



**RESEARCH ON BEIJING DEXIN REAL ESTATE NETWORK
MARKETING STRATEGY**

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MARKETING STRATEGY

Thematic Certificate

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This independent study has been approved as a partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

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ABSTRACT

Real estate is the pillar industry of China economy development, the marketing mode is to convert from traditional marketing to network marketing. Network technology is becoming more and more mature the real estate industry in China, is growing, and to the real estate network marketing provides an excellent opportunity for development. Presently real estate enterprise implementation of network marketing and management does not achieve the desired effect. In the open market competition environment, enterprise competition is very big, the study of effective and feasible real estate network marketing models have become an important goal of enterprise development.

First of all, this articles, contents are mainly literature research, information studies, case analysis, analyzed the Dexin real estate development company in network marketing advantages and disadvantages. Then, in view of the network marketing, there is not a high degree of consumer trust, the network market targeting is misconducted, imperfect marketing networks, and network marketing talents lack problem analysis. Finally, it is important put forward some countermeasures for existing problems of network marketing, to constantly improve the Beijing Dexin real estate network marketing strategy.

Keywords: Dexin real estate, network marketing, regional information interaction, management.

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摘 要

房地产是推动中国经济发展的支柱性产业,其营销模式正在从传统营销向网络营销进行转变。网络技术的日益成熟,给房地产网络营销提供了极好的发展机遇。然而目前很多房地产企业实施网络营销却没有达到预期的效果。在开放的市场竞争环境下,企业竞争压力越来越大,研究有效可行的房地产网络营销模式成为企业发展的重要目标。

首先,本文主要运用了文献研究法、信息研究法、案例分析法分析了北京德信地产开发公司在网络营销方面的优势与劣势;然后针对网络营销存在的消费者信任程度不高、网络市场目标定位失当、市场营销网络不健全、网络营销人才缺乏等问题;最后,我们提出改进网络营销存在问题的对策,从而提高北京德信房地产的网络营销水平。

关键词: 德信房地产; 网络营销; 信息; 管理

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Light and shade come in swift alternation; Days and months flash by as quickly as a weaver's shuttle.; Light travels like an arrow, and time like a shuttle. It has been two years since I entered the University of Siam, which also means that my graduate study life is coming to an end. Memories of the past, an international student left the home country to a strange place to live and study, I not only experienced countless hardships and loneliness, but also experienced a lot of happiness and warmth. I have not been accustomed to Thai life for a long time, but now I feel that this has become my second family. Two years of student life is coming to an end, I have a lot of thanks to express.

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RESEARCH ON BEIJING DEXIN REAL ESTATE NETWORK MARKETING STRATEGY

1. INTRODUCTION

1.1 Background

At present, the Internet is developing very rapidly. It has been transformed from previous academic research into commercial application, and has become an indispensable tool for the global enterprise's weapon and enterprise operation. The operation and management of the enterprise is being impacted by the information network. In the era of globalized Internet, a new marketing model will emerge and replace the traditional marketing model. (Feng, 2012)

The Internet, which originated in the late 1960s, has gradually formed millions of network points and network groups. The formation of the Internet does not come from global system planning. The reason why it can have today's scale is its own characteristics: openness, share and Cost-effective. Therefore, after commercialization, various network service providers adopt a strategy of lowering prices, thus creating a rapid development of the Internet use population. (Feng, 2012)

There are many service applications on the Internet, and the main functions include E-mail, Weibo and Forums. It can transmit text, voice, graphics, etc. anytime, anywhere, update the information at any time, and can log in remotely. It can connect to the remote computer host, file transfer protocol, and standardize the transfer of a large number of files between computers. It can be used to obtain the required information from the global server. Public software, personal access to information is more convenient. The online forum, a field that provides a discussion of issues for users around the world, has formed tens of thousands of discussion groups. Therefore, by 2011, the global market of the Internet has clearly formed an economic scale.

The real estate network marketing price is low, and the effect of marketing in the country is very good. Due to the rapid development trend of the current Internet, it is

obvious that the globalization of electronic networks and the marketing of corporate products are not illusory. Therefore, if real estate enterprises do not know this new model in time, I am afraid There will be more business opportunities lost.(Yang,2011)

The development of the advertising industry in the future is also deeply affected by the Internet. With the popularization of mobile phones and tablet portable computers, the development of the network has been different from the previous ones. The number of network users has been widely spread among the people. It is not in the market. Focusing only on special groups (high income, high education, young), online advertising is exerting more pressure on traditional media, and may even become the dominant media channel in the future by replacing traditional media. The value of real estate network marketing lies in setting up a bridge to develop information exchange between enterprises and customers, making the exchange of value more full and more efficient. The real estate network marketing referred to here is not only sales, but also includes many other contents, such as understanding customer needs, disseminating information, after-sales service, etc. E-commerce is booming around the world. Real estate network marketing, as a newcomer to e-commerce, will also play an irreplaceable role in future commercial trade.(Wang,2012)

1.2 Research Significance

First, we can make clear whether there are problems in the operation of real estate in the implementation of network marketing, we can understand the changing trend of real estate network marketing market, how to deeply analyze the existing problems, and promote the research of real estate. Secondly, this paper focuses on the analysis and research of the existing problems and the corresponding countermeasures, which is of innovative significance to the development of real estate market. Third, this paper uses the combination of domestic and foreign real estate development, so as to enhance the scientific and persuasive nature of this paper.

1.3 Purpose of the Research

At present, China's network technology is becoming more and more mature, and China's real estate industry has also developed into a blowout. Real estate network marketing has obtained great development opportunities. However, many real estate companies have encountered many problems and drawbacks in network marketing and management. For online marketing, consumer trust is not high, network market target misplacement, marketing network is not sound, and the lack of network marketing talents. Finally, we propose countermeasures to improve the problems of network marketing, so as to improve the network marketing level of Beijing Dexin Real Estate.

1.4 Research Content and Structure

1.4.1 Research Content

The research goal of this paper is to understand the traditional marketing environment and the development potential of Beijing Dexin real estate through the development of the Internet and the development of real estate enterprises in China. Secondly, through SWOT analysis, this paper analyzes the present situation and existing problems of Dexin real estate development in Beijing from four aspects: advantages, disadvantages, opportunities and threats, and finally puts forward the corresponding countermeasures. This paper puts forward the countermeasures and future strategies of Beijing Dexin real estate network marketing, and puts forward some corresponding improvement measures.

1.4.2 Structure Arrangement

This paper is divided into five chapters:

The first chapter is the introduction. This paper mainly analyzes the research background, research purpose, research significance, domestic and foreign research status, research content and methods of the Internet. And the development of the Internet in China.

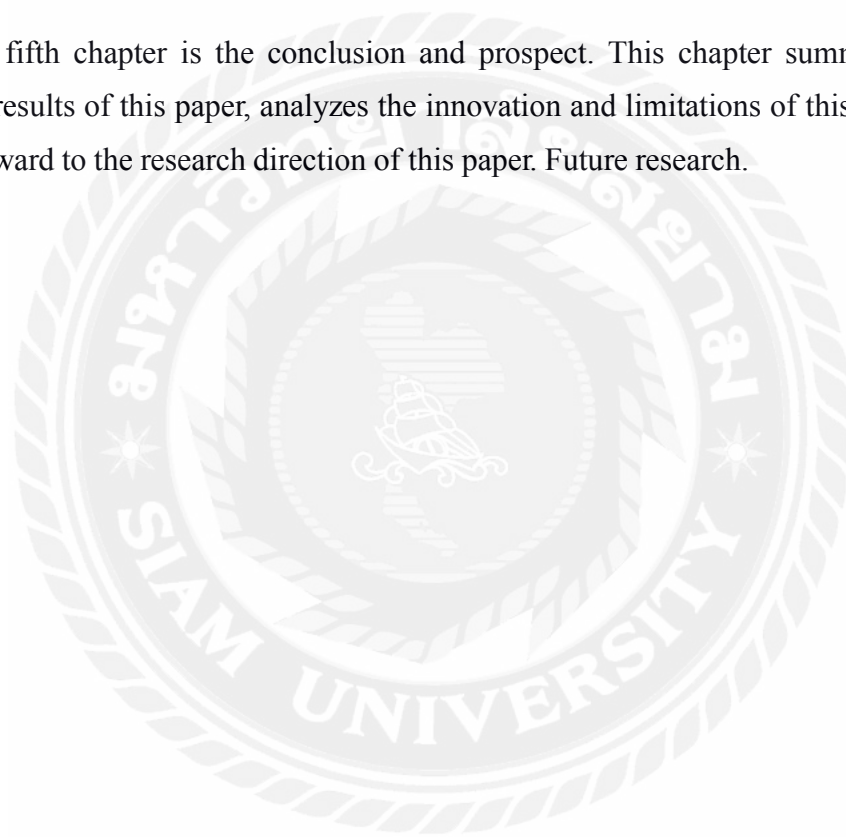
The second chapter is literature review. This chapter mainly introduces the related theories, sustainable development theory and SWOT analysis model of the development of real estate network marketing in China, which lays a theoretical

foundation for the sustainable development of real estate network marketing. For this study.

The third chapter introduces the development process and environmental analysis of real estate network marketing, including the general situation of real estate network marketing, Beijing Dexin real estate network marketing development status. The Development trend of Beijing Dexin Real Estate Network Marketing

The fourth chapter is through the Beijing Dexin real estate network marketing development status analysis and the existing problem analysis. Beijing Dexin real estate network marketing development SWOT analysis.

The fifth chapter is the conclusion and prospect. This chapter summarizes the research results of this paper, analyzes the innovation and limitations of this study, and looks forward to the research direction of this paper. Future research.



LITERATURE REVIEW

2.1 Definition Of Internet Marketing

Network marketing is a new business model with low cost and high efficiency, which is gradually produced in the interactive development of computer technology and network communication technology, and develops rapidly with the wide application of Internet.

The basic concept of network marketing: it refers to a new marketing method which is based on the Internet and uses the interaction of digital information and network media to assist the realization of marketing objectives. To put it simply, network marketing is a marketing activity which takes the Internet as the main means to achieve a certain marketing purpose.

2.1.1 Characteristics of Internet Marketing

Internet marketing is a new marketing model based on the Internet, online payment as a means, and both enterprises and users. The production, marketing, distribution and service of the products are carried out by means of the network. Compared with traditional marketing methods, it has the following characteristics and advantages: (1) Interactive communication. If the store publishes product information on the network and directly or indirectly inserts advertisements on the network, the customer can browse and access any instant access to the Internet through any device that can access the Internet; (2) cost of sales low. From the previous physical exchange through the Internet to modern information exchange and exchange, there can be no physical storefront, so there is no rent, low risk and low cost. We all know that face-to-face sales strategies can minimize operating costs in marketing, so that the company's products can be more competitive in the market; (3) not limited by the region, expand the marketing scope. The marketing behavior is to achieve profit and win market share. The marketing activities based on the Internet can be separated from the geographical time limit. The scope of the company's marketing can be unlimited, and it can be used for uninterrupted marketing.

