and engagement on social media to improve your real estate business?
9. How do you balance the use of traditional marketing methods with social media and content marketing in the real estate industry?
10. How do you handle negative comments or reviews on social media, and what steps do you take to address them?
11. What are some common mistakes that real estate professionals make when using social media and content marketing?
12. How do you ensure that your social media and content marketing efforts align with your overall business goals and objectives?
13. How do you tailor your social media and content marketing strategies for different types of properties (e.g., residential vs. commercial)?
14. How do you measure the impact of your social media and content marketing efforts on lead generation and conversion?
15. What role do influencers or brand ambassadors play in your social media and content marketing strategies?
16. Can you share an example of a time when you had to adapt your social media and content marketing strategy due to a shift in market conditions?
17. How do you balance the need for authenticity with the desire to present an idealized version of the property on social media?
18. How do you use social media to build relationships with potential and existing clients?
19. Can you share any tips or best practices for creating engaging and effective social media and content marketing content in the real estate industry?
20. What advice would you give to real estate professionals who are just starting to use social media and content marketing for their businesses?
21. How do you keep up with the latest trends and changes in social media and content marketing in the real estate industry?
22. What do you see as the future of social media and content marketing in the real estate industry?

## **Appendix 6: Interview Transcript**

### **Transcripts of the expert interviews:**

#### **Interview with (Expert 1) E1 - Danish Shamim:**

**Interviewer-** Hello I am samadhan mule, I am going to take interview with you for my thesis.

research, could you kindly tell me about yourself?

**Interviewer- Hello I am samadhan mule, I am going to take interview with you for my thesis.**

**research Could you kindly tell me about yourself?**

**Expert 1 -** Hello, Greetings, Samadhan! I am Danish Shamim, a Dubai resident, and I am currently serving my job as a real estate manager at Revo Realty Real Estate Dubai, a prestigious agency in the region. I have years industry experience; I have gained the valuable insights into Dubai real estate market and developed knowledge in leveraging strategies to enhance our business.

**Interviewer-** Can you share your experience on how social media has impacted your real estate business?

**Expert 1-** The impact of social media on my real estate business has been transformative. This has given me and my team an amazing platform to increase our reach, and promote our business services to my audience, and connect with a ground audience. with Knowing the power of social media platforms has increased brand visibility on Instagram, LinkedIn, Facebook, etc., engaged potential customers, and generated high-quality leads.

**Interviewer-** What strategies have you found to be most effective in utilizing social media for real estate marketing?

**Expert 1-** From my experience, several strategies have proven effective in utilizing social media for real estate marketing. I think the successful approach is creating visually compelling content, including impressive photos and videos, that well showcases the unique features and highlights of our properties. Also, targeted advertising allows us to reach specific demographics and locations, so it ensuring our message reaches the most relevant audience. Building a good online presence

through consistent posting things, with the active engagement with followers, and participation in similar real estate communities has also played important role in our social media success.

**Interviewer-**Can you describe a successful social media campaign that you have implemented for your real estate business?

**Expert 1-** To run a successful social media campaign for our real estate business, we must focus on the power of storytelling. By posting or sharing the success stories of satisfied clients or customers who found their dream homes through our social media services, we are able to humanize our brand and create an connection with our audience and customers. While Encouraging clients to share their experiences and showcase their new properties through user-generated content has increased engagement and fostered trust and credibility among potential customers.

**Interviewer-**How do you determine the target audience for your social media marketing efforts in the real estate industry?

**Expert 1-** It's a good question; firstly, Identifying the target audience for social media marketing in the real estate industry involves a combination of research and analysis. We start by identifying the main characteristics of our ideal customers, including interests, and preferences. Then we influence social media analytics and insights to better understand our followers and their engagement patterns. We use to tailor our content and advertising to effectively reach with our target audience by seeing the metrics such as age, location, and online behavior. It can be seen in the insights.

**Interviewer-**How do you measure the effectiveness of your social media and content marketing efforts in the real estate industry?

**Expert 1-** It's important to take a data-driven approach. I always analyze key performance indicators (KPIs) such as engagement metrics (likes, comments, shares), website traffic, lead generation, and conversion rates. By tracking these metrics, I am able to evaluate the effectiveness of my marketing efforts and utilize data to improve upon my tactics. Additionally, I always leverage tools to monitor brand sentiment and gather feedback from my audience.

**Interviewer-**How do you incorporate storytelling into your social media and content marketing efforts in the real estate industry?



**Expert 1-** well, Storytelling is a powerful technique we merge into our social media and content marketing efforts in the real estate industry. My team create an emotional connection with our audience by crafting stories around properties, highlighting their unique features, design, or the lifestyle they offer.

**Interviewer-**How do you leverage customer feedback and engagement on social media to improve your real estate business?

**Expert 1-** Regarding growing our real estate business, we know that engaging with our customers on social media is crucial. We keep eyes on comments, direct messages, and reviews so that we can respond to inquiries and concerns promptly and professionally. I aim to provide personalized assistance and address customer needs to build trust and loyalty. We encourage our clients to share their experiences and provide testimonials, which helps us enhance our reputation and attract new clients.

**Interviewer-**How do you balance the use of traditional marketing methods with social media and content marketing in the real estate industry?

**Expert 1-** I really think it's important to keep a balance between traditional marketing and social media and content marketing. The billboards holdings and print ads can still be effective, but social media offers so many advantages, like being able to reach more people, targeting specific audiences, and with less price. we puts together a marketing budget that includes both traditional and digital channels, and we find that social media really helps us get our message. By engaging with our audience and driving traffic to our website, we can complete our offline efforts and get the most out of our marketing strategy.

**Interviewer-**How do you handle negative comments or reviews on social media, and what steps do you take to address them?

