

Application of Big Data in Real Estate Marketing

Yan Yang

Chengdu Polytechnic, Chengdu, Sichuan, China

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Abstract: Nowadays, with the rapid development of internet industry, big data technology has brought great convenience to people's production and life, making people's life really move towards the era of network information. The introduction of big data analysis into real estate marketing can better serve the real estate marketing workers and help the real estate marketing industry to move towards a broader development path. Through big data analysis, real estate enterprises can more accurately find the target customers, so that the whole marketing process can be more targeted, reflect the professionalism of real estate marketing personnel, and ensure greater progress in real estate sales and later customer maintenance. For this reason, this paper first briefly expounds the big data analysis technology, and based on this, deeply studies the practical application and future application prospect of big data analysis technology in real estate marketing, hoping to provide some valuable reference opinions for the vast number of real estate marketing personnel.

1. Introduction

In Recent Years, with the Rapid Development of China's Economy, Real Estate, as a Pillar Industry in China, Has Also Been Promoted Unprecedentedly. in This Environment, Various Types of Real Estate Enterprises Have Mushroomed. There Are Large National Real Estate Companies, Such as Vanke, Evergrande, Rongchuang and Other Top 100 Enterprises in the World. There Are Also Many Local Real Estate Companies in Various Regions. At Present, the Competition in China's Real Estate Industry is Relatively Fierce. How to Get Ahead in the Highly Competitive Market Environment and Be in an Invincible Position is a Difficult Problem That Every Real Estate Enterprise Must Consider [1]. Big Data Analysis Has Made It Possible for Companies to Achieve More Precise Marketing. by Bringing Accurate and Rich Data Information Support to Real Estate Companies, Real Estate Companies Have a Deeper Understanding of the Market Environment, Customer Environment, Product Environment, and Promotion Environment. Knowledge to Help Real Estate Companies Make More Correct Choices. the Application of Big Data Analysis Technology in Real Estate Marketing is a General Trend and Has Profound Practical Significance for Real Estate Marketing.

2. Connotation of Big Data Analysis Technology

Over the past year, Internet technology has developed rapidly, profoundly changing people's living habits and working methods. The era of big data has come. In short, big data analysis technology is the product of the development of Internet information technology. Through a series of precise data analysis, it helps people obtain the latest, objective and scientific information data and provides necessary theoretical and data support for people's decision making [2].Big data analysis technology, through the effective analysis of massive data, can quickly find the valuable information content that people need in a huge and diverse information database, and perform certain Prejudgment makes people's decisions more scientific.

Big data analysis technology has been widely used in all walks of life, especially in the energy industry, high-tech industry, electronic information technology industry and other industries that need big data support. Many practical softwares suitable for different industries have been developed, bringing great convenience to the development and upgrading of various industries [3]. At present, the application of big data in real estate marketing can provide marketers with more real

and reliable data support, help marketers to make marketing strategies that are more conducive to the development of the real estate industry, and provide possibilities for accurate marketing in multiple fields of the real estate industry.

3. Analysis on the Application of Big Data Analysis Technology in Real Estate Marketing

With the arrival of the big data era and the development of the real estate industry, the application of big data technology in real estate marketing has also been further strengthened to ensure the accurate and scientific marketing of real estate in China. In the era of big data, both national real estate companies and local real estate companies must strengthen the application of big data analysis technology to ensure that they bring more fresh blood to the real estate company's marketing and ensure that the company's products can be quickly removed [4].

3.1 Help Real Estate Enterprises to Organize and Analyze Data

The internal data collation of real estate enterprises has always been an extremely important and complicated job in marketing. In the traditional marketing process, a large amount of manpower and financial resources need to be invested to make statistics, which cannot guarantee the complete accuracy of the data. Moreover, when some data are needed, statistics need to be re-made, which wastes the real estate marketing time. When big data is applied to real estate marketing, all data can be effectively organized and collected through big data analysis technology. If data support is needed in the real estate marketing process, the data can be organized immediately to give real estate marketing workers more accuracy data support [5].

For example, in the process of real estate marketing, to analyze the marketing situation of an enterprise in the past week, it is necessary to make statistics on the sales data of this week. If more traditional methods are adopted, the statistics will take a long time, and due to more human participation, the problem of data errors will easily occur in the statistical process, which will affect the final statistical results. The use of big data technology can make data statistics very quickly, not only can understand the sales situation of the current week, but also can make certain statistics on the situation of customers, providing more data support for real estate marketing.

3.2 Help Real Estate Enterprises to Analyze Target Customers

Real estate enterprises in the marketing process is very important to find matching customers with the project, targeted publicity and service work for such customers. The application of big data technology in real estate marketing can effectively help the real estate marketing department to locate its own products and find the target customers according to the positioning results. It can analyze the age range of customers, the area where they live, the area where they work, and the attraction and resistance of the project to the customers, so that the real estate marketing staff can more clearly understand the composition of the project customers. Only outsiders can draw customer transaction maps through big data technology, so that future marketing work can more accurately find customers. By promoting and explaining such customers, they can increase the interest of such customers in projects and effectively promote big data. Application in real estate marketing.