The emergence of online marketing means that enterprises can achieve marketing goals at a lower cost. The speed of enterprise expansion will be faster than

at any time in the past. The marketing scope will be radiated to any corner of the world with Internet access, and will continue uninterrupted. The large-capacity, constantly updated and updated marketing activities have greatly promoted the marketing activities of enterprises.(Marshall,2011)

2.1.2 Position of Network Marketing

Network marketing is a new marketing mode which is different from the past. However, limited to the characteristics of the real estate industry and the network itself, it does not have the ability to completely replace the traditional marketing model to operate independently. Therefore, the integration of network marketing and unified marketing. Complementary advantages are the unique growth model of network marketing.

So far, traditional marketing and network marketing are essentially two inseparable parts of the overall marketing strategy of real estate. The promotion of real estate enterprise website and the establishment of brand can only be realized through traditional marketing. The object of traditional marketing is the real estate website itself and the brand of real estate enterprises, and the object of network marketing is a large amount of information about enterprises. These two parts are indispensable, only integration can make it play the greatest role.

The website, as the intermediary between the consumer and the final product of the enterprise, first guides the consumer to enter the website and must sell itself, so that they can get in touch with the final product information. At the same time, while promoting the website, we must closely combine the website with the brand image of the enterprise to attract the consumers with real demand. Therefore, enterprises must set up brand image before consumer purchase decision. For the high value product of real estate, brand effect is an important factor among consumer purchasing decision makers. Good brand image is also an intangible asset of real estate enterprises. Room One of the better ways for real estate enterprises to use traditional marketing techniques to guide consumers to log on to the enterprise website is to establish brand image with the help of traditional media and use the network to provide information. The object of network marketing is a lot of information, including the price, location, sales and sale of real estate products and the knowledge of housing encyclopedia,

sales news and so on. The network can provide consumers with rich information, although it can not replace looking at the house on the spot, but it is of great significance to optimize the information environment of the real estate market. At least at present, the goal of network marketing should be to provide information. The actual transaction should still be in the traditional channel.

2.1.3 The Development of Network Marketing

In the 1960s, the Internet originated in the United States. Four universities and research institutes on the West Coast, with funding from the United States Department of Defense, connected the main computer using simple communication cables to communicate with each other and called ARPANET. In the early 1990s, relying on the rapid development of Internet (Internet), the index of network technology application increased sharply, which set off an upsurge in the application of the Internet all over the world, and all the major enterprises in the world rushed to catch the Internet bus in this century. They provide information services on the Internet and expand the scope of business, the restructuring of the internal structure of enterprises and the research on new management and marketing methods. It has become an important task of enterprise construction. In the age of information network, people's way of life and habits will be changed and people will gradually adapt to it. Enterprises must also actively update and reorganize their business philosophy, management mode, management mode and so on. In order to meet the arrival of the network era, as well as the discovery of new business opportunities.

Network marketing is a new marketing method and marketing means in order to achieve the goal of enterprise marketing, its content is very rich. On the one hand, the network marketing aims at the emerging virtual market, understands and grasps the consumer characteristic and the consumer behavior pattern change in time, provides the reliable data analysis and the marketing basis for the enterprise to carry on the marketing activity in the network. On the other hand, network marketing carries out marketing activities on the Internet, and the network has unique characteristics that traditional channels and media do not have: freedom of information exchange, openness and equality, and the cost of information exchange is very low. The channels of information exchange are both direct and efficient, so they are on the Internet. To carry out marketing activities, we need to change some traditional marketing means

and methods. Network marketing in Internet marketing, its basic marketing purpose and marketing tools are consistent, but in the process of implementation and operation is very different from the traditional marketing. Here are some of the main things in online marketing.

Analysis of online consumer behavior. Internet users, as a special group, have different characteristics from traditional market groups. To carry out effective network marketing activities, we must deeply understand the demand characteristics of online user groups. As a tool of information communication, Internet has become a place for many groups with similar interests to gather and communicate, and form an online virtual community with distinctive characteristics. Understanding the group characteristics and preferences of these virtual communities is the key to the analysis of online consumer behavior.

Network marketing strategy formulation. Different enterprises have different positions in the market, and their respective marketing purposes are also different. Enterprises must adopt marketing strategies suitable for enterprises, because although network marketing is a very effective marketing tool, However, the implementation of network marketing needs to control investment and avoid certain risks. Moreover, enterprises should also take into account the influence of product life cycle on the formulation of network marketing strategy in the formulation of network marketing strategy.

Online product and service strategy. As an effective transmission channel of information, the network has gradually become the carrier of some intangible products such as software, which has changed the choice of traditional products in the network channel. The traditional product strategy of product design, development, packaging and brand should be reconsidered according to the characteristics of the network in the marketing of online products and services. For example, the traditional dominant brand is not necessarily the dominant brand in the online market.

Online promotion and online advertising. As a two-way communication, the biggest advantage of Internet is that both sides of communication can communicate directly through the limitation of time and space, which is simple, efficient and low

cost. Therefore, online promotion is a very effective channel, but online promotion activities must follow some online information exchange and communication rules, do not violate social ethics, abide by the relevant laws and regulations. Network advertising is a very wide range of promotional tools, relying on the multimedia function of Internet, network advertising is interactive and direct. Online marketing can be done through more changes, such as online video media Shao, online game implantation and so on to allow consumers to engage in real-time interactive experience, let them understand the product and make shopping choices.

In the Web1.0 era, the commonly used network marketing is search engine marketing, e-mail marketing, instant messaging marketing, BBS marketing, viral marketing and so on. However, with the development of the Internet to the Web2.0 era, the number of network application services has not increased, and the network marketing methods have become more and more abundant, including blog marketing, RSS marketing, creative advertising marketing, word-of-mouth marketing, experiential marketing, interesting marketing. Knowledge marketing, integrated marketing, event marketing and so on, with the continuous development of the network, there will be more network marketing methods, if you want to do a good job of network marketing, we should always pay close attention to the movement of network marketing. State. At the same time, enterprises need to deeply understand many network marketing strategies, combined with their own resources widely used in product promotion and brand building.

3. The concept of Internet Brand

There are two meanings of network brand: one is the brand established by Internet, the other is the influence of Internet on the existing brand under the network. The two meanings have different emphasis on the way of brand construction and promotion, but both of them are to enhance the overall image of the enterprise and create a well-known brand.

There are usually seven ways to build and promote online brands:

Enterprise website construction, enterprise website construction is not only the basis of network marketing, but also the basis of network brand construction and promotion. There are many opportunities to display and spread brands on corporate

websites, such as corporate logos on websites, internal online ads on web pages, company introductions and corporate news on websites.

E-mail in the network brand building and dissemination, optimization and market work needs, may send a large number of e-mail every day. There are one-to-one customer service mail, there will also be one-to-many product promotion or customer relationship information, through e-mail to customers, it has become a means of transmitting network brands.

The network brand promotion in the network advertisement, the network advertisement mainly has two aspects the function: the brand promotion and the product promotion. Compared with other network brand promotion methods, network advertising has the characteristics of pertinence and flexibility in network brand promotion, and the corresponding network advertising can be designed and put according to the needs of marketing strategy.

The information that users see in the search engine marketing is the first impression of an enterprise network brand, and the quality of this impression determines whether the brand has the opportunity to be further recognized.

The communication between electronic publications and members is provided. This means of transmitting information based on registered users' email has a significant effect on improving customer relations and building network brands.

To establish a network community oriented by network marketing, most enterprises have very small visits to the website, and even fewer participants and repeat visitors, so the value of the network community is reflected. At this time, enterprises establish their own network community. Such as forums, blogs and so on can gather a large number of network users.

4. The Integration of Network Marketing and traditional Marketing

Network enterprises and traditional enterprises, network marketing and traditional marketing are gradually integrated with each other. As Intel President Grove said: "there will be no more Internet companies in five years because all

companies will be Internet companies." In fact, there is no strict boundary difference between traditional marketing and network marketing, and the theory of network marketing can not be separated from the basis of traditional marketing theory. The theory is used to guide practice, as long as it is effective, it is correct.

Although the Internet will gradually overcome its shortcomings, but network marketing and traditional marketing is a mutual promotion and complementary relationship. Therefore, when carrying out network marketing activities, enterprises should integrate network marketing and traditional marketing according to their own network marketing objectives and actual conditions. Under the buyer and seller market, the market competition is becoming more and more fierce. Relying solely on traditional marketing means, it is more and more difficult for enterprises to gain competitive advantage in the market. The emergence of network marketing has completely changed the marketing and management mode. Network marketing has become another channel for enterprises to provide products and services to consumers, and it is another way for enterprises to enhance their competitive advantage and increase profits. One direction. Under the development of science and technology, compared with traditional marketing, network marketing has changed greatly from theory to method. Therefore, how to deal with the integration of network marketing and traditional marketing can arouse the attention and needs of customers more effectively than competitors, and become the key to the success of network marketing.

5. Evaluation of network marketing effect

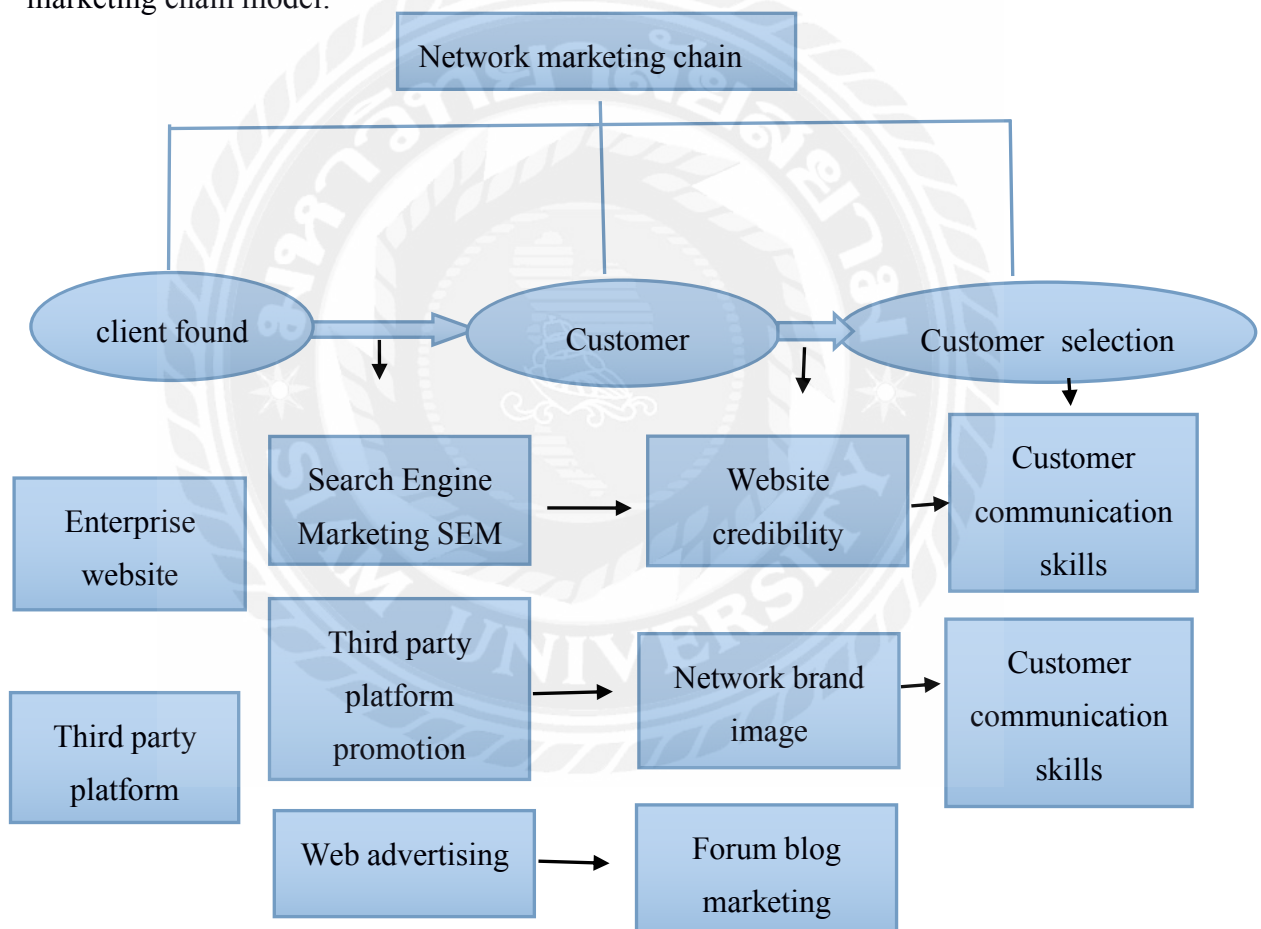
The evaluation of network marketing effect can understand and master the operation status and effect of enterprise network marketing, and provide scientific basis for enterprise network marketing decision. The performance evaluation system of network marketing mainly includes the evaluation of website promotion and network brand, the evaluation of website visit index, and the evaluation of various network marketing response rate indexes.

