

# ***Analysis of the Strategy of Real Estate Promotion Combined with Internet Media Methods***

## ***— Take the Example of Country Garden Holdings Company Limited's Online Live Broadcasting***

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**Abstract:** The main research direction of this paper is the combination of modern Internet media methods and real estate promotion, and the marketing and promotion methods of Country Garden Holdings Company Limited's online live broadcasting as an example for in-depth discussion, to develop a case study paper. This article is mainly divided into the following parts: firstly, it introduces the background of Country Garden Holdings Company Limited as a real estate developer and the development history of online live promotion activities. Second, it analyzes the current trend of combining the promotion methods of the real estate industry with Internet media, and discusses the impact of this combination on the industry. Subsequently, the implementation process of online live broadcasting in BGG is described in detail, including the selection of live broadcasting content, platform strategy and other aspects. In addition, the advantages and challenges of online live broadcasting are analyzed, focusing on the advantages in terms of high interactivity and user participation, as well as the challenges in terms of content quality control and user participation. Finally, through collecting user feedback and evaluating the effect, the successful case of BGG's online live broadcasting activities is analyzed, and suggestions for future development trends and real estate promotion strategies are put forward. This paper aims to provide reference and inspiration for the promotion strategies of real estate enterprises in the field of Internet media.

**Keywords:** Media, Internet, Live Streaming, Real Estate, Country Garden Holdings Company Limited.

## **1. Introduction**

With the development of the Internet and the increasing popularity and mass popularization of short-video live broadcasting platforms, the change of information technology in the media industry has brought about many new business models and commercial value. As a leading real estate company in China, Cinnamon Garden takes the lead as an industry representative to combine real estate marketing with the times and innovation in the media industry, and embarks on the tip of the times to create a new mode of real estate operation and promotion --- to sell houses in the form of online

live broadcasting [1]. This mode in recent years through the online live Internet media platform for promotional activities, has achieved certain results. Therefore, taking BGG online live broadcast as a case study, we can deeply analyze how real estate enterprises use Internet media to expand the market, increase sales, and achieve competitive advantage in the fierce market competition. By analyzing the implementation process, effect evaluation and successful cases of BGG online live broadcasting activities, this paper aims to provide a reference for real estate enterprises to explore the strategy of combining real estate promotion with Internet media methods and how to achieve success in this field. Finally, this paper will also look forward to the future development trend of real estate promotion and Internet media, and put forward corresponding suggestions and prospects.

## 2. Case Analysis

BGI Holdings Limited is one of the largest urbanized residential developers with the largest sales scale in China [2], Located in Shunde, Guangdong Province, is a famous domestic real estate as the main business, covering construction, decoration, property management, hotel development and management, education and other industries Comprehensive enterprise group, China's top ten real estate enterprises, currently the largest and No. 1 ranked developer in China, ranked 283 in the global top 500 enterprises and listed on the main board of Hong Kong in 2007. With the arrival of new infrastructure and 5G era, real estate enterprises without traffic will lose the fulcrum of continued development in the future, and the correct application of digital tools will comprehensively reshape the value chain of enterprise marketing, and become the admission ticket for enterprises to enter the next wave of market competition. [3] BGG as a representative of the real estate industry first hit the real estate promotion and media innovation of the new model, opening the form of live online sales of real estate, cross-border live broadcasting the first "55 home purchase festival The first cross-border live broadcast of the "55 Home Buying Festival". BGG's live home-buying festival integrates the WeChat video number, small program, expression rain SoYiSuo and other high-quality marketing resources under Tencent, the brand content is fresh and interesting, and the click jump is more convenient, to promote the customer from attention to the purchase of the marketing efficiency has increased dramatically. The unprecedented scale of the live broadcast, a wide range of housing, popular stars strong "eye-catching", with the real estate V professional analysis, bringing unprecedented discounts strength spoiled powder, once again triggered a new upgrade of real estate marketing.

