



**STUDY ON THE OPTIMIZATION OF MARKETING
STRATEGIES OF CHINESE LISTED REAL ESTATE
ENTERPRISES IN SECOND AND THIRD-TIER CITIES
—AN EXAMPLE OF THE SUNAC JIUXIFU PROJECT IN
NANNING, GUANGXI**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
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Thematic Certificate

To

GAN JINGZHI

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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Title: Study on the Optimization of Marketing Strategies of Chinese Listed Real Estate Enterprises in Second and Third-Tier Cities
——An Example of the Sunac Jiuxifu Project in Nanning, Guangxi

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ABSTRACT

The purpose of this study is to analyze the marketing strategies of Chinese listed real estate companies in second and third tier cities and to discover new marketing models for real estate projects in today's context. The three objectives of this study are: 1) To explore the corporate marketing strategies of real estate companies; 2) To analysis the consumer behavior and find the right target market position; 3) To discover new tools for real estate marketing strategies.

This paper adopts the documentary method to analyze the problem, taking the project of Sunac Jiuxifu in Nanning, Guangxi as an example, and uses the AISAS theory to analysis the consumer behaviors and the 4P marketing theory to formulate marketing strategies and build the new tool for real estate marketing model. After the study, the result founds that: Firstly, currently Chinese listed real estate enterprises generally have backward marketing concepts, slow transformation of digital marketing strategies, imprecise market positioning of target customer groups, and insufficient innovation in online marketing, and innovative marketing is imperative. Secondly, by using the AISAS model for customer analysis, we found that consumers nowadays are more rational and proactive, more eager to search for products they are interested in on the Internet, the company need to effectively use new Internet technologies to establish effective links with consumers in order to locate the right target market. Thirdly, for the new marketing tool, " Intelligent Management", which is an automated management system model based on "Internet+", "Big Data" and "Cloud Computing" technologies that can help real estate companies perfectly develop effective strategies for consumers at all stages. This study hope can provide more experience and reference for other researchers and can help the real estate business operation.

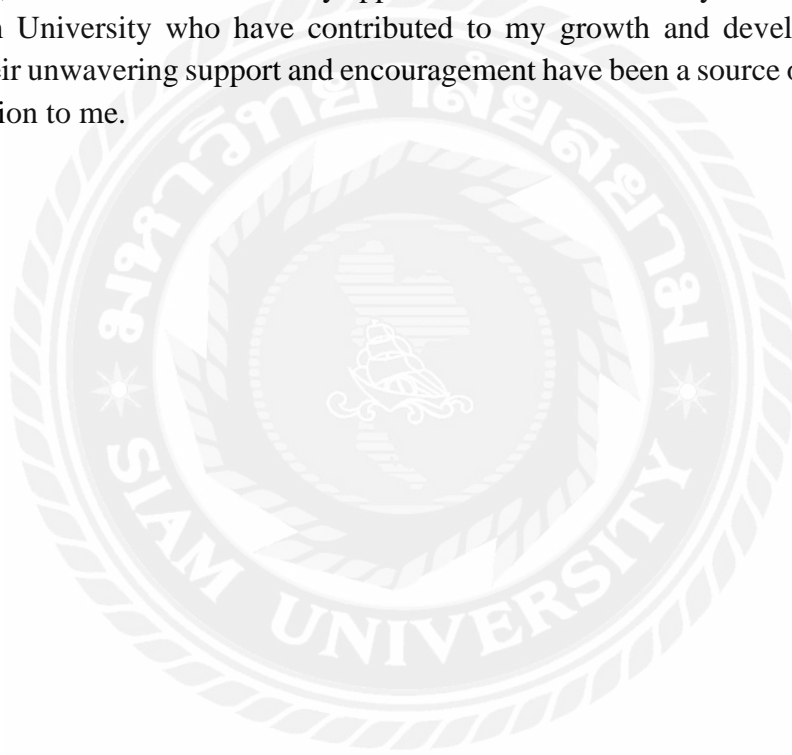
Keywords: marketing strategy, customer segment refinement, integrated marketing, innovative marketing.