Website visit statistics is an important index to evaluate the effect of network marketing. In addition, it can also provide valuable and important information for network marketing diagnosis and strategy research to find out the problems existing in website design, to provide reference for timely improvement of website design, and to excavate visitors' browsing habits. Help to control and improve the network

marketing activities, so as to achieve the purpose of enhancing the effect of network marketing. Indicators of site visits can be obtained according to statistical tools: number of independent visitors, number of page views, changes in user visits and distribution of visits to the site, which sites visitors come from and who visitors come from Search engine, which keywords users use to retrieve and so on.

2.1.4 Application practice of Network Marketing

From the current practice and application of enterprise network marketing, the process of network marketing can be divided into three main stages: customers find you, customers trust you and customers choose you, as shown in figure network marketing chain model:



The first stage: build the network marketing level

The main work of this stage is to build a network platform and promote the platform. Enterprises can build their own websites or open shops or shops on the third-party e-commerce platform, including the release of supply and demand information and so on. Building the platform only has its own position, but if there are no views, the construction of the platform is not of any network marketing value, at

this time, the promotion of the platform so that customers can find you is very important.

The second stage: building customer trust

When the first phase has enough views, the second phase of the job is to enter the customer trust you. The website or third-party e-commerce platform has a high number of views, why is there no consultation? At this time, we need to pay attention to the credibility of the website and other customer experience optimization, such as reasonable planning of website columns, careful design of website layout, display of relevant company certificates, timely update of company announcements, specification of detailed description of products and so on. Finally, give customers the experience of boutique stores, improve customer interest in the company and products. Therefore, it is very important to improve the credibility of the website or third-party e-commerce platform. Enterprises can access from the website Reliability, network brand image shaping and forum and blog marketing and so on, arouse the interest of customers and carry on the related consultation.

The third stage: effective communication, get orders

When customers are interested in and trust your company and product information, will carry out preliminary communication, how to carry out effective online communication, improve the conversion rate of consultation has become the key. From the survey data, the average conversion rate of enterprise network consulting is about 1.5%, some enterprises may be 1/1000, some enterprises can reach more than 1/10. The problem here is related to the communication skills of the consultation, including the identification and classification of the customer, and the customer. Communication language skills, customer tracking skills, and so on. The network marketing of many enterprises is done by people who do not understand the network marketing. Although these new people have a high passion for work, they do not understand the company's products, especially the technology, and lack a clear understanding and positioning of the characteristics of different target customers. In addition, there is not enough working experience, so that the conversion rate of consultation is very low. Therefore, from the whole process of network marketing, there are many links involved, from platform construction, platform promotion, platform and network credibility construction, to the final order, all kinds of network

marketing behavior is a chain structure of one ring and one ring. Any of these links have problems, the network of enterprises The overall effect of network marketing will become very poor.(Strauss,2005)

2.2 International Research Status

2.2.1 Chinese Research

China entered the Internet in the early 1990s. As a brand-new marketing model, network marketing has been highly concerned by the Chinese business community and related academic circles. In the context of the continuous launch of network products in recent years, domestic scholars have traditionally attacked the Internet. The subject of the industry marketing model has received increasing attention, and many scholars have given their own opinions and conclusions.

Du Zheng (2012) believes that the rapid development of the network economy is affecting the traditional marketing theory with its inherent characteristics and patterns, and some changes have taken place. Network marketing has been born. Under the impetus of the Internet platform and network channels, the traditional Companies must be able to adapt to changes in the online marketing environment.(Du,2012)

Long Liang (2007) mentioned in the article "On the status quo of China's real estate network marketing development" that in the rapid development of information technology, the network has become an important tool and means for the development of business marketing, real estate industry network marketing is popular, showing " Short, flat and fast.(Long,2007)

Wang Peng (2007) pointed out in the article "Thoughts on Real Estate Network Marketing" that in the Internet era, information technology provides technical support for the real estate industry, so that real estate enterprises are no longer subject to time, space and real estate marketing in development and operation. Has entered the era of the Internet.(Wang,2007)

Wu Huihua (2009) "Building and Application of Real Estate Network Marketing System" discusses the construction and application of real estate network marketing system, and proposes the use of reasonable safeguard measures to promote real estate

network marketing. Real estate companies analyze the needs and desires of consumers through online marketing, improve marketing strategies, and consumers understand information through the Internet. This two-way communication approach closes the relationship between business and consumers. (Wu, 2009)

Since the 1990s, China has developed rapidly in important fields such as economy and science and technology. The comprehensive national strength has been continuously enhanced, the access speed of Internet access capacity has been doubled, and computers have been widely used. According to the 2015 China Internet Network Information Center "The 35th Statistical Report on China's Internet Development Status", as of December 2014, the proportion of enterprises using computer offices nationwide was 90.4%. The proportion of companies using the Internet to work in the country is 78.8%. For large and medium-sized enterprises (50 people and above), the Internet usage ratio is over 80%. The types of Internet applications carried out by enterprises are rich in types, which basically cover all aspects of business operations. As the most basic Internet communication application, e-mail has the highest ubiquity rate of 84.0%; Internet messaging applications are also popular, and the application efficiencies are higher than 50%; in service and internal pillar applications, Except for online banking, interaction with government agencies, and high ubiquity of online recruitment, other applications are on average less than 50%. The focus is on employee re-education and Internet software systems, and the ubiquity rate has been at a low level.

The deep Internet construction has not been opened in most of China's enterprises, and it is still at the grassroots application level. In terms of online marketing, 24.8% of companies conduct online sales nationwide. In some industries, the manufacturing, information transmission, computer services and software industries, the wholesale and retail industry has a higher proportion of development, reaching 38.5%, 36.51% and 34.91%, respectively, while the construction industry, transportation, warehousing and postal services, The real estate industry, the rental and business services industries, and the proportion of residential services and other services are relatively low. In 2014, the Internet o2o business model achieved rapid development. This business model closely integrated the physical enterprise, especially the local living service industry and the business service industry with the

Internet. The offline enterprise has become an important part of the Internet consumer economy. Under this trend, more and more traditional companies will launch online sales in the future. An important indicator for measuring the development of a country's Internet is the number of Internet users, and China enjoys a very large group of Internet users. According to the report, according to the statistics of China Internet Association's "China Internet Development Status Report 2018", as of June 30, 2018, the number of Chinese netizens reached 802 million, and the number of mobile Internet users reached 788 million. There is a large room for growth in the number of Internet users in China, which provides a broad market foundation for Chinese enterprises to carry out network marketing.

China's online market is huge, and there are many business opportunities brought by network marketing. The network economy will inevitably have great development in the future, and the business prospects will be brighter.

In summary, foreign and domestic scholars have already started research on real estate network marketing. Among them, the research focus of foreign scholars is mostly on marketing theory and network marketing concept. Relatively speaking, domestic scholars have a wider range of real estate network marketing. The research content includes real estate network marketing advantages, real estate network marketing related theories, real estate network marketing status, all of which indicate that real estate network marketing has caused more domestic The attention of the industry. Based on the internal data of Beijing Dexin Real Estate Co., Ltd., this paper combines the existing theories at home and abroad to carry out in-depth research on Beijing Dexin Real Estate Network Marketing.

2.2.2 Other Countries

In other countries, online marketing is also called e-marketing or e-marketing. For the research of enterprise network marketing, foreign countries started earlier, and some classic theories of marketing are produced in the United States and other Western countries. The Internet is a new marketing method in the information age. The revolutionary changes it brings to society are not inferior to the

technological revolution in any period, because it has brought about tremendous changes in people's lives. With the advancement of science and technology and the development of the network, the network marketing model and marketing methods of foreign enterprises have also developed rapidly. They have proposed 4P, 4C, 4R, 4I and other theories. These concepts and theories have played a very important role in the development of foreign network marketing.

University of Michigan professor E. Jeremy McCarthy introduced the famous 4P theory in the 1960s: Product, Price, Promotion, and Place, considered to be the basics of marketing. The 4P theory has always been used in marketing and online marketing. With the advancement of society and the development of technology, the individualized demand of consumers has gradually become more prominent. The new consumer-centered marketing ideas have gradually attracted the attention of the industry. In the 1990s, Professor Laponte proposed the 4C theory: consumers. 4C has a tendency to replace 4P with Consumer needs wants, Cost, Communication, and Convenience. However, with the development of the times, the limitations of the 4C theory have become more and more prominent, and there has been a contradiction between consumer demand and social principles. For example, consumers' demands are becoming more and more extravagant, which is contrary to the national saving strategy requirements. The US Tang Schultz proposed the 4R doctrine: Relationship, Retrenchment, Relevance, and Rewards. Subsequently, Ogilvy & Mather took the lead in advocating the 4I principles of network integration marketing theory: Interesting, Interests, Interaction, and Individuality. (McCarthy, 2012)

In recent years, with the deep understanding and mature application of the network, the research on network marketing models and strategies has also been valued by foreign companies. At the same time, the government has also introduced relevant policies and regulations to support and encourage online marketing. For example, the US government stipulates that the goods and equipment purchased by the government itself must be partly from online marketing, so that the enterprise obtains government orders. We must actively develop and improve our own network application platform and carry out network marketing related business. Email marketing is the most popular online marketing tool in Europe, because European corporate employees view viewing emails as part of their lives and work. The gradual

improvement of the basic environment of network communication has made Japan's network marketing flourish. The use of mobile communication and mobile Internet for online marketing is an important means. In terms of online marketing, some foreign countries, such as Japan, have specific estimates for them, and they also encourage communication with the organizations and actively carry out related plans for network marketing in various e-commerce activities.