**Expert 1-** Oh, well, When someone leaves a negative comment or review on our social media, we want to ensure we handle it professionally and efficiently. We respond to negative comments publicly, but we send direct messages if there is sensitive issues. Our goal is to fully understand the customers' concerns and find a solution that will satisfy them. We believe in open and empathetic communication; addressing negative feedback constructively is key to turning unhappy customers into happy ones.

**Interviewer-**What are some common mistakes that real estate professionals make when using social media and content marketing?

**Expert 1-** there are a few common mistakes that I've seen others make. These include not being consistent with posting, failing to engage with followers, and sharing content that is too self-promotional. To avoid these problems, I believe it's important to stick to a regular posting schedule, respond to comments and messages from followers, and share a mix of informative and promotional content. By providing valuable insights to my followers, industry updates, and helpful tips, I can establish more authentic and engaging social media presence.

**Interviewer-**How do you ensure that your social media and content marketing efforts align with your overall business goals and objectives?

**Expert 1-** we make sure to develop a clear strategy that aligns with our business goals and our objectives. We create content that resonates with our target audience and helps us generate leads and increase brand awareness. We always analyze performance metrics to make any necessary adjustments to ensure that we are on the right way. By aligning our social media efforts with our broader business strategy, always our team guarantee that our marketing will help contribute to our long-term success for company.

**Interviewer-**How do you tailor your social media and content marketing strategies for different types of properties (e.g., residential vs. commercial)?

**Expert 1-** Tailoring social media and content marketing strategies for different types of properties is essential in the real estate industry. For residential properties, we use to highlight some features that really resonate with potential owners who owned homes, such as family-friendly neighborhoods, near to schools, or good amenities. Commercial properties require a different type of approach, highlighting the factors like location advantages, transportation availability or flexibility, and business opportunities near home. Adapting our content and messaging to each property type's specific needs and preferences allows us to effectively target and engage with the right audience.

**Interviewer-**How do you measure the impact of your social media and content marketing efforts on lead generation and conversion?

**Expert 1-** Measuring the impression of social media and content marketing efforts on lead generation and conversion involves tracking key metrics throughout the customer journey. By analyzing the website traffic, google form submissions, and inquiries generated through social media channels to assess the effectiveness of our campaigns. We can directly attribute leads and conversions to our social media efforts by implementing tracking mechanisms such as UTM codes and conversion pixels. This strategy evaluate the return on investment and optimize our strategies to maximize lead generation and conversion rates for our business.

**Interviewer-**What role do influencers or brand ambassadors play in your social media and content marketing strategies?

**Expert 1-** Influencers or brand ambassadors are significant in our social media and content marketing strategies. By Collaborating with different influencers who have similar fan base like our target audience and brand values allows us to tap into their already established following and engagement. with influencers to create sponsored content, such as property tours or reviews to show our property.

**Interviewer-**Can you share an example of a time when you had to adapt your social media and content marketing strategy due to a shift in market conditions?

**Expert 1-** Actually, it's important to stay on top of market shifts and manage your strategies. If I give you an example, during a market downturn, you might want to focus on affordability and value, promoting special deals to entice customers. Like On the other hand, when the demand is high, point out the selectiveness of your products can be effective.

**Interviewer-**How do you balance the need for authenticity with the desire to present an idealized version of the property on social media?

**Expert 1-** Finding the right balance between authenticity and presenting an idealized version of property on social media is important. by showing the positive aspects and the unique features of a property. We provide an accurate representation of the property or sites while accentuating its best things. High-quality photography, and honest captions help potential buyers get a realistic sense of the property while creating a visually appealing.

**Interviewer**-How do you use social media to build relationships with potential and existing clients?

**Expert 1**- I believe that social media can effectively connect real estate professionals with potential and current clients. As per my experience, it's important to respond quickly to comments or messages and share content that answers common questions and provides helpful tips. By doing this, we build trust with our clients and establish ourselves as best advisors. In the end the building long-term relationships is the key to success in the industry.

**Interviewer**-Can you share any tips or best practices for creating engaging and effective social media and content marketing content in the real estate industry?

**Expert 1**- To create engaging and effective social media and content marketing content for the real estate industry, it's important to take a thoughtful approach. First, everyone must understand our target audience's needs, interests, and important points to create content that resonates with them. We always try to focus on visually appealing and immersive content, such as good photos, videos, we also do storytelling thing, client testimonials, and industry insights to add authenticity and relatability to our content. By regularly analyzing the performance of our content and making data-driven adjustments, we ensure that we're continuously improving and engaging our audience.

**Interviewer**-What advice would you give to real estate professionals who are just starting to use social media and content marketing for their businesses?

**Expert 1**- If you're just starting with social media and content marketing for real estate, it's important to have a clear strategy. Firstly, I say, identify your target audience and what they're looking for. Then, create a content plan that aligns with your business goals and your audience. We should not forget to without delay engage with your followers by responding to comments and messages. Keep an eye on your analytics to see how your efforts are paying off. Always Remember, building a strong online presence takes time and consistent effort as per my personal experience.

**Interviewer**-How do you keep up with the latest trends and changes in social media and content marketing in the real estate industry?

**Expert 1-** Staying updated with the latest trends and changes in social media and content marketing in the real estate industry is crucial to staying competitive. By Following the industry publications, blogs, and influential social media accounts helps to stay informed about the latest updates and development. By Attending industry conferences, workshops, and webinars provides valuable insights and networking opportunities.

**Interviewer-**What do you see as the future of social media and content marketing in the real estate industry?

**Expert 1-** The real estate industry is seeing growth in social media and content marketing. With the innovation of technology, we can expect more interactive experiences like virtual reality tours. It's essential to adopt these developments and stay flexible to fully utilize marketing in the real estate industry.