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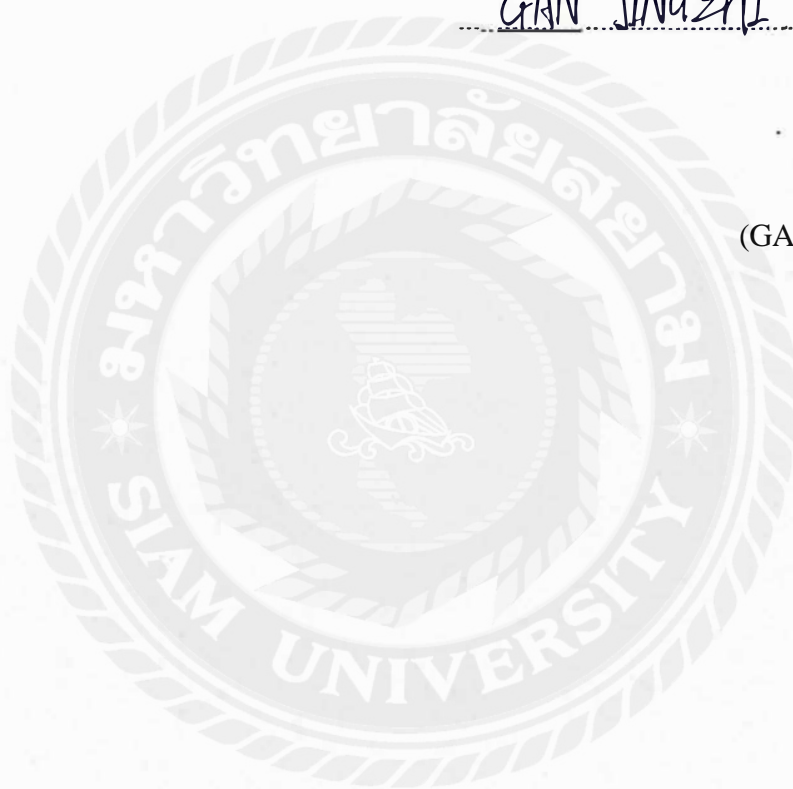
Declaration

I, GAN JINGZHI, hereby certify that the work embodied in this independent study entitled “STUDY ON THE OPTIMIZATION OF MARKETING STRATEGIES OF CHINESE LISTED REAL ESTATE ENTERPRISES IN SECOND AND THIRD-TIER CITIES—AN EXAMPLE OF THE SUNAC JIUXIFU PROJECT IN NANNING, GUANGXI” is result of original research and has not been submitted for a higher degree to any other university or institution.

GAN JINGZHI

(GAN JINGZHI)

Apr 2, 2023



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1. Introduction

1.1 Research Background

The real estate market has become increasingly mature after decades of development, and its market supply and demand have been changing with the development of the market, how to gain consumers' trust and occupy a place in the fierce competition has always been the core issue that real estate enterprises need to consider (Yang, 2021). Over the years, China's economic downward pressure has continued to increase, and the central government has clearly pointed out that "real estate is not used as a means of short-term economic stimulus" under the economic situation and economic policy, China's real estate development enterprises, especially those in second- and third-tier cities, face a severe test of survival (Zheng, 2023). China's real estate market during the New Crown epidemic, although the growth in sales and sales area shrank significantly. The real estate market has not seen innovative marketing reforms for the time being, and is still mainly dominated by small-scale price promotion wars, and sales did not improve greatly even during the May Golden Week and mid-year promotions, which are the peak seasons for housing sales. Real estate companies still mainly promote their properties by advertising their upcoming price increases, final promotional discounts before price increases, free parking spaces, free property fees, and other preferential activities (Wang, 2022).

At the end of 2022, the government control of the new crown epidemic has been fully liberalized, and the country began to gradually relax the tightening policy of real estate in order to better promote economic development and adhere to the principle of housing and housing without speculation. For example, the central bank and the CBRC jointly issued 254 "Notice on the current work of financial support for the stable and healthy development of the real estate market", constantly releasing policy to put the good and stimulate the rigid demand of the housing market (Liu, Wang, & Gong, 2023). From the actual operation of real estate, the rigid demand for housing in domestic first-tier, new first-tier and second-tier cities will remain at a high level in the wave of accelerated urbanization in the future, and real estate enterprises should seize this opportunity of development and work hard on the quality of real estate construction and marketing strategies to continuously improve the sales performance and brand value of real estate brands (Zheng, 2023).

