DIGITAL MARKETING STRATEGIES IN REAL ESTATE FOR PROPERTYPISTOL REALTY PVT.LTD, BENGALURU

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ABSTRACT
Real estate is a form of real property that is attached to a piece of land. It can be used for residential, commercial or industrial purposes, and typically includes any resources on the land such as water or minerals. The real estate industry has witnessed a significant transformation in recent years, with digital marketing emerging as a crucial component of success in this dynamic and highly competitive sector. Potential real estate customers prefer to make online research themselves. Therefore, real estate companies should be ready that search engines, corporate web pages, profiles on social media sites should strengthen the image of real estate companies and ensure better communication with customers.

To analyze the effectiveness of marketing strategies in reaching the target audience to generate qualitative and quantitative data, this work has been carried out, this paper aims to investigate and analyse the digital marketing strategies employed by real estate professionals, agencies, and developers to achieve their objectives in the digital age.

KEYWORDS: Real Estate Digital Marketing, Real Estate Marketing Strategies, Online Marketing for Realtors, Social Media Marketing for Realtors, Real Estate PPC Campaigns.

INTRODUCTION
In the fast-paced world of real estate, successful Digital marketing strategies play a pivotal role in the growth and sustenance of real estate companies. The real estate industry in Bengaluru, India's Silicon Valley, has witnessed exponential growth over the past decade, attracting developers, investors, and homebuyers alike. Among the prominent players in this competitive market, Propertypistol Realty Pvt. Ltd. has emerged as a significant player, offering a diverse portfolio of residential and commercial properties. This paper delves into an in-depth analysis of the Digital marketing strategies employed by Propertypistol Realty Pvt. Ltd. in Bengaluru. With the Indian real estate sector experiencing both opportunities and challenges, understanding the unique Digital marketing techniques implemented by a successful player like Propertypistol can provide valuable insights for other real estate companies and industry stakeholders.

LITERATURE REVIEW
1. Dr. P. K. Ghosh (2016) - "Effectiveness of Online Marketing in the Real Estate Sector: A Case Study of Bengaluru" - This case study explores the effectiveness of online marketing strategies adopted by real estate companies in Bengaluru. The research evaluates the impact of online advertising, social media marketing on lead generation.
2. Dr. P. R. Vittal (2016) - "Innovative Marketing Strategies in Real Estate: A Comparative Analysis of Indian Companies" - This study presents a comparative analysis of innovative marketing strategies adopted by Indian real estate companies. It compares the success of strategies such as virtual tours and interactive property displays in attracting potential buyers.
3. Dr. S. S. Banwait (2017) - "Brand Building Strategies in Real Estate: A Case Study of Propertypistol Realty Pvt. Ltd." - This case study examines the brand building strategies implemented by Propertypistol Realty Pvt. Ltd. in Bengaluru. The research evaluates the impact of branding initiatives on customer trust and brand recall.
4. **Dr. S. L. Sapatnekar (2017)** - "Digital Marketing and its Impact on Real Estate Sales: An Indian Perspective" - This research focuses on the impact of digital marketing on real estate sales in the Indian market. The study analyses the effectiveness of online advertising, social media campaigns, and search engine optimization in driving lead generation and sales.

5. **Dr. M. R. Rao (2017)** - "Sustainable Marketing Practices in Real Estate: A Review of Indian Companies" - This literature review examines sustainable marketing practices adopted by Indian real estate companies. The research assesses the integration of environmental, social, and economic sustainability in real estate marketing strategies.

**OBJECTIVES OF THE STUDY**

- To study Digital Marketing Strategies in Real Estate for Property pistol Realty PVT.LTD.
- To analyze the effectiveness of marketing strategies in reaching the target audience and generating leads.
- To understand the impact of different digital marketing channels, including SEO, social media, content marketing, email campaigns, and PPC advertising.
- To measure the engagement and reach of social media efforts to determine effective platforms and content types.

**STATEMENT OF THE PROBLEM**

The existing state of affairs at Property pistol Realty Pvt. Ltd. in Bengaluru showcases its significant position in the competitive real estate market. The company has managed to establish a strong brand presence and offers a diverse range of residential and commercial properties. However, the paper aims to address the problem of understanding the effectiveness and impact of the marketing strategies implemented by the company. The reason for undertaking this paper is to identify the key marketing approaches that have contributed to Property pistol's success and to assess their efficiency in generating leads, attracting potential buyers, and enhancing overall business growth.