**(Expert 2) E2- Shubham Bagal -**

**Interviewer- Hello I am samadhan, as we have discussed I am going to take interview with you for my thesis. And thank you so much that you accepted this interview and I can understand that I will maintain the privacy as you said throughout this interview so let's begin with introduction, could you kindly tell me about yourself?**

**Expert 2-** Thank you, I am Shubham, and I'm from India. I am currently the CEO and founder of two successful real estate companies, SSB Developers Pune and B&B Associates Pune. My expertise lies in managing thorough marketing campaigns and analysing their impact on business growth. Thank you.

**Interviewer-** Can you share your experience on how social media has impacted your real estate business?

**Expert 2-** Social networking has had a significant impact on my real estate business. It's like a powerful megaphone that spreads our message to more people, links us with potential buyers, and makes homes appear even better. Take photos and videos, for example, which look great on platforms like Facebook and Instagram. Our online mood is so appealing that people stop and stare. We've also used social media ads. These ads are like arrows that hit the target: they reach the correct people in large numbers. We ran this unique advertisement, and guess what? More people are approaching us,

and they seem to like what we're selling. It's like a magic wand – more engagement, more peeps interested, and more homes sold like hotcakes!

**Interviewer-** What strategies have you found to be most effective in utilizing social media for real estate marketing?

**Expert 2-** What works best for me in real estate and social media is to take high-quality photos and videos. Consider stunning images and clever virtual tours that showcase the home and attract potential buyers. I've also hit the jackpot with those Facebook and Instagram advertising. It's like I'm spending my money wisely by directing it toward people who would adore a specific location. Remember to interact with your fans and establish trust by leaving comments and sending messages. Oh, and getting satisfied clients to share their joy on social media? That's a big thumbs up for you, and it means additional purchasers will be knocking on your door.

**Interviewer-** Can you describe a successful social media campaign that you have implemented for your real estate business?

**Expert 2-** I've got a cool story of a social media strategy that worked really well for real estate agents. I started this House in week thing, where I show off a different location each week. And let me tell you, the photos are incredible, and the write-ups are spot on. There's also a virtual tour - it's like a sneak peek! It was a massive success. We had a lot of people interested and asking inquiries about purchasing. We received numerous offers and even sold properties! So, for example, we showed off this posh apartment with amazing city views and talked about all of its unique features. If you're into real estate, you might want to give it a shot. displaying and giving away homes Showing off homes and giving the lowdown got people all pumped up. They got super interested, and we made more sales than ever.

**Interviewer-** How do you determine the target audience for your social media marketing efforts in the real estate industry?

**Expert 2-** When it comes to leveraging social media for real estate, I'm all about discovering who's interested in what. I consider things like age and what people prefer. So, let's assume I'm showing a luxury villa - I'm picturing wealthy folks who appreciate the finer things in life. But when it comes to low-cost flats, I'm referring to young workers or first-time homebuyers who need something affordable. When I know who's who, I can create social media content that hits them where it counts.

**Interviewer-** How do you measure the effectiveness of your social media and content marketing efforts in the real estate industry

**Expert 2-** Figuring out how well our social media and content tricks work is super important. It's like knowing if you're winning the game, you know? To check, we use special numbers that show if we're doing good or not. These numbers are like engagement rate, click-through rate, and stuff like that. They tell us what people like and what they do, like if they ask questions or visit our site. We also use smart tools like Google Analytics and social media insights to watch what folks do and see if our plans are a hit.

**Interviewer-** How do you incorporate storytelling into your social media and content marketing efforts in the real estate industry?

**Expert 2-** Storytelling is a great marketing technique, particularly in the real estate industry, where emotions play an important role. We construct intriguing stories around our properties, emphasizing their distinct features and lifestyle options. We enable potential purchasers to visualize themselves living in these locations by exhibiting real-life experiences of homeowners. To create immersive storytelling, visual content such as films and virtual tours are blended with descriptive text. This method allows us to connect emotionally with our audience and make the properties more relatable.

**Interviewer-** How do you leverage customer feedback and engagement on social media to improve your real estate business?

**Expert 2-** Customer thoughts and being part of the conversation are like gold for our gang. We're all about asking for feedback and jumping on comments, notes, and reviews like a rocket. Doing this isn't just saying we're super into making folks happy, but it's also about tackling problems and questions head-on. We take what folks say and use it to make things even better, like tweaking property stuff or stepping up how we serve. And when good stuff happens, we're all about shouting it out to show we're tight with our clients. All this talking and listening lets us build trust and make our stuff even cooler based on what we're hearing right now.

**Interviewer-** How do you balance the use of traditional marketing methods with social media and content marketing in the real estate industry?

**Expert 2-** Here's the deal with marketing savvy: you have to mix old-school tricks with modern wizardry. Digital is wonderful for reaching out and chatting, but don't dismiss traditional methods like paper ads, pamphlets, and in-person events - they're still effective at attracting the correct audience. We carefully consider who we want to speak with and choose the method they prefer. For example, the younger generation is obsessed with social media, but the elder generation prefers traditional media. By utilizing both strategies, we are able to attract a large number of potential buyers and investors while also creating a significant market impact.

**Interviewer-** How do you handle negative comments or reviews on social media, and what steps do you take to address them?

**Expert 2-** So, I keep track of the good thing, such as how many likes, comments, and shares my blogs receive. I also monitor the traffic on my website to see how many people are contacting me and becoming possible buyers. I use this information to determine what kinds of things pique my audience's interest. Then, if necessary, I mix things up. Also, I keep track of where website visitors come from - for example, did they come from social media? I also keep track of how many leads I generate and how many of them materialize into actual sales. Not only that, but I conduct some arithmetic to check if the money I'm paying on ads is returning a profit. If that's the case, I'm doing something right.

**Interviewer-** What are some common mistakes that real estate professionals make when using social media and content marketing?