China's real estate industry is now entering an inflection point in its development, and measures are urgently needed to achieve a soft landing as it moves from a phase of rapid expansion to a new phase of stable development. In reviewing the past and present of China's real estate industry, and based on the new development stage, grasping the positioning of "housing and housing without speculation", we should also study the future trends of the real estate market development, and pay more attention to the optimization of consumer-based marketing strategies (Huang, 2022). The land and real estate markets in Nanning, Guangxi have been "hot" in recent years, mainly because the positioning of Nanning has raised expectations for the future development of the city, while the real estate market is the "realization" of the city's expectations. The entry of large national real estate enterprises has intensified the competition in the Nanning market, causing some local real estate enterprises to gradually exit the market; in addition, the increased

competition has also prompted local or early real estate enterprises to rethink the strategic layout of the Nanning market, especially some local real estate enterprises are forced to start the national layout due to the pressure of competition in the local market (Wang & Cheng, 2021). As a second-tier weak city, the real estate market in Guangxi, Nanning has seen an overheated development. In 2019, for example, the supply and demand in the land market in Nanning continued to grow, and the transaction land prices continued to rise. In 2019, for example, the land market in Nanning continued to grow in terms of supply and demand, and land prices continued to rise. 77 land transactions were made throughout the year, covering an area of 10.67 million m², an increase of 19 transactions and 2.33 million m² compared to 2018; the floor area sold was RMB 4,299/m², an increase of 22.8% year-on-year. With the Guangxi Zhuang Autonomous Region government's strategy of "strengthening the capital", developers are generally optimistic about the future development of Nanning's real estate market, and the scale of commercial housing continues to expand, leading to a continuous boom in the land market (Wu & Lou, 2020). The example cited in this article, Nanning Sunac Jiuxifu in Guangxi, was completed at this stage from the primary land market and the land use rights were transferred to the listed real estate enterprise Sunac, thus entering the secondary development and sales market, and starting its first sale at the end of 2019.

In terms of marketing strategies and marketing models, the real estate industry, which has always been accustomed to traditional marketing models and strategies, has also begun to change under the rapid development of Internet technology. At the same time, from super first-tier and first-tier cities mainly, gradually spread to second-tier and third-tier cities, real estate marketing using live web mode, in line with the trend and development of the times, while is an inevitable trend, in reducing marketing costs at the same time also effectively promote the rapid development of the real estate industry. The live webcast mode of selling real estate is both an opportunity and a challenge, and will not be able to form a scale and make the public accept it overnight, but will require a gradual process. But the current trend and development of the times also provides good conditions for live home selling, which is a major trend in the future of property marketing, innovative development model to make the real estate industry better (Qian et al., 2022).

1.2 Research Problems

During the outbreak of the new crown epidemic, the disturbance of a variety of factors not only caused a certain impact on the rationality of domestic real estate marketing strategies and so on, but also made the marketing effectiveness subsequently reduced, causing greater constraints on the work of various marketing practices. Therefore, real estate enterprises must form appropriate marketing strategies in the development process in order to better achieve the strategic development goals of the enterprise (Wang, 2022).

At present, China's real estate enterprises in the marketing of the general problem may be backward marketing concept, real estate enterprises on their own marketing

strategy of the city's relatively superficial understanding of differentiation, marketing positioning of the target market is not accurate, the lack of innovation in network marketing, real estate marketing input cost performance is low, customer resources are not enough to expand, marketing talent mobility of low quality, narrow marketing channels, real estate marketing technology content is not High and so on, the above-mentioned multiple problems not only to the domestic real estate marketing strategy rationality and so on caused a certain impact, but also make the marketing efficiency and then lower, to the various marketing practice work caused greater constraints, and ultimately for the development of enterprises, economic development and other aspects of direct impact (Zheng, 2023). The current problems of real estate, marketing concepts backward, marketing strategy is not scientific, marketing management is not perfect, not deep enough in the development of new markets, marketing means single, to strengthen the marketing strategy of Chinese real estate enterprises from four aspects, one is the market segmentation, two is the target market selection, three is the market positioning, four is the marketing mix, these strategies appear more important in small and medium-sized cities, can be effective in play a key role in the real estate market (Zhao & Wu, 2021). Some scholars have found after research that problems such as imprecise market positioning, overly traditional publicity methods, and weak brand awareness are common in domestic real estate marketing (Yao, 2021).