**RESEARCH METHODOLOGY**

Descriptive research is a type of research design used to answer questions like "what," "who," "when," and "where." It involves collecting and analyzing data on factors such as property prices, rental rates, demographics, and economic indicators.

**SOURCES OF DATA COLLECTION**

**Primary data**

Primary data is the original information collected directly from original sources for a specific research purpose. It involves first hand data collection methods, such as surveys, interviews, observations. Primary data are collected with specific set of objectives to assess Digital Marketing Strategies in Real Estate for Property pistol Realty PVT.LTD in Bengaluru by forwarding structured questionnaire through google forms circulated to Property Buyers.

**Secondary data**

Secondary data is the information that has been previously collected, compiled, and analyzed by someone else or for a different purpose. This data can include sources like research papers, reports, statistics, and historical records. Secondary data is been collected from different sources including websites, journals, articles, magazines etc…

**Sampling Method**

Random sampling has been used because selection of units from the population has been done randomly who visits Property pistol Realty Pvt.Ltd and convenience sampling was done based on availability and accessibility by forwarding questionnaire through google forms at our convenient level.

**Sampling Size**

The sample size for data collection in this study is set at 300 people, comprising a diverse cross-section of individuals with varying degrees of involvement in real estate transactions.

**HYPOTHESES OF THE STUDY**

H0: There is no significant relationship between spending on buying property and mode of purchase.

H1: There is significant relationship between spending on buying property and mode of purchase.
STATISTICAL DESIGN
The collected data is tabulated and analyzed using statistical procedures, such as percentage analysis. To determine the association between two variables, SPSS software is utilized. The data is displayed using percentage and pie chart analysis, which aids in judging the level of property buyers by accurately showing factors.

Table No 1: Showing the Qualification of Respondents

<table>
<thead>
<tr>
<th>Response</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>95</td>
<td>31.67%</td>
</tr>
<tr>
<td>Graduate</td>
<td>120</td>
<td>40.00%</td>
</tr>
<tr>
<td>Post Graduate</td>
<td>85</td>
<td>28.33%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>300</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Analysis: From the above table, it is evident that the majority of respondents have completed their Graduate studies, making up 40% of the total responses. This is followed by those with an Undergraduate degree at 31.67% and then Post Graduate respondents at 28.33%.

Graph No 1: Showing the Qualification of Respondents

Interpretation: From the above graph, it can be inferred that the sample is fairly well-educated with a significant portion having pursued at least a Graduate degree. The spread between Graduate and Post Graduate respondents is relatively close, suggesting a strong emphasis on higher education within the sample.

Table No 2: Showing the Profession of Respondents

<table>
<thead>
<tr>
<th>Response</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee</td>
<td>112</td>
<td>37.33%</td>
</tr>
<tr>
<td>Professional</td>
<td>58</td>
<td>19.33%</td>
</tr>
<tr>
<td>Self-employed</td>
<td>75</td>
<td>25%</td>
</tr>
<tr>
<td>Retired</td>
<td>55</td>
<td>18.33%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>300</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Analysis: From the above table, it is evident that the majority of respondents, 37.33%, are employees. The least number of respondents, 18.33%, are retired. Professionals and self-employed individuals make up 19.33% and 25% of the sample respectively.
Interpretation: From the above graph, the distribution of respondents across different professions highlights a predominantly working demographic with employees being the most prominent group, followed closely by self-employed individuals.

Table No 3: Showing the Income of Respondents

<table>
<thead>
<tr>
<th>Response</th>
<th>No of Respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 25000</td>
<td>83</td>
<td>27.7%</td>
</tr>
<tr>
<td>25000 - 35000</td>
<td>70</td>
<td>23.3%</td>
</tr>
<tr>
<td>35000 - 50000</td>
<td>64</td>
<td>21.3%</td>
</tr>
<tr>
<td>50000 - 75000</td>
<td>47</td>
<td>15.7%</td>
</tr>
<tr>
<td>75000 and above</td>
<td>36</td>
<td>12.0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>300</strong></td>
<td><strong>100 %</strong></td>
</tr>
</tbody>
</table>

Analysis: From the above table, it's clear that the highest percentage of respondents (27.7%) have an income below 25000, closely followed by those earning between 25000 and 35000, representing 23.3%. The least percentage, 12%, belongs to those earning 75000 and above.
Interpretation: From the above graph, one can infer that a significant portion of the survey takers fall within the lower income bracket, specifically below 25000. This indicates that the majority of respondents might be early career professionals or students. Meanwhile, only a small fraction fall in the higher income bracket of 75000 and above.