**Expert 2-** From my own business experience, I've discovered that social media and content marketing are like superpower tools for enhancing your brand and generating revenue. But here's the catch: many real estate professionals focus solely on showing off and neglect to provide value to their audience. To avoid that mistake, I'm all about finding the sweet spot between showing off and offering people wonderful stuff. Tips on buying a home, local market secrets, and what makes certain communities unique. This strategy fosters trust, and people pay attention to what I have to say. So, I'm not just a salesman; I'm their go-to guy for real estate advice.

**Interviewer-** How do you ensure that your social media and content marketing efforts align with your overall business goals and objectives?



**Expert 2-** From my journey as a business owner, I've learned that mixing up promotion and helpful information is a big deal. I'm all about giving out things that make my crowd smarter, happy, or engaged. For example, I drop tips and facts about what I do, show cool things about myself, and fix issues my customers often have. When I give this kind of thing, people start to trust me and see me as someone who knows their things, not just a salesperson. I've figured out that being balanced on social media and content marketing helps me click better with the people I'm aiming for. When I share values, I become the go-to expert and make strong connections that last.

**Interviewer-** How do you tailor your social media and content marketing strategies for different types of properties (e.g., residential vs. commercial)?

**Expert 2-** When it comes to my business, simply displaying what I sell or do isn't enough. You must go above and above by providing people with items that are both useful and enjoyable. It's like chatting to them about topics that are important to them. So, when I use social media or creating content, I'm all about giving out useful advice, interesting facts, and things that set me apart from the crowd. Being so helpful makes me seem like the go-to person and fosters trust with my audience. What's more, guess what? This wise decision has helped me get more fans and sales over time.

**Interviewer-** How do you measure the impact of your social media and content marketing efforts on lead generation and conversion?

**Expert 2-** From my experience in real estate, I've noticed a typical mistake with social media and content: going all-in on pushing things without giving anything back. It's like a seesaw: you have to strike a balance between showing off your skills and sharing things that instruct, make people smile, or catch their attention. Instead of just talking about what's available or making sales pitches, I go for gold by providing relevant information to my contacts. You know, things like home-buying advice or interesting information about the local scene. And that's like a trust ticket - people view me as someone who knows their stuff and cares about them, not simply a sales machine.

**Interviewer-** What role do influencers or brand ambassadors play in your social media and content marketing strategies?

**Expert 2-** Many real estate agents make mistakes when using social media and other tools. They eventually just yell "Buy this, buy that!" without providing anything in return. But here's the thing: you have to strike a balance between yelling "Buy, buy, buy!" and

offering information that people truly care about. According to what I've observed, instead of simply disseminating house listings and sales talk, I'm all about providing useful information to my contacts. For example, recommendations for people looking for a home or interesting facts about the local scene. It's more like a buddy offering sound counsel than a salesperson.

**Interviewer-** Can you share an example of a time when you had to adapt your social media and content marketing strategy due to a shift in market conditions?

**Expert 2-** As a real estate professional, you must strike a balance between showing off and being useful on social media and content. What's the biggest blunder I've seen? Going all-in on promotion while providing nothing in return. So, I'm all about delivering relevant information that my followers are interested in. For example, I provide home-buying advice, share information about the local market, and highlight the outstanding features of a home. It is not enough to just list items and say, "Buy this!" No, it's all about establishing trust and being more than simply a salesperson.

**Interviewer-** How do you balance the need for authenticity with the desire to present an idealized version of the property on social media?

**Expert 2-** One thing is sure from my experience in real estate: you must strike a balance between showing off and providing useful information. I've seen a lot of folks make the mistake of strutting their stuff without actually assisting others. I avoid this by publishing content that instructs, entertains, or gets people discussing. For example, I can say what's in the market, offer advice to home buyers, or shed light on what makes a property unique. When I do this, it's mostly as if I'm making a friend; they trust me and realize I'm not just trying to sell them my products or property.

**Interviewer-** How do you use social media to build relationships with potential and existing clients?

**Expert 2-** When people go all-in on social media and content marketing, yet forget to give something back to their followers. You always must keep a balance between showing things and providing useful information. Here's how I do I always try to give information that is very useful to my audience, information that they are interested in. This way they'll believe what I'm saying. Instead of simply displaying houses and urging them to buy, I include suggestions for smart property buying or discuss what's

popular in the local market. It's as if I'm their go-to expert rather than just a salesperson.

**Interviewer-** Can you share any tips or best practices for creating engaging and effective social media and content marketing content in the real estate industry?

**Expert 2-** A big no-no is pushing things too far without giving something back. It's like taking all the cookies and not sharing any! You must strike a balance between sharing amazing stuff, teaching them something, and simply making them happy. Rather of simply stating, "Hey, buy this place!" I'm more like, "Look at these smart home-buying tips!" or "Look at this cool feature of this house!" By sharing interesting information, I gain trust and people regard me as a resource rather than just someone attempting to sell something.

**Interviewer-** What advice would you give to real estate professionals who are just starting to use social media and content marketing for their businesses?

**Expert 2-** I'd advise people who are new to social media and content creation in the real estate industry to start with a clear plan. Determine what your target audience like and dislikes. Plan out what you'll share and make sure it's entertaining, useful, and visually appealing. Maintain consistency so that others recognize you. Use multiple locations where your audience congregates, and don't be afraid to experiment with new things like films, photo tales, and virtual tours. Also, when people talk to you, respond quickly. Remember that establishing friends with your audience is the secret sauce to successful social media and content magic.

**Interviewer-** How do you keep up with the latest trends and changes in social media and content marketing in the real estate industry?

**Expert 2-** I set aside time to learn from many sources. I follow these incredibly brilliant people who write blogs and other things. I frequently attend online meetings where specialists speak, and I hang out in communities with similar interests. Meeting and conversing with other knowledgeable people at conferences is also a wise choice. And I keep an eye on the stats and charts to see if people's online behavior is changing. I always Combining learning with data analysis allows me to complete what is best for me right now.