## 3. Industry Dilemma

In recent years, the media has been developing rapidly, and the means of communication have been changing rapidly. From the telegraph in the 19th century to the popularization of radio and television in the early 20th century to today's era of blossoming media [4] The opportunities for production and consumption brought about by media renewal and upgrading have directly affected various industries, for example, the emergence of live broadcasting has led to a wave of online live streaming with goods. According to the data released by the National Bureau of Statistics, in the whole year of 2019, the national online retail sales amounted to as much as 10,632.4 billion yuan, an increase of 16.5% over the whole year of 2018, and exceeded the 10 trillion marks for the first time. [5] The lower cost brings the maximization of influence and promotion. China's real estate in the form of the past decade of the "buy real estate investment" era of thought has passed, in recent years, the economic situation downturn, people for the idea of buying a house more conservative, the real estate situation is deteriorating. Real estate is vacant, the purchase rate is reduced, more and more rotten buildings, these are the current real estate companies are facing major problems. At this time, it is necessary to keep pace with the times, real estate reform from the marketing and promotion of the media industry

to follow the development of the stream, real estate marketing and promotion of the Internet media is the trend. Borrowing the Internet large scale, wide range, the strong influence of the advantages of real estate and the Internet combined, the Internet media for real estate companies to provide a wealth of online marketing channels, including social media, search engine marketing, content marketing and so on. Through these channels, real estate companies can interact more directly with potential customers and enhance brand exposure. [6]

Opportunities are always reserved for those who are prepared, and Country Garden Holdings Company Limited started to make digitalization attempts a long time ago. And heart management, long-term persistence, in the road of digital marketing innovation. The IP of "55 Live Festival" is the excellent result of BGY's digital marketing innovation. It is reported that "5" has special significance for BGY: "Give you a five-star home" is the brand concept that BGY has always insisted on; BGY's newly upgraded "five good houses" products also advocate "good house". The newly upgraded "Five Good Houses" product of BGL also advocates that a "good house" should have five components, including good products, good quality, good environment, good supporting facilities and good properties. These five elements have gripped the hearts of consumers as the pain points of marketing. In the selection of live content and channels, Cinnamon is also well-prepared. This year's "55 Live Festival", BGL Liaoning region in the form of a great deal of innovation, in the preferential at the same time increased efforts. Cinnamon Garden Liaoning region in the evening of May 5, 19:30 live, to create the real estate first fairy theme "5 forests outside the earning" home-buying festival, the scene invites the famous comedian Dabing station, not only sent "5.5 yuan against 5,500 yuan, 55 sets of the president of the direct signing of the listings, the purchase of subsidies as low as 90% off" and other great efforts. 9% off" and other large discounts, but also 50,000-yuan carp awards and other lucky draw gifts. According to statistics, within three hours of the live broadcast, the cumulative number of online viewers of the Liaoning regional live broadcast reached 12.4W+.

Of course, the emergence of new things will also be accompanied by the sprouting of new problems. Although the mode of life with goods is hot, but the limitations of the product and targeting is very limited, live industry with goods are generally some relatively cheap, daily and cost-effective daily necessities. Targeted consumer population for the live form of goods as most people, for a new thing to take a wait-and-see attitude, some consumers choose to buy things in the live room because of the discount is cheap, as well as the lower cost of trial and error, even if the quality of the product and quality control problems will not have a greater loss. This is a huge challenge for the real estate industry, a set of houses can easily be tens of millions of dollars, in the live broadcast room to sell the house, for many customers in the heart is a huge question mark. The quality of the content of the live online broadcast directly affects the audience's viewing experience and trust. Companies need to ensure the professionalism and authenticity of the live content to avoid false propaganda or inaccurate information, which is a challenge for real estate companies [7]. Using the live broadcast platform to promote and increase the brand influence and product awareness of BGY is one of the purposes of the live broadcast, but the real volume of transactions and to what extent the delivery rate is a problem that cannot be avoided by the live broadcast platform. Real estate as a bulk commodity, as a large asset-based things, in the live broadcast marketing and activities under the impulse of people to buy, for follow-up, contract signing and network fraud and the emergence of a variety of legal issues, consumers will still be after the exit of the live broadcast for the just decision to pay? Real estate transactions are also different from other small live products, not a simple process of shipping and signing after a successful order. For the supply of real estate, subsequent financial and ownership changes to follow up, the authenticity of the house in the live room, etc., these are real estate promotions with the form of the live room need to face the problems and challenges.