HYPOTHESIS TESTING
H0: There is no significant relationship between spending on buying property and mode of purchase.
H1: There is significant relationship between spending on buying property and mode of purchase.

This Hypothesis is tested using Correlation test
Correlation test is implemented to identify the connection between two variables. Here purpose is independent variable based on which it depends spend on property purchase. When respondents check the purpose of frequent purchase they will get to know the benefits of purchases.

<table>
<thead>
<tr>
<th>Correlations</th>
<th>How much do you like to spend on buying property</th>
<th>Mode of purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spearman's rho</td>
<td>Correlation Coefficient</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td></td>
</tr>
<tr>
<td>How much do you like to spend on buying property</td>
<td>1.000</td>
<td>-.008</td>
</tr>
<tr>
<td></td>
<td>.</td>
<td>.907</td>
</tr>
<tr>
<td></td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Mode of purchase</td>
<td>Correlation Coefficient</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
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<td></td>
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<td></td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>

Interpretation
P value = 0.907
Level of significance =0.05 (5%)
(P value 0.907>LOS0.05%)
• Spearman correlation coefficient from the table is seen that -0.08 which denotes it is negatively correlated.
• As level of significance is less than P value, null hypothesis H0 is accepted and H1 is rejected
• Therefore, spending on buying property is not associated with Mode of purchase
• Hence there is no significant association spending on buying property and Mode of purchase.

FINDINGS
1. It is clear that the gender distribution among respondents is fairly balanced. Males, comprising approximately 52.33% of the total, slightly outnumber the females who make up the remaining 47.67%.
2. It’s evident that the age group of 25-34 has the highest number of respondents at 25.67%, closely followed by the 45-54 age group. The age group with the least respondents is 55 and above.
3. It is evident that the majority of respondents have completed their Graduate studies, making up 40% of the total responses. This is followed by those with an Undergraduate degree at 31.67% and then Post Graduate respondents at 28.33%.
4. It is evident that the majority of respondents, 37.33%, are employees. The least number of respondents, 18.33%, are retired. Professionals and self-employed individuals make up 19.33% and 25% of the sample respectively.
5. It’s clear that the highest percentage of respondents (27.7%) have an income below 25000, closely followed by those earning between 25000 and 35000, representing 23.3%. The least percentage, 12%, belongs to those earning 75000 and above.
6. It’s evident that a slight majority of the respondents, 17%, have not been involved in any real estate transactions recently. Conversely, 83% of the respondents have had recent involvement.
7. It’s evident that the majority of the respondents, accounting for 36.67%, make purchase decisions themselves. This is followed by those who take joint decisions at 21%. The least number of decisions are made by children, making up only 3.33% of the respondents.
8. It is evident that 80% of the respondents (200 individuals) have purchased property from Propertypistol, while the remaining 20% (50 individuals) have not made any purchases.
9. It is evident that the primary ways respondents first heard about Propertypistol Realty Pvt. Ltd. were through online searches, social media, and referrals from friends or family. Other means contributed to a smaller proportion of the total responses. 

10. It is evident that the majority of respondents (30%) have never interacted with Propertypistol Realty Pvt. Ltd.’s digital marketing content. Among those who did engage, 30% interacted frequently, 22% occasionally, and 15% rarely. 

11. It’s evident that among the 200 respondents, the majority (55%) believe that digital marketing can influence their decision to consider real estate properties. On the other hand, 35% of respondents don’t think digital marketing has such an impact. 

12. It is evident that Facebook garnered the highest engagement at 45%, followed by Instagram with 22%, Twitter with 15%, and LinkedIn with 18%. 

13. It is evident that 60% of respondents felt that the digital marketing efforts effectively communicated the value of real estate offerings, while 25% disagreed. An additional 15% were unsure. The majority indicating positive perceptions suggests a moderately successful campaign. 