The frequent problems of real estate marketing are insufficient market research, poor understanding of consumer needs, single means of promotion, uneven quality of practitioners, unclear commercial selling points, and excessive packaging of properties (Duan, 2020). The problems of real estate in marketing communication, specifically, mainly include poor communication and collaboration efficiency of the main body, insufficient audience integration and feedback, and improper allocation of media resources, etc. Strategies such as innovative communication means, increased investment in marketing communication, refinement of audience and regional markets, and improvement of feedback mechanisms are then proposed (Zhao, 2019). Some scholars even believe that marketing has created certain value in real estate enterprises and enterprises have gained corresponding profits, but in the whole process, there are some backward real estate's marketing concepts, insufficient market research, and lack of creativity in marketing planning, etc. There is an urgent need to achieve the long-term development of real estate enterprises through the main various marketing mix means (relationship marketing, network marketing, green marketing, cultural marketing, and experience marketing) (Hu, 2020). Assessing the real estate market after the epidemic, he found that the current market is characterized mainly by marketing on the Internet platform, but there are problems such as the imperfection of the marketing platform and the lack of professional competence of the relevant technical personnel. Therefore, he proposed marketing strategies from three perspectives: combining online and offline, building online platforms, and strengthening marketing teams (Dong, 2021). Each enterprise should combine its own development practice and other aspects to discuss the selection and innovation of relevant marketing strategies, so that enterprises can better

face the development of the market, competitiveness, the loosening of regulatory policies and other industry development status, so that the marketing strategies can really be put into practice, to achieve a variety of development goals such as saving transaction time and reducing marketing costs (Liu, Wang, & Gong, 2023).

The second and third tier cities in China have a large spatial distribution and carry most of the country's urban population. Their real estate situation has a significant impact on the industrial development, population flow and residents' happiness of small and medium-sized cities (Zhou & Zhu, 2022). The marketing strategies and marketing models used by them are universal. And nowadays, the prices of core resources properties in China's first-tier cities are still firm, but the prices of second and third-tier properties have lost ground, and the adjusted decline in prices has led to a continuous decline in the sales volume of various projects, making the market for new commercial properties for sale particularly competitive. How to capture sufficient market share in a limited market share through new marketing models. How to complete the traditional marketing from the single focus on price, offline marketing, print advertising and publicity to pay attention to the relationship marketing, network marketing, cultural marketing and other new marketing model is particularly important.

Sunac China ranked tenth in the sales performance of real estate enterprises in Nanning, Guangxi from January to October 2022, with total sales reaching RMB3.035 billion and sales area reaching 533,700 square meters, ranking sixth. Sunac China as one is an important representative of foreign real estate enterprises. By breaking down its performance in the first half of 2022 (CRIC, 2022), its main contributing project to its performance was its independent development and operation of Sunac Jiuxifu, which accounted for approximately 40% of its performance. However, from the analysis of the 4P marketing theory and the dimensions of customers' home purchase behaviors and AISAS theory, the individual property project of Sunac Jiuxifu still suffers from a series of problems such as low conversion rate of project transactions and poor marketing strategies of the project, resulting in low customer satisfaction. Nowadays, under the general background of the unsealing of the epidemic and the new relaxation of the national real estate industry, the project still fails to analysis the specific characteristics of the stage of customers' purchasing behaviors, and the marketing strategy of the property project is old, without any innovative marketing strategy, thus leading to the low sales performance of the property project, which is one of the main problems of the current Sunac Jiuxifu project. Secondly, in order to improve the sales performance of the project, we must focus on the needs of the viewing customers, the marketing feedback and the constructive opinions of the sales professionals, and explore the key influencing factors in the marketing process of the Nanning Sunac Jiuxifu project, while there are still some problems in the marketing positioning of the project to the target market, network marketing, marketing technology, marketing promotion and marketing customer expansion that need to be deeply explored. Finally, as the overall marketing environment in Nanning, Guangxi is poor, we need to use the Sunac Jiuxifu project as a research

example to solve the marketing problems of other projects in the market and to optimize the marketing strategy of the project and the market.