2.3 SWOT Analysis Model

SWOT analysis is designed to facilitate a realistic, fact-based, data-driven look at the strengths and weaknesses of an organization, its initiatives or an industry. The organization needs to keep the analysis accurate by avoiding pre-conceived beliefs or gray areas and instead focusing on real-life contexts. For example, how do the organization's products and services compare to those of competing firms? A SWOT analysis should be short and simple and should avoid complexity and over-analysis to remain as objective as possible and to keep subjective judgments out of the process. Companies should use it as a guide and not necessarily as a prescription. As a whole, SWOT can be divided into two parts, SW and OT. SW represents the internal factors. SW analysis mainly analyzes the internal conditions of the research object, focusing on the strength of the research object and its comparison with competitors. OT represents external factors, and OT analysis is mainly used to analyze the external conditions of research objects and to emphasize the change of external environment and its possible influence on research objects.

The results of SWOT analysis have different names according to different research objects and purposes. In strategic studies it's called strategic planning; In development studies, it's called development strategies; In market research, it's called the market game; In management consulting, it is called management strategy, etc.

3. RESEARCH METHODS

3.1 Resource of Research material

3.1.1 Online Population Data

(1) Netizen scale

As of December 2013, the number of Chinese netizens reached 618 million, and the number of new netizens increased by 55.38 million. The Internet penetration rate was 45.8%, an increase of 3.7 percentage points from the end of 2012. (Yang,2010)

In the first half of 2013, the rapid development of the Internet in China was due to the fact that in 2012, the government set a comprehensive set of policies and regulations and sound network equipment to promote informationization, and achieved broadband coverage throughout the country. And the establishment of mobile networks and other measures have promoted people's use of the Internet to varying degrees; another reason is that the promotion of mobile devices such as 3G and the use of wireless networks have also prompted more Internet users to access the Internet through mobile phones, further promoting the Internet. In China, it has grown steadily. Moreover, the role of the user in using the network through the mobile phone network is very significant, because it has a unique role and is favored by the majority of users.(Zhang,2013)

Until the end of June 2016, the proportion of netizens newly joined by mobile phones in China was over 70%, which was much higher than that of netizens of the same kind of equipment. This indicates that mobile phones play a very large role in the use of the Internet. The role is now an important source of rising Internet usage.Until the end of June 2013, there were 464 million users accessing the Internet through mobile phones in China, which was more than 40 million people more than last year. The ratio increased by 4%, faster than the growth rate in the second half of last year. Data, until May, the number of people accessing the Internet through mobile phones in China has reached 783 million. Although their data is different. But all together show that China's mobile phone netizens have formed a huge scale and maintained a rapid development.

(2) Internet property

①Gender structure.As of the end of June 2013, the gender ratio of Chinese netizens was 55.6:44.4, which was basically consistent with the situation in 2012.In recent years, the sex ratio of Chinese netizens has remained stable.②Age structure.as of the end of June 2013, the proportion of Chinese netizens in all age groups over 30 years old has increased to varying degrees, with a total proportion of 46.0%, an increase of 2.1 percentage points compared with the end of 2012, indicating that the popularity of Internet in China has gradually increased from youth. Spread to middle-aged and older people, the middle-aged and elderly population is the main source of growth for Chinese netizens.

3.1.2 Social and Cultural Data

The social and cultural atmosphere is in constant change. It is a concentrated expression of the national spirit, values, behavioral habits, customs, moral cultivation, language beliefs and other aspects of a country.

The Internet has created a unique culture that is unique to itself. The characteristics reflected include: First, information is transmitted via the Internet, and the interaction is stronger, more fresh and immediacy. Therefore, it is necessary to grasp the first-hand information in time. Scientific and correct decision-making can be made. Secondly, the Internet allows enterprises of all sizes to stand on the same starting line. With the increasing pressure of network competition, if you want to make yourself unique and enjoy greater business opportunities, you must Focus on improving the level of innovation; once again, because the Internet covers the entire world, companies can easily absorb modern scientific and technological management achievements and increase communication; finally, the security and ethics generated by the advancement of the Internet are always The core thesis that Fang Xiang can't hold, in the process of carrying out network marketing activities, must be carried out in accordance with the established network etiquette. Only in this way can we create a good image of the company and stand in an invincible position in the fierce market competition.

3.1.3 Technology Data

The Internet has promoted economic progress and innovation, which has brought about tremendous changes in the past competition methods, production forms and marketing models. With the continuous upgrading of Internet information technology, corporate and customer behavior in the marketing field has also changed. Even if technology can improve the frequency and effectiveness of communication and communication, if it is not used correctly, it will cause great resistance to online operations. As a company, one thing that needs special attention is that it cannot illegally invade the Internet database system that is not authorized to operate. It will cause the enterprise to fall into a huge crisis.(Meyerson,2007)

3.1.4 Online shopping users

With the Internet shopping thought deeply rooted in the hearts of the people, online shopping users have gradually become the mainstream group of consumers.

According to CNNIC monitoring results, by the middle of 2013, the number of domestic online shopping users was 271 million, and the utilization rate of online shopping had increased to 45.9 percent.Having such a huge consumer base means a huge consumer market.Compared with the end of 2012, the number of netizens rose 11.9 percent to 28.89 million in January to June.(Lusi,2013)

3.1.5 User Channels

Since 2007, the post-80s have become the main force in the purchase of real estate, and the group of buyers less than 40 years old accounted for an absolute proportion of the total number of buyers.With the in-depth popularity of computer networks, the Internet has gradually replaced the previous flat and radio and television media, which has become a key way for the majority of consumers to understand the latest news.The property website lists a variety of the latest product information, and users can also use the search mode such as fuzzy and condition to quickly and easily obtain the information content they need.

Not only that, but with the rise of online viewing, such as Sina Leju and various sales websites, users can sit at home and use the mouse to master the details of the real estate, and also to the seller via video. Asking about various specific issues, expanding the role of information retrieval to the field of housing selection, so that the efficiency of reservations has risen sharply. In this regard, the previous media is obviously difficult to match.For example, Sina Real Estate launched a research activity in 2009. The conclusion is that about 60% of the buyers will learn about real

estate information from the Internet, which is much higher than the utilization rate of traditional planes and broadcasting media.

3.2 Mainly Specific Methods

In this paper, the method of qualitative research is adopted. Qualitative research is a method for researchers to obtain data through historical review, literature analysis, interview and corpus under natural conditions. Collate, participate in experience and other methods, and use non-quantitative methods to analyze, draw research conclusions. A means, method, or technique for achieving better expected results in the first phase, Yudi. In the process of writing, this paper first uses the literature analysis method to carry on the preliminary summary analysis to the Internet and the network marketing. Referring to the research results, empirical analysis and social commerce related to master's thesis, I have collected a large number of theoretical research and empirical analysis articles. These are analyzed in depth. The article also determines my research direction.

Secondly, combining literature analysis with statistical data, this paper makes SWOT analysis of Beijing Dexin real estate network marketing. Based on the SWOT analysis of Beijing Dexin real estate network marketing, this paper analyzes the advantages and disadvantages of Beijing Dexin real estate network marketing, and through the literature and related statistical data, analyzes the Beijing Dexin real estate network marketing resources. The opportunity and development potential are analyzed. The present situation and existing problems of network marketing. Based on the literature and the methods of statistical data and SWOT analysis, this paper studies the advantages, disadvantages, threats, opportunities, present situation and existing problems of Dexin real estate network marketing in Beijing.

Finally, in order to draw the development strategy analysis and research conclusion, the dynamic analysis method is used to study the development status of Beijing Dexin real estate network marketing. The improvement measures to solve the problem are put forward. Due to the uncertainty of real estate network marketing, this paper analyzes and discusses the network marketing management of real estate network marketing. The complete countermeasures are put forward.

3.2.1 Literature research

Literature research in the world is the basis of sorting out the development of disciplines, grasping the research process of theoretical logic, discovering problems and exploring theories. All innovation. Through a large number of literature retrieval,

this paper has a certain grasp of the research status, research focus, research methods, development trend and development law of network marketing. The development strategy of academia. At the same time, a large number of domestic and foreign research on tourism development theory, especially the application of network marketing theory, is also a hot research topic at home and abroad. In the mode of real estate network marketing, this paper studies the necessity and applicability of network marketing, and the law of the development of real estate enterprises in the world. This In addition, there are a large number of authoritative investigation reports, government work reports and documents, as well as media reports. At the same time, combined with the specific situation of Beijing Dexin Real Estate Company, find out the actual problems existing in real estate network marketing, and seek solutions and ideas.

3.2.2 Case Study

The case study method is one of the field studies. Researchers select one or several cases as objects, systematically collect data and data, and conduct in-depth research to explore the status of a model under actual work and management. This article is based on the current information of the network environment of Dexin Real Estate ,and the data information of the real estate industry, and conducts targeted research. In the research process of the network marketing model of Dexin Real Estate Co., Ltd., based on the research of network marketing model, combined with the traditional marketing model of Dexin Real Estate, it has a preliminary understanding of the advantages and disadvantages of its network marketing, and found that the company is in the network. The disadvantages of marketing, and suggestions and countermeasures for improvement.

3.2.3 Qualitative method

Qualitative research method is a method or angle to study things from the internal stipulation of things, according to the social phenomena or the attributes of things and the contradictory changes of things. Sports. Of course, qualitative analysis does not mean that the relevant data do not involve analysis. This study explains the present situation of real estate network marketing by excavating the problems existing in the network marketing of Beijing Dexin Real Estate Company. General situation of network marketing environment. The maneuverability of the real estate network marketing strategy suggestion. In fact, the investigation and data comparison in this study provide an objective basis for qualitative analysis.

4. PROLONG ANALYSIS ON DEXIN REAL ESTATE NETWORK MARKETING

4.1 Introduction To Dexin Real Estate Company

Dexin Real Estate is a national real estate group focused on the real estate development of the city, with the qualification of the real estate development level, the sales amount of 2015 is RMB 7.6 billion, and the company is the top 100 enterprises of China's real estate.

At present, Dexin has formed a four-wheel drive industrial pattern based on real estate development, with more than 50 holding subsidiaries, headquartered in Hangzhou, China, with more than 1000 employees. The group has always adhered to the development train of thought of "steady fight and moderate expansion". After 22 years of dedicated development, Dexin has become a large-scale, cross-regional and specialized real estate development enterprise, with footprints all over Hangzhou, Hefei, Changsha and Lianyungang. By the end of December 2015, the total development volume of Deqing, Jinhua, Guangde, Pujiang, Xuzhou, Changxing, Haiyan, Wenzhou and other cities at all levels in China had exceeded 10 million square meters, with an annual development capacity exceeding 1.5 million square meters. Products cover ordinary apartments, multi-storey elevator apartments, high-end housing, row houses, villas, office buildings, comprehensive commerce and other property forms.

While steadily expanding the business territory, Dexin deeply excavates regional value and focuses on market demand, and strives to turn each project into a leading regional benchmarking work with a forward-looking sense of innovation and pragmatic ability to operate. Continue to be warmly sought after by local markets.