**Interviewer-** What do you see as the future of social media and content marketing in the real estate industry?

**Expert 2-** Thanks to modern innovations like virtual reality, I believe we will see more interesting things like virtual tours and interactive encounters. And things will become more personalized, such as AI selecting items you'd absolutely love if you were going to buy them. Also, the entire "go green" idea - caring about nature and all that - will grow in popularity. We'll be hanging out live on camera and becoming all involved, which will make our audience feel like friends. So, making things personal, significant, and unique to you will be the name of the game in real estate in the future.

### **(Expert 3) E3- Emilie Mullier**

**Emilie Mullier-**

**Interviewer-** Hello Emilie, good morning I am samadhan, today I am talking interview with you for my master thesis, I have selected few experts and I'm honored that you agreed to do the interview with me, so let's begins with the first question in this list, kindly tell me about yourself?

**Expert 3-** Sure, I'm Emilie Mullier, a 34-year-old French real estate professional. I have a background in literature and business, with internships in luxury hotels in New York and Catalonia. After completing my studies in 2013, I moved to Germany to follow someone who wanted to invest in real estate. Despite initially having little knowledge of the real estate industry, I quickly learned and established my own firm for property management. Over time, my client base grew, and I now manage multiple flats in various buildings across Germany.

**Interviewer-** Can you share your experience on how social media has impacted your real estate business?

**Expert 3-** Answer 2: social media has completely transformed my real estate business. Facebook, Instagram, and WhatsApp are like my hidden weapons for reaching out to more people and showcasing my work. People find me on these sites and appreciate how genuine and approachable I am. Speaking with clients on social media gives them with timely information and solve issues.

**Interviewer-** What strategies have you found to be most effective in utilizing social media for real estate marketing?

**Expert 3-** Posting interesting photos and videos of new properties. I create interesting posts on Facebook, Instagram, and WhatsApp broadcasts to attract the attention of people between the ages of 18 and 40. I also give them virtual tours so they may see the locations without leaving their couch.

**Interviewer-** Can you describe a successful social media campaign that you have implemented for your real estate business?

**Expert 3-** I had campaign The idea was to make people feel a connection to the homes we were selling. We used good pictures and videos to show off the homes' best part. We also did ads on social media to reach people who'd interested in homes. We even had a hashtag for people to share their stories – it was like a cool. Checking the numbers like engagement rate, reach, and leads showed us the campaign was a good successful.

**Interviewer-** How do you determine the target audience for your social media marketing efforts in the real estate industry?

**Expert 3-** I look at things like how old they are, what they like, and where they live. This helps me know what they want. I also look at what my current customers are like to see what they're into. And I look at what other people in the engage are up to. All this helps me get the right people interested in me and my product.

**Interviewer-** How do you measure the effectiveness of your social media and content marketing efforts in the real estate industry?

**Expert 3-** Here's my secret thing the numbers, tests, and talking to people. I always set goals and watch numbers like engagement and clicks. I also try different things to see what works best for me. And when people talk to me personally, I always listen. All these things help me know if my posts and ads are working or need a adjust.

**Interviewer-** How do you incorporate storytelling into your social media and content marketing efforts in the real estate industry?

**Expert 3-** stories are best in real estate marketing. I don't just talk about houses well I make them come to personal life! I use pics and videos to show what's special about each place and how they are connected to me.

**Interviewer-** How do you leverage customer feedback and engagement on social media to improve your real estate business?

**Expert 3-** I totally value what clients what they say on social media to me. I ask them to share what they think on Facebook and Instagram specially. By listening to them I learn, I make sure I give them what they want exactly. This helps me keep my clients happy and make things better. So, I tell them if you have any thoughts or suggestions, drop me a message on social media!

**Interviewer-** How do you balance the use of traditional marketing methods with social media and content marketing in the real estate industry?

**Expert 3-** I mix old-school ways like ads and signs with new things like social media. First, I know who likes my homes and where they spend most. Then, I make things that fits the place, like short and sweet for ads, and cool stories for social media. All together Mixing it up helps me reach more audience and do well in real estate.

**Interviewer-** How do you handle negative comments or reviews on social media, and what steps do you take to address them?

**Expert 3-** So, when people put down my work on social media, I stay chilled. If they're giving good advice, I listen and fix things. But if they're just being mean, I don't bother. Bad comments can help, but I don't take nonsense from anyone.

**Interviewer-** What are some common mistakes that real estate professionals make when using social media and content marketing?

**Expert 3-** I don't make things look too fancy or something like that, people like seeing the real things. Also, I use both old and new ways to tell people about homes. Mixing them up is smart and gets more eyes on my work.

**Interviewer-** How do you ensure that your social media and content marketing efforts align with your overall business goals and objectives?

**Expert 3-** To make sure my social media and content match my big plans; First, I know what I want then like more people knowing about me or getting more leads. Then, I make things that match my goals and what people want from me. I look at numbers to see what's working and what's not. Then This helps me change things to get the best results. I keep social media knowledge strong by keep focused and making changes when I need to.

**Interviewer-** How do you tailor your social media and content marketing strategies for different types of properties (e.g., residential vs. commercial)?

**Expert 3-** When it comes to showing off different homes, For houses, I show what makes them comfort and good , like nice interiors and family-friendly spaces etc. For businesses, I focus on what's good for making money – like a cool location or opportunities for growing a business and so on. Changing my approach for each type of place helps me get the right people interested.

**Interviewer-** How do you measure the impact of your social media and content marketing efforts on lead generation and conversion?

**Expert 3-** To know if my social media knowledge is strong, I always check the numbers and I look at things like how many people visited my site turned into leads. By watching things like clicks, likes, and shares, I get assuarity that its good I also use tools to see if my posts are getting people to do things, like contacting me.

