



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A Study On Social Media Role In Digital Marketing In Real Estate

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Abstract: The real estate industry has experienced a dramatic shift in marketing strategies with the advent of digital technologies, particularly the rise of social media platforms. This study explores the evolving role of social media in digital marketing within the real estate sector, focusing on how platforms such as Facebook, Instagram, LinkedIn, and YouTube are being utilized to promote properties, engage with clients, and drive sales. The research examines the effectiveness of social media in lead generation, brand development, customer interaction, and campaign performance through both qualitative and quantitative analysis. Case studies and surveys with industry professionals highlight current trends, best practices, and common challenges faced in implementing social media strategies.

Index Terms - Real estate marketing, Digital marketing, Social media platforms, Facebook, Instagram, LinkedIn, YouTube.

I. INTRODUCTION

In the digital age, the real estate industry has undergone a significant transformation, driven largely by the rapid evolution of online marketing channels. Among these, social media has emerged as a powerful tool, reshaping the way real estate professionals connect with potential buyers, showcase properties, and build brand presence. The integration of social media into digital marketing strategies allows real estate firms to reach wider audiences, engage with customers in real-time, and foster relationships that were once limited by geographic and logistical constraints. Social media platforms such as Facebook, Instagram, LinkedIn, YouTube, and Twitter provide dynamic environments where real estate businesses can share high-quality visuals, virtual tours, testimonials, and live updates, offering a more immersive and accessible property search experience. Moreover, the use of targeted advertising, analytics, and influencer partnerships on these platforms enables agents to tailor their campaigns with precision and measure performance effectively.

II NEED OF THE STUDY

With the increasing dependence on digital platforms, social media has become an essential tool for real estate marketing. The traditional methods of property promotion, such as newspapers and billboards, are becoming less effective, making digital marketing a necessity for real estate businesses. Social media provides a cost-effective marketing solution that allows realtors to reach a larger audience with targeted advertising. Unlike traditional methods, social media enables businesses to engage directly with potential clients through interactive content, live property tours, and direct messaging, improving customer relationships.

II. OBJECTIVES OF THE STUDY

- III. To analyze the impact of social media platforms on real estate marketing strategies.
- IV. To assess how social media enhances customer engagement and lead generation in the real estate sector.
- V. To evaluate the effectiveness of paid advertisements on social media for real estate businesses.
- VI. To identify the most effective social media platforms for real estate marketing.
- VII. To explore the challenges and best practices in using social media for real estate promotion.

SCOPE OF THE STUDY

The project explores how social media has transformed digital marketing in the real estate industry. It examines various platforms such as Facebook, Instagram, LinkedIn, YouTube, and TikTok to determine their effectiveness in property marketing. The study also focuses on different marketing strategies used by real estate businesses, including organic content creation, paid advertisements, and influencer collaborations. Additionally, it analyzes customer behaviour, identifying how potential buyers and sellers engage with real estate content online.

REVIEW OF LITERATURE

The Impact of Social Media on Real Estate Marketing Strategies (2024)

Johnson and Brown's 2024 study discusses the role of social media platforms, particularly Facebook and Instagram, in real estate marketing strategies. Their research indicates that agents can reach a broader audience by utilizing these platforms' targeting tools, increasing lead generation and engagement. The study also highlights how visual content, including virtual tours and high-quality images, influences buyer interest.

Instagram Reels as a Tool for Real Estate Engagement (2024) Garcia and Patel (2024) examine how Instagram Reels is utilized by real estate agents to engage potential clients. Their study reveals that Reels' short-form video format allows real estate professionals to create compelling, quick showcases of properties, which increase user engagement. The authors argue that this format is particularly effective in reaching younger, tech-savvy homebuyers.

The Role of LinkedIn in B2B Real Estate Marketing (2024) Williams and Scott's 2024 study investigates the use of LinkedIn in real estate marketing, specifically focusing on business-to-business (B2B) connections. Their research shows that LinkedIn provides a platform for real estate agents to network with other industry professionals, such as investors and developers.

Social Media Advertising's Effect on Real Estate Sales (2024) Chen and Zhao (2024) explore the effectiveness of paid social media ads in the real estate industry. Their research shows that Facebook Ads and Instagram sponsored posts significantly increase leads and property inquiries.

TikTok and Its Influence on Real Estate Marketing (2024) Davis and White's (2024) study investigates how TikTok is being leveraged by real estate agents to promote properties. The authors found that TikTok's algorithm favors viral content, which allows listings to reach vast audiences quickly. TikTok's video format is effective for showcasing property features and giving virtual tours.

The Role of Social Media in Shaping Real Estate Buyer Preferences (2024) Thompson and Lee (2024) explore the influence of social media on shaping buyer preferences in the real estate market. Their study demonstrates that platforms like Instagram and Pinterest influence buyer perceptions, especially regarding home design trends. Social media platforms allow potential buyers to explore properties before physically visiting them.

3.2 RESEARCH METHODOLOGY

Research is an academic activity it should be a technical sense. According to Clifford Woody research comprises defining and redefining problems formulating hypothesis or suggested solutions, collecting, organizing and evaluating data making deductions and conclusions and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

3.3 KRUSKAL WALLIS H TEST

Hypothesis:

H0: There is no significant difference between the mean rank of male & female with respect to the variables.

H1: There is a significant difference between the mean rank of male & female with respect to the variables.