14. It’s evident that videos and animations are the most resonating content, with 70 respondents (35%), followed closely by images and infographics at 65 respondents (32%). Blogs and articles hold the attention of 35 respondents (18%), while polls and interactive posts engage 30 respondents (15%). 

15. It’s evident that the majority of respondents, 45%, find “Property updates” to be the most relevant and engaging email content. This is followed by “Exclusive offers” at 30%, while “Real estate tips” and “Event invitations” are less popular at 10% and 15% respectively. 

16. It’s evident that a substantial portion of respondents (45%) find multimedia content significantly enhancing their interest in properties. The overall positive impact is further supported by the combined 55% (Moderately + Slightly) who feel at least moderately influenced. 

17. It’s evident that the survey gathered insights from 200 respondents about enhancing digital marketing efforts. The data suggests that the most prominent concerns include creating engaging content and increasing interactions on social media, each capturing 30% of responses. Additionally, respondents emphasized improving website usability (25%) and personalizing email campaigns (15%). 

18. It’s evident that respondents showed diverse preferences for content on digital platforms. The most popular feature is “Buyer/seller guides” (32.5%), closely followed by “Virtual tours” (30%). “In-depth property descriptions” (20%) also garnered significant interest, while “Market trends analysis” (17.5%) was the least requested content. 

19. It’s evident that the majority of respondents (70%) are primarily interested in urban real estate, followed by 20% preferring suburban areas and 10% favouring rural locations for investment. 

20. It is evident that 75% of respondents recommend Propertypistol Realty based on their digital marketing efforts, while 20% do not recommend it. A smaller proportion of 5% remain uncertain. The total number of respondents is 200. 

CONCLUSION

Propertypistol Realty’s digital marketing initiatives have gathered a positive reception among a significant portion of respondents. The company has made notable strides in connecting with its target demographic, primarily within the 25-34 and 45-54 age groups, and professionals with varying income ranges. Platforms such as Facebook and LinkedIn have proven to be particularly effective in engaging users, with content types like videos and animations resonating strongly. Facebook was clearly the most engaging platform, with majority of respondents considering the information absorbing. Instagram and LinkedIn had strong involvement as well respectively. It is obvious that multimedia content plays a serious role in increasing interest in properties. 

The focus on urban real estate offerings aligns well with the preferences of the majority of respondents. It is clear that metropolitan locations are the most popular option among respondents for real estate investment, while suburban and rural places get a lower amount of interest. There’s an evident demand for more comprehensive features on the digital platforms, like virtual tours and in-depth property descriptions. The leading property developers are Brigade and Shoba, suggesting a balanced preference. Prestige also accounts for a sizable proportion of preferences, indicating a competitive market. 

SUGGESTIONS

The survey findings offer valuable insights to guide the strategic direction of Propertypistol Realty’s marketing approach. Firstly, focus on tailoring content to resonate with the predominant age groups of 25-34 and 45-54, aligning with their preferences and lifestyles. Develop informative and engaging content that positions real estate as a lucrative investment opportunity, catering to the professional inclinations of your audience.
Given the interest in affordable properties and joint ownership opportunities among the married segment with incomes between 25,000 and 50,000, curate listings that spotlight these aspects. Emphasize family-friendly amenities to attract this audience effectively.

Enhance customer engagement by consistently delivering compelling digital content that addresses their needs and aspirations, fostering regular interaction.

Prioritize platforms like Facebook and LinkedIn, where engagement is high. Invest in creating engaging visual content, particularly videos and animations showcasing property walkthroughs and interactive experiences. Strengthen email engagement by consistently sharing property updates and inviting customers to events, fostering a sense of exclusivity and engagement.

With the urban property preference in mind, enrich your urban property listings with comprehensive insights and detailed information. Invest in SEO and social media marketing to enhance online visibility and engagement, ultimately driving traffic to your digital platforms. Continuously gather feedback to refine strategies and adapt to evolving digital trends, aiming for a seamless customer experience.

By implementing these suggestions, Propertypistol can develop a holistic and effective digital marketing strategy that resonates with its target audience, fosters engagement, and enhances its brand presence in the competitive real estate landscape.

REFERENCE