**Interviewer-** What role do influencers or brand ambassadors play in your social media and content marketing strategies?

**Expert 3-** Teaming up with amazing people who like my content. I work with people who have lots of friends on social media. Theyalways help me show homes and spread the word by there audience. When they talk about my work and company, more people check it out and it's like having good friends who help me out.

**Interviewer-** Can you share an example of a time when you had to adapt your social media and content marketing strategy due to a shift in market conditions?

**Expert 3-** Let me tell you about a time when things got tough. With lots of competition, I had to change my competition. I did ads that fit certain types of people who'd like specific homes or flats. I also make sure people saw what can make homes special. And I talked to people in the real time to answer their questions. These changes helped me stand out and do well in business.

**Interviewer-** How do you balance the need for authenticity with the desire to present an idealized version of the property on social media?

**Expert 3-** show the best parts, but remember parts with nice pics and facts, but I don't make things up. I also use stories from real clients to show it's legit and trustable.

**Interviewer-** How do you use social media to build relationships with potential and existing clients?

**Expert 3-** I talk to people online and share helpful things. When people ask me some questions, I answer super quickly. I also try to show things that people like very much, so they can trust me. By talking to people and being helpful, I build a good of clients who like my work and they really appreciate.

**Interviewer-** Can you share any tips or best practices for creating engaging and effective social media and content marketing content in the real estate industry?

**Expert 3-** I use good pictures and tell stories to make people feel something reliable. I also post at the same times, so people know when to expect my post. I ask questions too most of the time, so people can chat with me. Staying fresh and listening to what people want helps me do well.

**Interviewer-** What advice would you give to real estate professionals who are just starting to use social media and content marketing for their businesses?

**Expert 3-** To do social media in a right way, please start with clear goals. Get Know who you're talking to and what they like exactly. Choose few platforms and post good things there. Keep talking with people who like your content. And don't forget to check the numbers to see how you're doing exactly. Learning from others is also a big help in this field because see what works for them and try it out.

**Interviewer-** How do you keep up with the latest trends and changes in social media and content marketing in the real estate industry?

**Expert 3-** To stay in the top and get updated all the time on social media, I join different events and webinars. I also follow good people and talk in online groups. It's good to share some ideas and learn good new things from others. I also keep learning and trying new things to stay up to date.

**Interviewer-** What do you see as the future of social media and content marketing in the real estate industry?

**Expert 3-** Get ready for more nice things in social media for the real estate industry. We're talking virtual tours and things like that which gives flexibility. Some Platforms might add ways to buy homes too. And technology will definitely help us know what



people like the most, so we can talk to them in better. It's going to be awesome making homes exciting and new with social media in the future.

**(Expert 4) E4- Shubham Bhanje:**

**Interviewer-** hello today we are going to do interview and let's start with the interview could you kindly introduce yourself?

**Expert 4-** Hi there! I am Shubham Bhanje and want to share a bit about myself. I am the founder and CEO of Anvi Construction Company; it's a real estate company based in Maharashtra, India.

**Interviewer-** Can you share your experience on how social media has impacted your real estate business?

**Expert 4-** In my personal experience, social media has been a best tool for my real estate business. It's a amazing tool to connect with buyers or customers, build brand, and reach a large number of audiences. With the help of using social media channels effectively, I've increased my brand visibility, generated quality leads, and drive conversions. I find that showing properties, sharing relevant content, and interacting with customers in time have changed how I connect with my audience. Now It's been a good resource that's helped take my company to the next level of journey.

**Interviewer-** What strategies have you found to be most effective in utilizing social media for real estate marketing?

**Expert 4-** I found that there are several effective strategies to make the most of social media when it comes to marketing real estate. it's important to create good quality picture content, such as pro photos and videos, this can grab the attention of likely buyers. we can also develop targeted advertising operations based on audience interests, and location, that helps to ensure that we're reaching the right people at right time. I always make sure to engage with my followers promptly, responding to inquiries super quickly and utilizing good content to build trust with my audience.

**Interviewer-** Can you describe a successful social media campaign that you have implemented for your real estate business?

**Expert 4-** Oh, sure, I've had some success with social media campaigns in the past years. like strategy that mostly worked well was a Property showing things, We always

make sure to use high-quality photos, interesting descriptions, and engaging videos to highlight the unique features of each property and the series was in parts. This not only generated a lot of interest and inquiries, but it also get multiple property sales because of the interest created by us. I have learned a lot things about how social media can be powerful tool for showing our properties and catch potential customers.

**Interviewer-** How do you determine the target audience for your social media marketing efforts in the real estate industry?

**Expert 4-** to determine our target audience unspecifically social media in the real estate industry it's very important to do market research and analyze what exactly customers needs. This requires a specific team to study the demographics or buyer behaviors in the business always need to update in the insights official media so that we understand how the audience is reacting.

**Interviewer-** How do you measure the effectiveness of your social media and content marketing efforts in the real estate industry?

**Expert 4-** it's important to screen key performance indicators (KPIs) and analyze important metrics. I observe metrics such as reach, engagement, click-through rates, etc, and most important the conversion rates. I also use some tools like Google Analytics and social media analytics to get a finer understanding of audience behavior of my social media and content, the content performance, and campaign effectiveness. With the systematically analyzing these metrics, I judge the influence of my marketing attempts and make the data-driven choices to optimize my strategies in future.

**Interviewer-** How do you incorporate storytelling into your social media and content marketing efforts in the real estate industry?

**Expert 4-** I always believe that storytelling is a powerful technique or statergy that can be used to increase social media and content marketing efforts in the industry. As We know that purchasing property is an touching decision, and storytelling allows us to connect with our audience on a good level. By sharing some real-life stories of satisfied clients videos, highlighting some unique property, we can create convincing stories that ring with our target audience.

**Interviewer-** How do you leverage customer feedback and engagement on social media to improve your real estate business?