4.1.1 Product Strategy

The concept of real estate products is analyzed from the point of view of marketing. Real estate enterprises provide land, buildings and related services that can make all kinds of consumers in the market meet their needs and desires. The actual benefits gained by consumers by buying the product, that is, daily residence, or engaged in a variety of profit-making industrial and commercial activities, are used as the value of real estate. The fierce competition in the real estate market has to make

the marketing focus of real estate products gradually concentrate from daily residence to related services.

The competitive strategy of real estate enterprises is no longer a simple individual. The integrated value of real estate products to consumers not only contains the degree of brand identity, but also includes the basic functions of the product. The service level and image of real estate enterprises related to property. 1 under the condition of modern market economy, all real estate enterprises should develop new products in time, improve the competitiveness of enterprises, and devote themselves to the optimization of product structure. And with the development of product life cycle, to meet the new needs of the market, and obtain good economic benefits.

The product strategy of real estate network marketing is the primary factor of real estate network marketing. Only by creating products to meet the needs of consumers can real estate developers be in an invincible position in the fierce competition. The real estate network marketing product strategy is the most important content in the real estate marketing combination strategy.

The concept in the real estate industry refers to a new idea, through the packaging of this concept to achieve the purpose of marketing, but the understanding of many domestic real estate companies is not profound, just to put forward a concept. The main Zhang can achieve the purpose of sales, but the contingency of relying solely on conceptual marketing is too large, the risk is also very large, easy to plagiarize, and lack of system aticness and continuity. Therefore, we should fully explore the inherent quality characteristics of the product and the feelings of the developers, designers and producers on the product on the basis of the product, extract and consciously give the product human nature and externalization into the visual and auditory image. . Only the distinct personality image can truly present the status of the consumer, in order to arouse the good association and purchase motivation of the target consumer.

In the pursuit of personality development in modern society, whether personality can be developed is often regarded as an important criterion for the choice of goods. As the saying goes, "A hundred readers have a hundred Hamlets." Therefore,

developers can win as many consumers as possible only by adopting the personality design of no one, one is superior, and the other is superior to me. At present, developers regard the marketing ideas of studying market demand, strengthening use function, pursuing personality characteristics and creating personality space as business ideas, not only in the layout of the district, building appearance, color, floor, balcony, but also in the layout of the district, the appearance of the building, the color, the floor, the balcony, Internal structure and other production strategies strive to break through the same, highlight personality. With the room The real estate market is gradually mature, real estate enterprises focus on product innovation design, take the road of sustainable development. The products that contribute to the construction of innovative human settlements, guided by ecological and environmental protection, leading in science and technology, humanistic ownership and innovative ideas, have been popularized throughout the country, using green construction technology to provide green housing schemes. Create a high-end economical model and create a culture

4.1.2 Real Estate Products

The whole product of real estate should have tangible entity plus invisible service. Therefore, real estate products refer to any tangible buildings, structures, land and related intangible services that are provided to the market and can meet the needs and desires of consumers or users. Real estate products include midhigh entity and its quality, characteristics, brand, service, assurance and corporate image.

The whole real estate product consists of core products, tangible products and additional products.

1.Core products. Core products refer to the utility and interests pursued by consumers when they buy real estate. It is the most basic and important part of the overall concept of real estate products, and it is also what consumers really want to buy. When they buy real estate, they buy real estate in order to obtain the utility and benefit that can meet their certain needs, that is, to obtain the sense of family, sense of security and achievement, not to occupy and obtain the product itself. Whether the products of real estate enterprises can be accepted by the market mainly depends on whether it can bring some practical benefits to buyers and satisfy the needs of

consumers. As a result, real estate developers design and The development of new products must be based on offering as many practical benefits as possible to buyers.

2.Tangible products. The carrier of the core products of tangible products, including the location, quality, structure, specifications, appearance, architectural style, household type and brand of real estate. Tangible products are the basic basis for consumers to recognize other real estate products. When customers buy a product, they not only require the product to have some functions and can provide some core interests, but also consider the quality, shape, color, brand, reputation and other factors of the product. The basic utility of the product can only be realized through some specific forms. Therefore, when enterprises carry out product design, they should focus on the core pursued by users. At the same time, we should also pay attention to how to present this interest to customers in a unique form.

3.Extend the product. Extended products refer to all the additional services and benefits obtained by consumers when purchasing real estate products, such as mortgage guarantee, housing specification, maintenance guidance, property management and so on. The development of extended products has become one of the important means of marketing competition in real estate enterprises. The overall concept of products, for real estate enterprises to provide a new marketing ideas. Make clear the core interests pursued by customers. In addition, enterprises must pay special attention to the invisible aspects of products, including product image, services and so on.

The marketing activities of real estate enterprises should be centered on meeting the needs of customers, and the satisfaction of customer needs can only be achieved by providing certain real estate products and services. In order to achieve the goal of obtaining profits, real estate enterprises can satisfy consumers only by providing real estate products and services to meet the needs of consumers. Product strategy is also the basis of other marketing strategies (such as pricing, promotion, etc.). Therefore, product strategy is the first and most important factor in marketing group, which determines other marketing combination strategies and is the core of marketing. Under the condition of modern market economy, every real estate enterprise We should devote ourselves to the optimization of product structure, and with the

evolution of product life cycle, develop products in time to meet the new needs of the market, improve the competitiveness of enterprises, and obtain good economic benefits. In addition, regional choice is the first issue to be considered in traditional real estate management. Today, the effectiveness of the marketing of real estate product brands in China has been very obvious, for example, when it comes to real estate in Shenzhen.

People will think of Shenzhen Wanke. Traditional marketing by an industry can be associated with a company, which is the huge effect of product brands. In the era of network economy, customer product loyalty is more difficult to maintain, the way to choose products is only a click of the mouse, brand conversion costs are greatly reduced. The implementation of brand strategy is a new magic weapon to attract target customers in the network age.

4.2 Status of Beijing Dexin Real Estate Network Marketing

4.2.1 Promotion Line of Network Marketing

There are three main types of online marketing promotion lines. These three promotion lines have a large amount of information, wide spread range, easy to modify, low cost, fast speed, and can count the scope of the audience for traditional media promotion, and the advantages of quantity.

Table 1 Beijing Dexin Real Estate Company project network marketing main promotion line

promoting method	content
Event promotion line	Carry out targeted activities to increase the company's awareness, thus laying the foundation for various marketing activities of the company
Project promotion line	Promote 360-degree full coverage, use the network as a platform for rapid propagation and extensive radiation
Advertising promotion	Constantly increasing advertising awareness in a crowded place

line	
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4.2.2 Network Marketing Method

The network marketing method of Beijing Dexin Real Estate Co., Ltd. is shown in Table 2. Since the development of the network has penetrated into every corner of the world, this provides a lot of network marketing channels for Beijing Dexin Real Estate. Real estate companies should seize the opportunity to make full use of the network marketing methods shown in Table 2, do a good network marketing program for the company to achieve the intended sales target.

Table 2 Beijing Dexin Real Estate Company Project Network Marketing Method

Marketing	Strengthen cooperation with well-known domestic search companies such as Baidu and Sogou to make full use of search engines and add keywords to make their information in a favorable position, thus attracting consumers' attention and improving sales success rate.
Search Engine Optimization	A high-level form of paying by clicks, its main function is to collect potential buyers quickly and effectively. The biggest advantage is that real estate companies can accurately deliver marketing content to potential buyers through this marketing method.
Weibo Marketing	Blog marketing is a platform through the blog website. The merchant uses the blog bit medium to carry out the blog post propaganda required by the merchant, and then passes the blog post twice through other viewers to achieve the rapid promotion of the real estate project.
Blog marketing	O2O's full name is onlinetooffline (online offline/online to offline) is also an emerging marketing model. This marketing model can better integrate online and offline resources, so that their advantages can complement each other, so that consumption Have a better buying experience?
O2o platform promotion	E-mail marketing is a kind of initial marketing method used by real estate companies. Compared with other online marketing methods, e-mail marketing is undoubtedly a simple and feasible promotion method. Real estate companies and real estate information can be peer-to-peer with target customers. Communicate, to achieve one-to-one communication with buyers at the lowest

	cost, better understand the needs of buyers?
Email marketing	Soft-text marketing means that a large portal website and an industry-authorized website are platforms, attracting customers through stories, temptations, promotions, emotions, etc., gradually promoting their products and marketing concepts to customer service, and have better acceptance than hard advertising. ?
QQ promotion marketing	Using the forum as a large-flow platform, the marketing information is published in an illustrated way, allowing buyers to deeply understand the real estate projects and the marketing services provided by the company to ultimately achieve the purpose of network marketing. The bbs forum mainly includes local real estate, financial information, etc. The main characteristics of the forum are clear information categories and precise targets. Is the information disseminated during network marketing highly accurate?

4.2.3 Network Marketing Platform

At present, Beijing Dexin Real Estate Co., Ltd. project network marketing platform cooperation e-commerce mainly includes Sina Weibo, SouFun, Sina Weibo, Tencent Dacheng, which are active in the real estate market. In real estate projects, Beijing Dexin real estate project developers and above Many e-commerce platforms adopt the same business cooperation mode, that is, using various activities to build popularity on the platform, and online sales promotion, real estate discounts and experience activities based on feedback from online customers to attract more real estate. Consumers participate in the company's network marketing and marketing activities, and finally successfully complete the real estate project transactions? Based on this, this article will be below the representative Beijing Dexin real estate project network marketing platform - Weibo platform, easy to live the business platform to elaborate.

(1) Weibo platform

After the launch of Miniblog, with its powerful influence and social scope, it

quickly gained the attention of people from all walks of life in the world, and also attracted the attention of many social network researchers. Although Weibo usually refers to the majority of the network. User provides microblogging function and service network. From the research results of predecessors, Weibo is a network platform for users to share messages, disseminate messages, obtain relevant information, and conduct network interaction by means of social networks. Bo users can publish messages on clients such as WEB, and can realize social networks that publish messages anytime and anywhere. Weibo is the innovation of blogs. Since the launch of Weibo, many functions have been added through continuous changes, but the functions have increased. And the change of form does not change the essence of Weibo social network? Sina Weibo platform is different from other online marketing tools, has obvious information dissemination, media participation, and close relationship with mass users, the threshold of both sides is lower. According to Sina Weibo official data, by the end of August, 12, on the Sina Weibo platform, the real estate enterprise certification account number 10136, total account number The number ranked the seventh in the industry. As of August 31, 2012, the number of Weibo certifications in the real estate industry has reached 743, an increase of 158% year-on-year. The number of fans reached 79.84 million, an increase of 154% year-on-year. Between the ages of 16 and 34, fans in this age group account for more than 80%, is a veritable rigid demand family.

(2) Easy to live e-commerce platform

Beijing Dexin Real Estate Co., Ltd. is marketing the real estate project product line of Yiju E-commerce platform with other preferential tools, including super e-vouchers, monthly and monthly auctions, and earning three together.

4.3 Analysis of Existing Problems

With the continuous transformation and development of network technology and information technology, the diversification of network marketing methods and the personalization of people's needs have also brought great challenges to Beijing Dexin Real Estate. The author interviewed Beijing Dexin Real Estate Marketing Director and E- Mail investigation and other channels, summed up and concluded that there are many problems in the network marketing of Beijing Dexin Real Estate, which are as follows.