For example, in the process of real estate marketing, big data technology can be used to count the information of customers visiting the project within one year, and the common characteristics of customers can be extracted. This kind of people can be taken as the main group of project development, attracting more target customers to visit and promoting the transaction of project products.

3.3 Help Real Estate Enterprises to Analyze Competing Items

Understanding project competition plays an extremely important role in the development of real estate enterprises themselves. In the process of real estate marketing, a sufficient understanding of competition can help decision makers to make more correct choices. The traditional competition research mainly focuses on visiting and trading on plates. It is difficult to know the more accurate

sales, incoming calls and visiting data of competition items. If the competition items do not cooperate during the visit, a lot of wrong information is given, which affects the accurate sales of real estate [6]. Big data can be applied to real estate marketing. Information provided by government websites such as the Housing Authority can be used to accurately analyze competing items and formulate corresponding marketing strategies according to the actual situation of competing items to ensure that the items can be sold quickly.

For example, in the competition analysis, we can adopt the method of stepping on a plate and collecting big data to understand the actual situation of the competition items in all directions, determine our own sales rhythm and price rhythm according to the competition conditions, and complete the de-industrialization task well.

3.4 Help Real Estate Enterprises to Carry out Promotion Strategy Analysis

Promotion in the process of real estate sales is one of the most important contents in the marketing work. Promotion requires a large amount of marketing funds. Therefore, real estate companies need to make comprehensive considerations before formulating relevant promotion strategies, and really spend each marketing expense in practice to ensure the effective implementation of the promotion strategy, which can bring more intended customers to the project and promote project transactions.

When choosing promotion, first of all, the overall characteristics of the project target customers should be clearly defined, and the promotion media should be selected according to the customers' habits. In addition, it is necessary to carry out preliminary analysis on the customer attraction of promotion channels to ensure that the promotion strategies formulated can effectively attract customers. In the promotion process, it is necessary to use big data for real-time monitoring. If the expected results are not achieved, timely improvements should be made, customers' pain points should be re-finished, targeted strikes will be made, and project sales performance will be improved on a large scale.

4. Future Application Prospects of Big Data Analysis Technology in Real Estate Marketing

At present, big data analysis technology has been greatly developed in real estate marketing. It will continue to have a far-reaching impact on the real estate marketing industry for a long time to come, helping real estate marketing to move towards a more professional and accurate road. Real estate marketing must follow the trend. According to the actual situation of big data technology, make targeted changes to ensure the advanced nature of marketing strategies [7].

4.1 Provide More Powerful Data Collection Capability for Real Estate Enterprises

In the future, the big data era will be more mature, and the ability to collect and collate data will be further enhanced. At this stage, the data used in real estate need to be recorded manually, and then the big data technology can play its role and analyze it. In the future, the big data information base will be more mature. After the owner authorizes, the relevant house purchase information of the owner can be collected directly, thus simplifying the pressure of data collection to the greatest extent and reducing the occurrence of data collection errors caused by human factors. And in the context of a huge database, big data analysis technology will give full play to its advantages, and the data collection speed required in the real estate marketing process will be greatly improved. The content collected will be more accurate and maximized. Meet the needs of real estate marketing [8].

4.2 Provide More Effective New Media Promotion Capability for Real Estate Enterprises

Under the influence of big data technology, real estate enterprises should have a clearer understanding of the promotion ability of various media, at the same time, let the real estate marketing department more clearly define their promotion needs and make media choices according to the needs. Under the technology of big data analysis, real estate marketing promotion is even simpler and clearer. It realizes the organic integration of various resource media and brings greater influence to real estate marketing. Under the big data environment, the real estate marketing

department can more widely mobilize the power of self-media, realize viral terminal sales, realize network terminal sales, maximize the promotion strength of new media, and make new media better serve real estate marketing.

4.3 To Provide Real Estate Enterprises with More Professional Customer Extension Capabilities

In the past, the traditional widening mode was relatively simple and crude, and the real estate industry was already in a state of saturation. As offline extension personnel sometimes made random promises for their own interests, consumers had a distrust of extension personnel and extensive marketing was already weak. Through the big data method, real estate developers can cooperate with high-quality customer resource providers in the future. Through big data, they can provide customers with perspectives and insights, understand the actual needs of customers, and their economic strength. Accurate interception, looking for more prospective customers, so that customers can more accurately understand project information through real estate related software and information channels, so as to purchase real estate.

5. Conclusion

To sum up, this paper mainly studies the application of big data technology in real estate marketing and its impact on real estate marketing. With the further optimization of China's economic structure, the healthy operation of the real estate market requires more scientific and professional real estate marketing work. In the era of big data, if real estate marketing is to further develop, it must follow the changes of the times, and apply big data analysis technology to real estate marketing management to ensure that real estate companies achieve accurate marketing, save marketing costs, and more accurately find your target customers. Through the predictive ability of big data analysis technology, real estate marketing staff is given more basis for decision-making, which guarantees the long-term development of China's real estate enterprises, and guarantees the long-term stable operation of our economy.

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