**Expert 4-** personally we highly value our customers' feedback and engagement on social media. We always assist them to share their experiences, reviews. By sending rapidly monitoring and responding to their comments, messages, we try to show that we care about their opinions and feedback. We take their constructive criticism seriously and use it to improve our services, we always address their problems, and make necessary changes.

**Interviewer-** How do you balance the use of traditional marketing methods with social media and content marketing in the real estate industry?

**Expert 4-** I think that it's meaningful for balancing traditional methods and newer approaches e.g., social media. While print ad, billboards, and direct email, sending a targeted messaging. We well allocate funds to traditional and digital feeds to make the most of our marketing funds. This way, we are able to reach diverse audiences through traditional methods and in the mean time engaging with specific sections on social media and through targeted content.

**Interviewer-** How do you handle negative comments or reviews on social media, and what steps do you take to address them?

**Expert 4-** I always believe that taking a active and empathetic approach. Mostly our key is to address concerns both publicly and privately. I always respond to negative comments as quickly as possible in public, showing that I really worried and presenting a answer. But I also try to reach out to the individuals involved privately to address their concerns in more detail way and find a solution.

**Interviewer-** What are some common mistakes that real estate professionals make when using social media and content marketing?

**Expert 4-** I think Some common mistakes are inconsistency in posting content, neglecting to engage with their older and newer audience, over promotion without providing value of something. It is always important to avoid using generic content and not optimizing content for different social media platforms. Real estate professionals should arrange building genuine relationships, and always providing valuable and informative content, by always maintaining a consistent posting schedule to increase the impact of their social media hard work.

**Interviewer-** How do you ensure that your social media and content marketing efforts align with your overall business goals and objectives?

**Expert 4-** Well, to confirm that our social media and content marketing efforts are working towards our business goals and objectives we always start with a clear strategy like We define specific objectives, like increasing brand awareness or mostly generating leads, and then develop a content.

**Interviewer-** How do you tailor your social media and content marketing strategies for different types of properties (e.g., residential vs. commercial)?

**Expert 4-** it's difficult to understand what they need. For residential properties we always focus on showcasing the lifestyle, amenities. Our team mostly try to highlight that are attractive and eye-catching to our homeowners, such as family-friendly environments, safety of building or property, etc.

**Interviewer-** How do you measure the impact of your social media and content marketing efforts on lead generation and conversion?

**Expert 4-** We utilize tools like Google Analytics, and CRM systems to check the entire customer journey from beginning. By setting conversion tracking we point leads and conversions back to specific social media channels, campaigns. We use to analyze metrics such as click-through rates.

**Interviewer-** What role do influencers or brand ambassadors play in your social media and content marketing strategies?

**Expert 4-** with the help of collaboration with few influencer and making them our brand ambassador who are similar to our target audience specifically, we make sure to contact them and deal the influencer collaboration, because they have established followers base that is similar to our focus, they help us to expand our reach in the specific audience and increase our brand in with large number of people, yes it is important and we used to do collaboration as per our budget.

**Interviewer-** Can you share an example of a time when you had to adapt your social media and content marketing strategy due to a shift in market conditions?

**Expert 4-** recently I was not that much aware on social media before for two years but some changes makes us to be active on this platform and due to market condition we changed the strategy adopt new things we hired some professional which are related

to the social media and real estate field so that they can be more beneficial to our company.

**Interviewer-** How do you balance the need for authenticity with the desire to present an idealized version of the property on social media?

**Expert 4-** by presenting a property that is on our social media platform like Instagram or Facebook it's important to maintain a balance in between the showcasing our best things and always feature best and being always transparent to our audience or you can say customers provider honest impression and this way we try to build trust.

**Interviewer-** How do you use social media to build relationships with potential and existing clients?

**Expert 4-** - relationship with our existing clients is very important, we always respond to comments messages quickly and answer them genuinely and we always provide valuable information or content related to our business that is real estate sometime we create Q&A this makes more interactive sessions and rarely we do live sessions. Our goal is to become trustful brand so that we can sell more business.

**Interviewer-** Can you share any tips or best practices for creating engaging and effective social media and content marketing content in the real estate industry?

**Expert 4-** There are a few tips we should keep in our mind like making some good quality videos oh photos that people will save in their gallery and show their known people this shows our standard. Another way is to engage with our audience by good content ask our followers that how was your experience and their view it's essential to respond the comment in that, and most important is consistency is the key in this business so always we should post regular basis to maintain our brand voice. You can always use call to action buttons to divert our audience to align with business this is very important to increase interaction and business opportunity please stop and always regularly analyze the data what we have spent and what we are getting.

**Interviewer-** What advice would you give to real estate professionals who are just starting to use social media and content marketing for their businesses?

**Expert 4-** -In my personal experience I advise that always show for create a specific goals our objectives for your social media and content marketing, everyone should create consistently content that will be valuable to the audience always engage with

audience by responding commands message inquiries and all of these things. I recommend utilizing high quality videos and photos and other music and all impact very much I also think the trending music also work in this business collaborating influencers as we said before is also important. And be patient while doing this because it takes time and some strategy doesn't work but always try something new

**Interviewer-** How do you keep up with the latest trends and changes in social media and content marketing in the real estate industry?

**Expert 4-** always keep up with the latest trends and updates in the social media field specifically real estate or any business because we should be one step ahead from others so we have team they look into it and make sure to stay updated. I always go to press oh news channels to give interviews to motivate new entrepreneurs this helps me to create my name and business motivate people I follow industrial leaders so that I can implement that leadership quality inside always continuously learn something new.

**Interviewer-** What do you see as the future of social media and content marketing in the real estate industry?

**Expert 4-** in the future real estate industry will be dependent totally on social media and continue marketing because mini people are using social media platform i in their daily life and it's important to now transform our traditional marketing to digital marketing, in future we can also see the VR property tours this is very trending right now in the real estate business peoples, so I think the future is bright officially my dear people will purchase properties with the help of social media and the trusted brands they're following from while they will purchase from them. Thank you so much for the opportunity.