4.3.1 Website information is not perfect enough

In the network marketing process of Beijing Dexin Real Estate, several project development departments have not fully utilized the network channels to tap market customers, and to provide project advantages and project marketing to customers through the network platform. Some projects do not clearly indicate the basic situation of the project, core advantages, service hotlines, exchange links, service introductions, and even a few projects have not appeared on the official website. That is to say, the information provided on the website is very imperfect, which will certainly affect the degree of trust of marketing consumers on the information of Beijing Dexin Real Estate website, which will largely lead to consumer dissatisfaction, and more and more consumers will start to distrust. The online marketing behavior of Beijing Dexin Real Estate gradually became resistant to it, which hindered the smooth development of Beijing Dexin Real Estate Network Marketing to a certain extent.

4.3.2 Network market target misplacement

First of all, the customer positioning of Beijing Dexin Real Estate Network Market is too general and needs further precise segmentation.

(1) According to statistics, hundreds of thousands of online customers log on Sina Weibo and Yiju platform every day to conduct business processing and real estate project information, and the online transaction volume generated through online platforms is increasing. However, because Beijing Dexin Real Estate has positioned online marketing objects and offline market customers, there is no data mining and analysis for users who are keen on project marketing consulting for network channels, resulting in failure to target different types of networks in many cases. Customer system provides corresponding network marketing services.

(2) There is no obvious difference in the target positioning of Beijing Dexin real estate network market, and it is impossible to form a regular gradient positioning mode for different online real estate consumers. Many marketers and project operation department responsible personnel only focus on the one-to-one marketing of traditional projects in their daily work. The background and credit rating of many online real estate consumers and potential consumers in the Internet environment

lacks science. The effective and meticulous analysis has resulted in its unique positioning of network marketing objectives, and its lack of features, resulting in the failure of network resources to be fully utilized in the network marketing step, reducing the competitive advantage of Beijing Dexin Real Estate Internet Age project network marketing.

4.3.3 The marketing network is not sound

(1) At present, the internal network construction of Beijing Dexin Real Estate is still in its infancy. The network structure of the company's different real estate project websites, marketing network channels, online platform online project plans and network channel marketing management is still relatively basic, especially the internal network construction of the company's network platform. There is still much room for improvement. The main problem is the lack of a unified network link between different projects in different cities, between different projects in the same city, and between different departments of the same project.

(3) Although most real estate projects of Beijing Dexin Real Estate already have their own websites and back-offices, their network systems can only meet the basic needs of netizens for the basic situation of the project and the development of information, but have little relevance to the external network of the real estate industry. Therefore, some netizens will conduct project consultation on the Weibo trading platform or the e-commerce platform, but the latest building information and data in the real estate market cannot be found on the platform, and it is impossible to compare the actual situation of the project with the development of the real estate industry. Can not meet the high demand of some online real estate customers for project marketing services, does not meet the development trend of Beijing Dexin real estate project network marketing. (Kotler, 2012)

4.3.4 Lack of network marketing talents

(1) Beijing Dexin real estate marketers network marketing, network platform maintenance professional skills requirements are more stringent, due to the current lack of a comprehensive system of real estate industry network marketing staff training system, website platform management procedures and systematic, professional Rationalized and humanized training.

It puts the focus of real estate project marketing on performance and post-project construction and operation, and ignores the marketing staff network platform knowledge and network marketing business skills to enhance the demand, resulting in real estate project marketing staff's work efficiency is low, work The performance is not obvious, and the overall quality of the online marketing team and online platform customer service is not high.

(2) In order to rapidly expand the scale of development, Beijing Dexin Real Estate has lowered the recruitment threshold for marketers and absorbed a large number of employees regardless of their academic qualifications, regardless of their work experience. Most of them don't understand the Internet, and they don't know how to use online marketing. Therefore, when providing relevant marketing services to potential customers of real estate project networks through network channels, marketers often use them without the practice and research of marketing theory knowledge and network platform marketing techniques, but instead achieve the opposite effect. , and even hindered the speed of enterprise network marketing development.

4.3.5 Security of Online Payment

The most direct problem brought about by the network of real estate commodity sales is the payment of price. However, on the one hand, the social credit system of our country is not perfect; on the other hand, the financial electronic technology of commercial banks is not unified. All this makes consumers powerless to give up because of payment problems. The security of online transactions is another obstacle to the promotion of real estate commodity network sales. Now, as far as the domestic is concerned, the difference of network security is obvious to all. As a kind of large transaction of real estate is not a joke, once the online transaction is established, it will produce the circulation of large amount of money, but the payment of online bank at the present stage in our country The system is not perfect, the automatic supervision and management system of online payment tools can not be strictly supervised and coordinated. Therefore, credit cards and other messages used for online payment are vulnerable to hackers and can not guarantee the security of payment. As far as the current technical level of our country is concerned, it will take a long time to establish

a secure online trading system.

The direct problem caused by the network of real estate commodity sales is the payment of price. At present, when China joins the Internet, there are few financial institutions that set up online banking, which can not meet the needs of online transaction payment. Moreover, as far as the existing online banking is concerned, because the social credit system is not perfect, The number of users is still small. A significant proportion of consumers, even if they want to buy online, are unable to solve the payment problem. In addition, the security of online transactions is another obstacle to the promotion of real estate commodity network sales. Because of the large value of the goods produced by the premises, once the online transaction is established, However, the payment system of online banking in China is not perfect at the present stage, and the automatic supervision and management system of online payment tools has not yet been established. The online trading system, which can not strictly supervise and coordinate the security, must have a secure and reliable communication network to ensure the security and rapid transmission of transaction information, and at the same time, it must ensure the absolute security of the transaction data base server. Prevent network hackers from breaking into and stealing information. Judging from the current technical level in China, it will take quite some time to solve this series of problems.

Security is the most concerned problem for enterprises and consumers in online marketing. Because of the great concealment, many pitfalls and the ignorance of the counterparty, there is a transaction risk in the network transaction. In order to formulate an effective marketing strategy, businesses have obtained too many personal data of users, so that the invasion of personal privacy and the embezzlement of credit card information on the Internet have caused economic losses from time to time. Family contact information is used, telephone harassment is continuous, email address is used by others, resulting in spam, affecting the normal communication of users, all of which cause netizens' distrust of Internet security. Besides, I. The state-of-the-art network technology is mostly imported products, and there is no core hardware and software technology, so the unsafe factors are more prominent. The online payment is not uniform, and it is difficult to realize the real-meaning network marketing. The two parties of the network marketing exchange, negotiate and confirm

the last transaction through the Internet, and for both parties who have finished the transaction through the network operation method, only the settlement engagement of the financial institutions such as the bank can finally be completed, which requires the credit card of the bank, The support and guarantee of various electronic payment methods, such as electronic money, are not unified with the network communication platforms selected by major professional banks in our country, and the letters of each bank The interconnection and intercommunication of cross-line services between banks can not be realized with the card, and the development of network marketing is directly restricted. At present, under the condition that the credit card consumption is not dominant, the cash delivery of the network distribution can only be completed by the user in advance or after the ex-post, and the efficiency of the network distribution is greatly affected.

4.3.6 Website Information and Services are not perfect

No one can deny that a beautiful web page will leave a deep impression on visitors, but paying too much attention to the artistic effect and neglecting the practicability of the website not only affects the friendliness of the site to the search engine. And because of the prolongation of the download time of the page and directly affect the interest of visitors to visit again, it can be said that putting the cart before the horse can be described as putting the cart before the horse, and the gain is not worth the loss. In order to solve this problem, Jupiter Media Metrix, a market research company, has carried out research, and the results show that users prefer to browse the page with fast download speed, large amount of information, custom content, rather than having a lot of FLASH and other video letters. Information, or a website that can send information to a user's mobile phone. Jupiter's findings show that 40 percent of users think page download speed is important for news and information service content sites. Only 20% of users are attracted to a variety of multimedia information. For retail enterprise websites, Jupiter found that the content that users are most concerned about includes: more product information 59% product purchase suggestion 28% faster download speed 26%, so the problem of information "quantity" should attract the attention of merchants in particular. Otherwise, it will be difficult to achieve effective results.

4.4 Reasons for problems in Beijing Dexin Real Estate Network Marketing

4.4.1 Internal reasons

The causes of Beijing Dexin real estate network marketing problems include both internal and external aspects. From the internal reasons, there are mainly:

(1) Business operators have insufficient understanding of online marketing.

Beijing Dexin Real Estate's website is only in line with the trend. There is no clear goal for the establishment of the website. The design of the website is just the same module with reference to other peers' web pages. Business operators need to have a better understanding of network marketing, rather than just setting up a corporate website but not functioning as a website. Such enterprise informationization is only superficial and does not bring benefits to enterprises. It is precisely because of the lack of understanding of real estate network marketing by business operators that problems such as too little information content and single page setting appear in the construction of corporate websites. These problems can be further recognized by enterprises with regard to network marketing. Apply network marketing with the solution. With the increasingly fierce competition in the real estate market and the rational development of the real estate industry, it has now entered the market dominated by buyers. Full introduction of 4C is Consumer wants and needs, Cost, Convenience and Communication.

(2) Lack of professional talent.

In order to further improve the network marketing model and develop more customers, Beijing Dexin Real Estate must strictly attach importance to the development of professional talents. Real estate network marketing personnel are very mature in network technology, but the understanding of the real estate industry is relatively insufficient, and can not effectively combine the two, which has caused certain obstacles and influences on the existing network marketing model of the enterprise. Beijing Dexin Real Estate not only needs to improve the skills and understanding of managers, but also raises the quality and professional skills of various departments. Of course, this is not easy to achieve in a short period of time, but Dexin Real Estate must have this aspect. Ideas and trends. Intensify development, inspection, staff training, skill examinations and other traditional means can be used here. While grasping the cohesiveness of enterprises, actively train relevant

employees, improve their overall quality, and increase the number of technical talents. In this way, the online marketing model of Dickson Real Estate can be combined with the traditional marketing model to further tap the potential.

4.4.2 External reasons

From the external reasons, there are many factors that restrict the development of online marketing. For example, inadequate infrastructure, backward software technology, lack of network security protection measures, insufficient credit, and many consumers have doubts about card consumption. These factors have made the development of network marketing slow.

(1) Security barriers

The biggest obstacle to the development of network marketing and online transactions is the security of online transactions. Network transaction security is the biggest obstacle to the development of network marketing and online transactions. Network security vulnerabilities have largely hindered the soundness and perfection of network security. Network technology was initially based on openness. The consideration of network security was not very comprehensive. With the development of network technology, network security risks gradually emerged. Although many people have studied a lot of measures and developed new technologies, they have not been able to solve this problem. Real estate network marketing should solve the security problem, but also solve the truthfulness and validity of transaction information, data integrity, non-repudiation of transactions and identifiability of identity, so as to ensure the smooth operation of online trading activities. Complete, and thus improve the efficiency of the enterprise.

(2) Obstacles in trading system and trading policy

At present, the laws and regulations on e-commerce transactions are still not perfect, and the theoretical aspects are still not perfect. Some methods of collecting taxes and fees for online transactions have yet to be further studied, and it is necessary to formulate a management method that is in line with the law of network marketing development as soon as possible. At the same time, various countries and regions do not have a unified standard in the management, security, confidentiality and

certification of network marketing. This makes the development speed of network marketing slow to a certain extent, and the relevant theoretical knowledge is improved. It is imperative.