Ranks			
2. What is your age group?		N	Mean Rank
SOCIAL MEDIA INFLUENCER IN DIGITAL MARKET	1	35	77.64
	2	40	78.89
	3	59	79.34
	4	27	92.11
	Total	161	
SOCIAL MEDIA INFLUENCER IN REAL ESTATE	1	35	71.24
	2	40	81.74
	3	59	79.44
	4	27	95.96
	Total	161	
SOCIAL MEDIA ADVERTISEMENT	1	35	91.36
	2	40	75.72
	3	59	80.27
	4	27	76.98
	Total	161	
SOCIAL MEDIA PLATFORM FOR REAL ESTATE	1	35	85.99
	2	40	77.84
	3	59	82.85
	4	27	75.19
	Total	161	
PROMOTION OF REAL ESTATE IN SOCIAL	1	35	80.91
	2	40	88.25

MEDIA	3	59	80.34
	4	27	71.81
Total		161	

Test Statistics^{a,b}

	SOCIAL MEDIA INFLUENCER IN DIGITAL MARKET	SOCIAL MEDIA INFLUENCER IN REAL ESTATE	SOCIAL MEDIA ADVERTISEMENT	SOCIAL MEDIA PLATFORM FOR REAL ESTATE	PROMOTION OF REAL ESTATE IN SOCIAL MEDIA
Chi-Square	1.895	4.430	2.481	1.111	2.058
df	3	3	3	3	3
Asymp. Sig.	.594	.219	.479	.774	.561

a. Kruskal Wallis Test

b. Grouping Variable: 2. What is your age group?

FINDINGS

The Kruskal Wallis H test was conducted on the sampled data and it is found that the significance value (P value) for all the variables is more than 0.05 i.e., $P > 0.05$. Therefore, the null hypothesis (H_0) is accepted. There is no statistically significant difference between the mean rank of Age with respect to the variables. So, the alternative hypothesis is rejected.

CORRELATION

Hypothesis:

H_0 : The variables are not correlated with each other.

H_1 : The variables are correlated with each other.

Correlations

			SOCIAL MEDIA INFLUENCER IN DIGITAL MARKET	SOCIAL MEDIA INFLUENCER IN REAL ESTATE	SOCIAL MEDIA ADVERTISEMENT	SOCIAL MEDIA PLATFORM FOR REAL ESTATE	PROMOTION OF REAL ESTATE IN SOCIAL MEDIA
Spearman's rho	SOCIAL MEDIA INFLUENCER IN DIGITAL MARKET	Correlation Coefficient	1.000	.197*	-.075	.032	.119
		Sig. (2-tailed)	.	.012	.343	.684	.132
		N	161	161	161	161	161
	SOCIAL MEDIA INFLUENCER IN REAL ESTATE	Correlation Coefficient	.197*	1.000	.029	.245**	-.006
		Sig. (2-tailed)	.012	.	.711	.002	.944

	N	161	161	161	161	161
SOCIAL MEDIA ADVERTISEMENTS	Correlation					
	Coefficient	-.075	.029	1.000	.244**	.147
	Sig. (2-tailed)	.343	.711	.	.002	.063
	N	161	161	161	161	161
SOCIAL MEDIA PLATFORM FOR REAL ESTATE	Correlation					
	Coefficient	.032	.245**	.244**	1.000	.190*
	Sig. (2-tailed)	.684	.002	.002	.	.016
	N	161	161	161	161	161
PROMOTION OF REAL ESTATE IN SOCIAL MEDIA	Correlation					
	Coefficient	.119	-.006	.147	.190*	1.000
	Sig. (2-tailed)	.132	.944	.063	.016	.
	N	161	161	161	161	161

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

FINDINGS

The correlation was conducted on the sample data, and it is found that the significance value (P value) for all the variables is more than 0.05 i.e., $P > 0.05$. Therefore, the Alternative hypothesis (H1) is rejected. The variables are highly correlated with each other.

SUMMARY OF FINDINGS

- Most of the respondents 36% are 35-44.
- Many of the respondents 59% are male.
- Most of the respondents 35% have 4-6 Years of industry experience.
- Most of the respondents 36% are Senior-level.
- A vast majority 25.5% of the respondents are Finance.
- Most of the respondents 28% are felt that real estate buyers' decision disagree.
- A significant majority 26% are felt that traditional real estate marketing neutral.
- Many of the respondents 34% are felt that chances of selling real estate disagree.

3. SUGGESTIONS

- **Since of respondents are aged 21–30**, marketing strategies should primarily cater to this young adult demographic, using platforms and content relevant to them.
- **With male respondents**, consider tailoring communication styles or product features that appeal more to male users, while also exploring how to better engage female users.
- **As hold a Bachelor's degree**, content should maintain a moderate to advanced level of complexity to match their educational level.
- **With in business**, strategies could highlight entrepreneurial or business-use cases of the product/service.

- **Since have less than one year of experience**, educational content and beginner-friendly guidance could enhance user engagement.

CONCLUSION

The data reveals a predominantly young, male, and business-oriented audience with a strong educational background but limited professional experience. While this presents a clear opportunity to tailor marketing and educational efforts to this demographic, there is also notable room for improvement in customer satisfaction, service quality, and overall user experience. Focusing on enhanced support, clearer communication, and value-driven engagement will be key to boosting customer trust and long-term retention. The study on the role of AI in personalized digital marketing campaigns at Surya Informatics Solution highlights the transformative impact of artificial intelligence in enhancing customer engagement, optimizing marketing strategies, and driving business growth.

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