**(Expert 5) Kamila K. Krawczyk**

**Interviewer-** hello, thank you for accepting the interview request Could you kindly tell me about yourself?

**Expert 5-** My name is Kamila I'm 32 years old and I'm the owner of kykyinfluence.com and kronid-immobilien.de. My business is selling real estate and helping other companies to build up their social media accounts. My target audience are real estate

companies and real estate brokers. Before I opened my business I worked for years in real estate and marketing and studies at bbw university in Berlin.

**Interviewer-** Can you share your experience on how social media has impacted your real estate business?

**Expert 5-** social media has had a significant impact on my business. Over the years, I have built a strong presence on these platforms, and they have become a major source of leads, clients, and viewers for me.

**Interviewer-** What strategies have you found to be most effective in utilizing social media for real estate marketing?

**Expert 5-** The best strategy for me was to build my network through social media by authentic content. Mixed up with workloads and private topics. In the beginning of my business, I decided to manage two accounts. One of them was a business only account and the other my personal. In the end I decided to mix it up, because I understood that people love to buy from people and not from companies.

**Interviewer-** Can you describe a successful social media campaign that you have implemented for your real estate business?

**Expert 5-** A very effective campaign is to take your community with you to the real estate you have to sell and to give them a lot of important information about it and give them a chance to interact with your content. For interaction choose always the easiest way. Don't ask questions they have to answer in a sentence. Just give them answer bottoms they can click. After you can extend the conversation.

**Interviewer-** How do you determine the target audience for your social media marketing efforts in the real estate industry?

**Expert 5-** Through building a 'persona', where you think about the needs and the behavior your target audience might have.

**Interviewer-** How do you measure the effectiveness of your social media and content marketing efforts in the real estate industry?

**Expert 5-** Social media marketing is a must, if you want to reach out to your target audience. All my business is about social media. I not only generate clients but also cooperation partners etc.

**Interviewer-** How do you incorporate storytelling into your social media and content marketing efforts in the real estate industry?

**Expert 5-** Storytelling is why the people are holding on to your account. You have to build a personal brand first, so the people trust you and your knowledge. After you can start selling stuff.

**Interviewer-** How do you leverage customer feedback and engagement on social media to improve your real estate business?

**Expert 5-** By giving them a lot of call to action. A simple yes no game, an opinion poll or speaking to them with a direct question.

**Interviewer-** How do you balance the use of traditional marketing methods with social media and content marketing in the real estate industry?

**Expert 5-** Content Marketing and social media is for me one thing. It belongs together and the main key in my marketing.

**Interviewer-** How do you handle negative comments or reviews on social media, and what steps do you take to address them?

**Expert 5-** I'm always trying to understand the needs of my audience and solve them. But their lot of possibilities to manage a shit storm by ignoring etc. In the end you have to feel good about your chosen strategy.

**Interviewer-** What are some common mistakes that real estate professionals make when using social media and content marketing?

**Expert 5-** They don't brand their content (CI). They are not consistent. They only show up with the same boring topics and don't use a brand personality.

**Interviewer-** How do you ensure that your social media and content marketing efforts align with your overall business goals and objectives?

**Expert 5-** It's a holistic strategy for my business and my social media. The brand values are the most important thing you can build everything around.



**Interviewer-** How do you tailor your social media and content marketing strategies for different types of properties (e.g., residential vs. commercial)?

**Expert 5-** All are tailored the same way around my CI. I only sell residential.

**Interviewer-** How do you measure the impact of your social media and content marketing efforts on lead generation and conversion?

**Expert 5-** Social media is my main source of lead generation (85%).

**Interviewer-** What role do influencers or brand ambassadors play in your social media and content marketing strategies?

**Expert 5-** Influencers and ambassadors don't play a role in my sm, but I'm working for other companies as a brand ambassador to support their business.

**Interviewer-** Can you share an example of a time when you had to adapt your social media and content marketing strategy due to a shift in market conditions?

**Expert 5-** I don't have any. At this moment.

**Interviewer-** How do you balance the need for authenticity with the desire to present an idealized version of the property on social media?

**Expert 5-** As I told myself personally, the mix of relevant real estate content and personal features is the key.

**Interviewer-** How do you use social media to build relationships with potential and existing clients?

**Expert 5-** Most of the cooperation's finding my way through my content marketing, and I have to sort out which ideas fit my business.

**Interviewer-** Can you share any tips or best practices for creating engaging and effective social media and content marketing content in the real estate industry?

**Expert 5-** Just talk about what you are doing and constantly build your personal brand. If you succeed in building, you up as an expert in your industry the people will engage with you and create a lot of synergies.

**Interviewer-** What advice would you give to real estate professionals who are just starting to use social media and content marketing for their businesses?

**Expert 5-** Show your daily business. Post concisely every week. Use synergies with other companies in your niche. Attending a lot of real estate events and online communities and build your community/ network. It's the same work as in the real world. Your network is your net worth.

**Interviewer-** How do you keep up with the latest trends and changes in social media and content marketing in the real estate industry?

**Expert 5-** It is important to be updated and to choose wisely which trends are useful for your strategy. You don't have to implement every trend but to be creative all the way through.

**Interviewer-** What do you see as the future of social media and content marketing in the real estate industry?

**Expert 5-** Many of my colleagues told me social media is just for showing up and playing around because you can't sell real estate through sm, but they changed their minds and started their own accounts as I see. And I think in the future, the importance of sm will grow for real estate. Now you aren't selling houses by social media itself, but you create leads for your business, and I think in a few years there will be ways to buy property online via blockchain etc. so especially for investment cases it will work for sure.