(3) Infrastructure barriers

The construction of network marketing infrastructure includes enterprise networking, commercial networking, financial electronic, and government electronic. The development space of network marketing relies on the construction and development of large-scale commercial networks, financial networks and government networks. At present, China's network infrastructure construction is still in its infancy. The lack of infrastructure construction has largely hindered the development of enterprises. The overall infrastructure construction of the society also directly affects the development of network infrastructure construction.

(4) Consumption habits

Everything in online transactions is done in the network environment, and consumers can't personally experience the process of physical consumption, which brings certain obstacles to consumers' hearts. In particular, the consumption habits of Chinese consumers are still on the ground. The consumption habits and shopping psychology have been ingrained for many years. Consumers have the alert and exclusion, and it is still difficult to accept fresh consumption methods at one time. It takes a certain amount of time to develop and establish new consumption methods.

(5) Credit barriers

The credit barrier is due to the fact that China's credit system is not yet sound. There is no personal credit system yet, and relevant laws and regulations are not perfect. Because the network itself is virtual, and personal credit evaluation is relatively difficult, the success rate of online transactions is low.

4.5 The necessity of implementing network marketing

Network for enterprises, is a challenge, but also an opportunity. In the network environment, the concept of time and space, the nature and connotation of the market, and the way of customer behavior are undergoing profound changes. This is the market environment and marketing strategy, and even the change of the whole

commodity circulation field, it will become the basic environment of enterprise management.

(一) The application of real estate network marketing in 4p

The following are for the marketing mix of 4P, respectively, the Internet can play a role in marketing and common applications:

1. Products / services

Generally speaking, as a special product, real estate is suitable for promotion on the Internet, which has the following characteristics: (1) Taking the network group as the target market, (2) The market needs to cover a large geographical range, (2) The market needs to cover a large geographical range, (2) The market needs to cover a large geographical range, (3) Special goods that are not easy to set up stores to sell; (4) The cost of promotion on the network is lower than that of other channels; (5) Consumers can make purchase decisions through the information on the Internet to understand the real estate instant information.

The products and services provided through the network mainly lie in the provision of information. In addition to fully displaying the performance, characteristics, quality, and customer service content of the products, it is more important to be humanized and customer-oriented. Make one-to-one marketing services for individual needs. Related functions include:

Use electronic bulletin board or email to provide online after-sales service or two-way communication with consumers;

To provide a common discussion area between consumers and consumers, consumers and companies on the network, so as to understand consumer demand, market trends and so on, so as to serve as a reference for the company to improve product development. It also provides online automatic service system, which can automatically provide information about products and services online at the right time according to customer needs, such as regional matching introduction, which is convenient to reflect more intuitively on the network. At the same time, it is convenient for customers to query similar items.

The personnel of each department of the company can carry on the online research and development discussion through the network, will the relevant product or the progress announce on the network, in order to arouse the full discussion of the market customer;

Support consumers to conduct opinion surveys through the network to understand the views of consumers on the community environment, supporting facilities, housing characteristics, quality, and services, so as to assist in the development and improvement of products;

Providing real estate related expertise on the Internet to further serve consumers, this will not only increase the value of the property, but also enhance the corporate image. For example, flower shops provide knowledge about flower raising and flower delivery. Automakers provide common sense of car maintenance, kitchen utensils provide knowledge of cooking;

Developing e-book, e-magazines, e-databases, video games and other information products, and providing real-world services at the best prices via the network;

We can use consumers to design the demand on the network to provide personalized decoration design and service.

2. Price

Although the cost of network transaction is relatively low, because of the particularity of the form of real estate transaction, the price factor is more reflected in the second-hand housing transaction, and the price comparison is carried out in the same region and even the same project. Favorable trading parties more intuitive access to price information, there is no doubt that the trading rate has been improved. Through online inquiry, we can fully interact and communicate, and fully master the purchase information of both sides of the transaction, so it is easier to draw up the price strategy in a rational way.

3. Promotion

Online promotion and promotion have one-to-one and consumer demand-oriented characteristics, not only can be used as corporate advertising, but also the best channel to explore potential customers. However, because online promotion is basically passive promotion, how to attract consumers online, and can provide valuable incentive commodity information, will be a major challenge for enterprises.

4. Channels

There is no doubt that the Internet goes straight to consumers, displaying goods directly in front of customers and answering customer questions. This kind of direct interaction and e-shopping beyond time and space is a revolution in marketing channels.

(二) Competitive strategy of real estate network marketing

The competitive advantage of the real estate network marketing lies in the ability to combine various marketing activities such as product description, promotion, customer's opinion survey, advertisement, public relation and customer service. The marketing activities are not limited by the region, and can be displayed in a dynamic or a way in combination with the text, sound, image, picture, and video, and the data can be updated easily and quickly, and the consumer can also repeat the online browsing query. These features are equivalent to the creation of numerous agents and sales representatives, so-called virtual dealers and virtual Business representatives, do not have to pay rent, do not need to pay salaries, but also can use the information provided by consumers to create the best agents and business representatives to save marketing and channel costs, but also to make enterprises have a low-cost competitive advantage.

Marketing strategy is to formulate a series of marketing activities according to the objectives, resources and environment of the enterprise, to expand the scale of market sales through more valuable and efficient services and products than competitors, and then to achieve the planned operational objectives. The advantage of real estate network marketing is that it can combine questionnaires, networks, databases, and provide customers with information in the latest, fastest and most

detailed way. Through the interactive data revision and intelligent statistical analysis function on the network, there are a large number of complete data of major customers and potential customers, and the competitive strategy of real estate network marketing is how to take advantage of this advantage. Expand major customers and potential customers The size of the customer's purchase. Strategies that can be adopted include:

1. Expand the size of the product line. Using the "the concept of multiple cultivation in an area of one mu", it is not limited to the main products, and according to the information they have, actively analyze its consumption demand and desire, enter into the development of many types of products, and increase the purchase scale.

2. Strengthen customer relationship. Strengthen the two-way interaction with the customer, through the application and analysis of the customer information, try to master more customer characteristics, and further develop more customer demand.

3. The marketing channel is diversified. The traditional marketing channel is closely combined with a new state channel, such as a network, so as to establish the largest customer contact. This multi-marketing channel strategy, in addition to being able to expand the market Share, but also create a lot of unexpected new demand.

4. Consumer demand is accurate. Through the analysis and induction of customer information, we can locate the target market more accurately, so we can make effective marketing promotion. Then make use of the multi-faceted network multimedia function, make the new online customers leave a deep impression, and then increase the scale of market customers and expand the benefits of real estate network marketing.

4.6 SWOT Analysis Of Beijing Dexin Real Estate Network Marketing

4.6.1 Strengths (S)

- (1) Beijing Dexin Real Estate has set up an official Internet operation system with superior network operation conditions. From the past, Beijing Dexin Real Estate is committed to grasping the trend of the times and attaches great importance to the

progress of the network. The completion of the official website not only greatly reduced the cost and resource consumption, but also significantly enhanced the company's image and reputation. At the same time, it created the OA office system, which greatly improved the operational efficiency. At the same time, it also achieved paperless work and network sales. The cause has established a solid network foundation. At the same time, the intermediary with the business of Beijing Dexin Real Estate has a relatively high credibility in the industry, especially the full play of the prestige of its key partner, China Real Estate Network, which has caused great publicity impact on large-scale special websites.

(2) The location of Beijing Dexin Real Estate is very good. As a large number of real estate developers have seized the Midwest market, the competitive pressure has also increased, but Beijing Dexin Real Estate has developed and built projects such as “Qianyuan Love City”, “HappinessLand” and “Romantic Full House” in Guangdong. Rich, especially for the design, marketing and construction of high-rise small-sized products in the city, it has many years of operational experience, fully grasping the actual needs of the central and western consumer entities, and has more experience than foreign companies, and also has a high reputation in the local area, and the audience has a solid foundation.

4.6.2 Weakness (W)

(1) Even if Beijing Dexin Real Estate has established a superior network environment, it does not maximize its use value. Now, the core function of the website is still propaganda, the role of the intermediary unit is mostly propaganda, it is extremely inconvenient for the development of the network marketing activity. Therefore, the location and role of the website must be clearly defined and vigorously rectified.

(3) The supply side's network strength is not well-balanced, and it is an obstacle to the successful network marketing of the Beijing Dexin Real Estate. The network strength of the supplier will play a role in the network sales level of Beijing Dexin Real Estate, which will also act on the customer experience, and have an impact on the performance of the net sales. In a sense, the net-pin activity is global, so it is required that all the branches under the value system have a higher level and

cooperate fully to show the actual value of the net-pin. Therefore, Beijing Dexin real estate must base on the overall situation, fully grasp the network environment of the related part.

4.6.3 Opportunity (O)

First of all, observing the suppliers of Beijing Dexin Real Estate can find out: At present, the company's IP investment business is "Taiwan Famous City"; and the online bidding project is the "Teacher's Apartment Three Districts" garden project. Beijing Dexin Real Estate has maximized the functions of the network media, and chose to carry out recruitment and bidding activities on the Internet to determine the supply subject and partners. At the same time, in accordance with the requirements of the "three public", we will build a highly credible business website in accordance with the law, so as to ensure that the legal interests of all stakeholders are fully realized and achieve a win-win result. Secondly, investigating the operational intermediary selected by Beijing Dexin Real Estate can find out that it is nothing more than a variety of large-scale portals, professional sales networks and corporate official websites. Now, its partners include: Sina Real Estate, SouFun.com, Jiujiu.com, Baidu Leju and Sohu Focus. Finally, the research on the customer situation inside Beijing Dexin Real Estate was carried out. For the enterprise, the customer is the target market and belongs to the terminal seller of the enterprise. The rapid advances in Internet technology have kept manufacturers and customers away from the hassle of off-site transactions, and have designed an information communication medium that will make the relationship closer. How to enhance the collection, comparison and research level of real estate information is a key issue to consider when increasing the amount of sales.

4.6.4 Threat (T)

(1) At the macro level, the central government's regulation and control policies on real estate have brought huge impacts to the entire industry. Like all real estate units, Beijing Dexin Real Estate has not achieved high returns since June 2011 and until March 2012. Affected by this unfavorable environment, coupled with restrictions imposed by the restrictions imposed by developed regions, many developers have fallen into the deadlock of operations and fled to the second and third-category cities, which has made Beijing Dexin Real Estate face the competitive load. It is getting

higher and higher.

(2)At the level of Internet sales, computer technology does not cover all areas of China, and many families are unable to achieve network connectivity. Therefore, the user base of Internet marketing is not strong. In particular, there are very prominent constraints. For example, online shopping users are mostly young people in the city, and there are not many people in remote areas and rural areas who have access to the Internet. Not only that, the situation of inaccurate Internet sales and lack of services is very serious. Relevant theories can't keep up with the pace of practice, and can not provide a useful guiding concept for online marketing; the relevant legal system is not perfect and can not provide strong legal support for online marketing; although the relevant service market is active, however Without jumping out of the grassroots category, it is impossible to carry out strategic orientation; the quantity and quality of online sales workers cannot achieve actual.