The combination of real estate promotion and Internet media will show a diversified and digitalized trend in the future. Real estate companies need to strengthen content planning, provide

diversified and attractive content, and focus on interactive experiences to enhance audience participation. At the same time, optimize technical support and data analysis capabilities, and in-depth mining of user data to achieve precision marketing. Cross-platform integration and promotion is the key, need to promote on multiple platforms and strengthen the brand building to establish a good brand image. It is recommended that real estate companies strengthen the construction of internal technical teams, and cooperate with Internet media organizations to jointly carry out online promotional activities to enhance market competitiveness and user experience. In addition, for online and offline resource sharing, information synchronization capabilities also need to be managed and improved. The obscurity of the Internet is whether consumers see what they see as what they get, and it is important to deal with offline delivery methods while a large number of online orders occur at the same time. Strengthen the legal popularization of Internet transactions to prevent people from using this virtual channel for illegal benefits. [8]

From the perspective of marketing communication theory, the practice of BGY's online live broadcasting activities reflects a variety of communication effects and strategies. For example, with the help of the online live broadcasting platform, BGY can realize a wide coverage of information dissemination and attract more potential customers to pay attention to its properties. In addition, through the interactive links during the live broadcast, viewers can communicate directly with the host, ask questions and get instant responses, thus enhancing the audience's sense of participation and trust. This is in line with the important concepts of interactivity, participation and trust in marketing communication theory [9]. Secondly, from the perspective of Internet media theory, the practice of BGY's online live broadcasting activities reflects the influence of Internet media on communication methods and effects. One of the characteristics of Internet media is the immediacy and globalization of information. BGY's live broadcasting activity can realize real-time dissemination of the latest property information and attract the attention of the audience, which is consistent with the immediacy and globalization in the theory of Internet media. In addition, through the online live broadcast platform, BGY is able to collect data from viewers to understand their needs and behaviors, which can provide a reference for subsequent promotional activities. This reflects the importance of data-driven communication in Internet media theory [10].

#### 4. Conclusion

According to the strategic analysis of the combination of real estate promotion and Internet media in the analysis of the combination of practical and theoretical frameworks of the online live broadcasting activities of Country Garden Holdings Company Limited, and have come to some important conclusions. First, this paper found that online live broadcasting, as an emerging promotion method, has great potential in the real estate industry. Through online live broadcasting, real estate companies can achieve real-time dissemination of information, enhancement of interactive experience, and increase of user participation, which helps to improve the promotion effect and brand influence. Second, it is believed that marketing communication theory and Internet media theory play an important role in understanding and explaining BGY's online live broadcasting activities. The marketing communication theory helped us understand the mechanism and influencing factors of information dissemination, while the Internet media theory helped us recognize the influence of Internet media on the dissemination methods and effects, which helped us better guide the development and implementation of practical activities [11]. Finally, this paper recognizes that the future development trend of real estate promotion combined with Internet media is diversified and digital. Real estate enterprises need to continuously innovate and strengthen content planning, technical support and data analysis to adapt to the changes in the market and enhance the promotion effect. At the same time, enterprises also need to strengthen brand building, establish a good brand image, and enhance the user experience to win an advantageous position in the market competition.

To sum up, real estate enterprises should focus on combining marketing communication theory and Internet media theory in future promotion practice, continuously innovate, strengthen technical support and data analysis, and enhance brand influence and user experience, to achieve better promotion effect and market performance.

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