4.7 Suggestions For Beijing Dexin Real Estate Network Marketing

4.7.1 Improve Website Information Service

Beijing Dexin Real Estate can use the network reversible communication to break through the boundaries of geographical space, carry out cross-regional and wide-scale promotion, cooperate with vivid graphics and even video, and introduce the project from 360 degrees from time to time, and can further Using 3dmax modeling, this high-tech means can let customers design their future homes in advance and improve the sense of belonging of buyers.To continuously optimize and process its website service information, in addition to the basic information of Beijing Dexin Real Estate, the information on the construction project should also be displayed as detailed as possible, including the location, price, greening, surrounding environment and appreciation of the project. Space, etc., to provide consumers with as much real and reliable information as possible, to ensure that the information obtained by consumers from the website is consistent with the actual situation, in order to enhance consumers' trust in Beijing Dexin Real Estate and achieve new profit growth points.

The use of electronic bulletin board or email to provide online after-sales service or two-way communication with customers, fully grasp the needs of customers,

scientific selection of network marketing service providers, improve service quality; Through the establishment of virtual dealers or virtual companies, to provide all kinds of commodity catalogue and necessary after-sales service, the development of after-sales service system, the establishment of perfect after-sales service and tracking system, and so on.

The catalogue of web pages, real estate project information, company introductions, sound, sales prices, web links, backview music, access counters, advertisements, interactive content with users, contact information, etc., are all in the process of designing web pages. You need to consider when determining the content of a web page. And to provide visitors with the navigation path of the web page, at the same time, the web page should pay attention to the artistic sense of the user interface, fully express the characteristics of interaction, so that the interviewer can quickly and accurately find the information they are interested in.

Real estate marketers can choose professional service companies to help plan and design websites. Establish the enterprise local area network application system, realize the company internal information exchange network. Specifically, the realization of information sharing within the company is the establishment of the company's own website, home page and project information base, the development of enterprise MIS system. Actively apply the existing services of the existing network technology platform, make use of various professional network technology service capabilities, can swing aggregation effect, so that real estate enterprises can enjoy the same service at a lower price. Such as services provided by various ICP service providers and ISP service providers, such as individual rooms Real estate website and comprehensive website. Because they can also find more real estate information on a website at the same time, this greatly improves the comprehensiveness of information retrieval and reduces the search time.

4.7.2 Planning an Online Marketing Segment

According to the marketing needs of the project, Beijing Dexin Real Estate can use the information provided by customer profile information, third-party market research, internal file system, crm customer feedback management, and resource planning management system in the market segmentation process.

(1)The information system of informationized customer files is constructed, including the archive information of all product customer groups in the current network market, the real estate consumption of customers, the information of living environment requirements, and the demand information of customers in recent years.

(2)Entrusted third-party market research, including the demand for real estate development into the market for customers of different ages.

(3)Apply crm customer feedback management system, including the real estate project living conditions that customers regularly feedback, the customer's suggestions on the current project network marketing means, the lack of online promotion services on the network platform.

(4)Build a resource planning management system to strengthen the integration and analysis of marketing resources, internal human resources, and financial resources in different regions of the market.

(5)Beijing Dexin real estate project sales staff and developers need to be good at using the Internet, such as the popular Weibo, WeChat and real estate network forums, from time to time to send company products and technology in Weibo and WeChat circle of friends, with the help of exhibitions Real estate situation exchange forum, public service advertisement, theme sponsorship, online interview and user return visit to public relations marketing, establish a brand new business model.

4.7.3 Strengthen Internal Marketing Network Construction

To establish a website with perfect function and equipment, through the website platform, to buy and sell information interactively, this way is based on the platform flow, must need the website content is complete and the information is full, provides the enterprise information in detail. The body provides all kinds of information of the product, and at the same time shows the value of the real estate. From this we can know that when we design the home page, we can adopt the virtual real estate method, create the virtual real estate, the customer browses the Internet, just like entering the real property, querying all kinds of commodity information, arousing the customer's

consumption motivation and interest. Increase the traffic of the website, if necessary, put in the search engine and other advertisements on the basis of owning the website, will Our website ranks ahead of schedule in order to increase the number of visits and obtain potential customers, thereby improving marketing performance.

It is best for real estate network marketers to apply for an Internet address (URL), to protect their network address (domain name). URLs, or uniform resource locators, also known as domain names, are the standard address tables for websites or web pages on the Internet. Similar to everyone's ID number, each network user can uniquely identify and search their own website on the Internet. At the same time, domain name is equivalent to brand trademark on the Internet. In order to successfully carry out real estate network marketing, we must protect our own domain name and prevent others from using and preempting their own domain name. This is necessary in the era of network economy.

Beijing Dexin Real Estate Project can build a collaborative management platform. The collaborative management platform is based on the soa architecture. The business covers contract management, project organization planning, design task decomposition, cooperation process management, data mutual extraction, staged acceptance results archiving, project management summary, and comprehensive Office and other aspects. The establishment of the project coordination management platform can achieve the overall management objectives in project planning, project construction and project management, initially optimize the project management process, and make the project management a modern and networked platform management, further deepening the participation. The cooperation relationship between the various units of the project construction will realize the coordinated management of all units and units, and provide internal information platform support for the network marketing of the company's real estate projects.

4.7.4 Pay Attention to Internet talents

Beijing Dexin Real Estate needs to improve the importance of the company's top and bottom leaders and employees, especially senior leaders, on network marketing. Regularly hold work meetings related to network marketing business, imperceptibly affect their subordinates and employees, transform traditional marketing concepts,

and change traditional The marketing model truly transforms 4p in online marketing into 4c, and effectively launches relevant marketing efforts with consumers as the core. At the same time, Beijing Dexin Real Estate should pay attention to talent strategy and regard talents as a necessary prerequisite for implementing network marketing. The specific practices are as follows:

When talents are introduced, we must take good care of them and introduce advanced talents from universities and research institutions to support the long-term development of Beijing Dexin Real Estate Network Marketing.

Strengthen the cultivation and training of employees within the company. Some network marketing experts and scholars can be invited to talk to the company in a timely manner, urge employees to learn and continue education, regularly exchange internal experience of employees, and gradually cultivate the employees of Beijing Dexin Real Estate into excellent network marketing talents.

4.7.5 Strengthen Network Research

Network research is a prerequisite for planning feasible marketing strategy, and network marketing strategy is a powerful guarantee for the smooth realization of marketing purpose. Therefore, real estate enterprises should conduct extensive network research according to the characteristics of marketing, collect, collate, analyze and study the information related to the market in a scientific way, systematically and at the same time, especially to make the needs of design customers. Purchase motivation and purchase behavior information, so as to solve the problem reasonably and effectively, as the basis of marketing strategy.

The use of network for market research has the characteristics of timeliness and sharing of information, convenience and low cost, large sample size and so on. Using the network to carry on the market research, has the investigation purpose and the investigation object determination, the questionnaire design, the survey data result collation and analysis, forms the survey result and so on the process. Unlike the traditional investigative method, using the network to conduct market research, questionnaires can be designed in the form of electronic forms, submitted by web page viewers or visiting customers, and automatically stored in the computer's

database. The results of the survey are stored directly on the computer, eliminating the traditional questionnaire. The processing process of manual input data. Through a certain program or the use of the existing statistical analysis software, we can automatically screen valid questionnaires, and the statistical analysis of the data can get the survey results. Because the investigation process takes an online approach, even beyond the time and geographical constraints, the cost of the investigation is greatly reduced.

4.7.6 Diversified Forms of Communication

Effective interaction with other media, actively participate in various public welfare and sponsorship activities organized by the public welfare department through the network, such as Hope Project, poverty alleviation and other activities; it is the best way to promote the network; at the same time, it can also be combined with its own advantages. Kinds of online advertising (advertising content can make Chinese and English versions) communicate with customers in various forms, so that customers can participate in marketing activities to the maximum extent, and make China's real estate enterprises go international.

Provide new product information, provide discount coupons or gifts, etc., to improve customers' willingness to purchase products; all use the network for promotional activities; in addition, using the website dialogue function to hold online customer networking activities, it is possible to communicate across time and space. A low-cost promotion. Develop an intelligent online bargaining system, negotiate product prices directly with customers on the network; develop an automatic price adjustment system that can change according to seasonality, inventory, market supply and demand, etc., automatically adjust product prices; develop online inquiry function to enable customers to fully grasp the market Relevant product information, rational judgment of the rationality of purchasing products.

Defining the target of corporate online advertising is a prerequisite for online advertising strategies for real estate companies. First, different advertising strategies, advertising designs, and advertising budgets are different for different goals. Second, it is necessary to determine the degree of interaction of the advertisements, that is,

whether the advertisements are designed to be one-way or two-way (mostly online advertisements are two-way communication). Finally, to determine the form of the advertisement and the overall distribution method, the commonly used online advertisement forms include web pages, professional sales networks, banner advertisements, visual advertisements, 3D dynamic advertisements, text links, and emails. For real estate companies, online advertising is highly interactive, enabling a variety of communication functions such as finding, consulting, and making opinions, which are much more targeted than the average traditional media. At the same time, online advertising also has a variety of expressions such as sound, images, text, animation, etc., which can convey rich information. The low cost and high efficiency of online advertising eliminates time and space constraints and can affect almost every consumer who has a desire to buy.



5. RESEARCH SUMMARY AND PROSPECT

5.1 Research Conclusions

In recent years, China's real estate enterprises have made unprecedented development, the rise of real estate enterprises for urban residents to provide a large number of real estate. Indeed, today's network has become an important means to promote enterprise economy and management. Internet marketing is an advanced way to use electronic information technology for marketing activities. As an innovative mode of economic operation, it plays a far more role than the commercial field.

The network economy will provide many kinds of opportunities for real estate enterprises, mainly to obtain a large number of information resources quickly. With the development of economy, the role of information resources is becoming more and more important, and it is becoming an enterprise. The decisive factors for individuals and countries to strengthen their competitiveness will result in a great waste of land, capital and labor resources, spend manpower to develop advanced countries with breakthrough technology, and spend money to put into production backward products. It will make the enterprise miss the best time for its development.

The network economy shows us the recent real estate development new trend, namely the online real estate marketing, the multi-channel three-dimensional network communication mode, the network view house, the network purchase house and so on. Chinese real estate enterprises should establish correct marketing concepts, make full use of the characteristics of network technology, and successfully carry out marketing activities.

5.2 Research Limitations and Prospects

The marketing network of real estate enterprises is neither a simple channel problem nor a pure sales network. It is an organic system consisting of a sales network, a business network, a publicity network, a customer network and a service network. Its pros and cons are the marketing capabilities of enterprises. One of the most important evaluation indicators. There are many ways to transfer the enterprise, but in the end, sales must rely on the marketing network, and its promotional function is better than one-way advertising. More, faster, and more accurate information

feedback can be obtained through the business function of the network, which is conducive to improving the level of economic decision-making. To seek long-term and stable development, enterprises must establish a sound marketing network. This can increase the hit rate of sales. Continuous management and timely information release can make network marketing work best. Only by doing a good job of its own service quality can the company grow and develop. In daily management, it is necessary to check the quality of work from time to time and complete the amount. And maintain good communication with them. Enterprises must pay attention to new information, new policy changes, etc. from time to time in their development and progress.



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