1.3 Objective of the study

The objective of this research paper is to analysis the key factors influencing the marketing of real estate projects from the customer's perspective, with the help of the 4P marketing theory and AISAS theory, and to propose actionable marketing suggestions to optimize the marketing strategy of Sunac's Jiuxifu project, and then to analysis the innovative ways of marketing real estate projects under the background of the new real estate policy.

- 1.To explore the corporate marketing strategy of real estate companies.
- 2.To analysis the consumer behavior and find the right target market position.
- 3.To discover new tools for real estate marketing strategies.

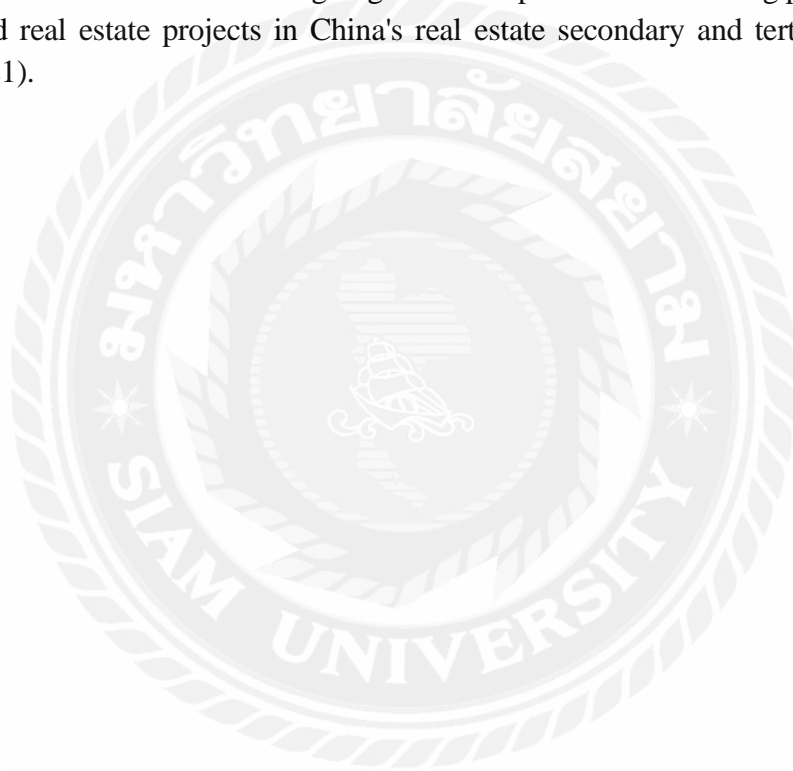
1.4 Scope of the study

The focus of this paper is on the optimization of marketing strategies of Chinese listed real estate companies in second and third tier cities. It focuses on the use of AISAS theory and 4P marketing theory, using the project of Sunac Jiuxifu in Nanning, Guangxi as an example. During the period starting from January 2022 to March 2023, nearly 70 literature articles related to the marketing strategy of real estate enterprises were read through, nearly 20 articles related to AISAS theory and 23 articles related to 4P marketing theory. Through the collection and collation of these domestic and international related literature, many literature reviews, and theoretical overviews on the optimization of the above marketing strategies have been accumulated to conduct this research on real estate marketing strategies, precise target market positioning and new approaches to real estate marketing.

1.5 Research Significance

From a theoretical perspective, an effective real estate marketing plan can not only improve the amount of property transactions, but also promote and drive the economic prosperity of a region (Wang, 2022). From a theoretical perspective, relying on systematic marketing theory and real estate marketing strategy research can enable the company to have rules to follow throughout the marketing process, and can keep abreast of the supply and demand situation in the real estate market, changes in consumer demand and the condition of competitors, thus providing a scientific and accurate basis for marketing decisions, and the company can make dynamic adjustments according to the changes in each demand. It not only helps to achieve the company's own goals, but also can make consumers more satisfied (Liu, Wang, & Gong, 2023). At the same time, this study can not only provide real cases for existing theoretical studies and enrich the research increments in related fields, but also help real estate enterprises to break excessive competition, avoid price wars and seek new ways out in the market competition by providing certain experience reference and thinking direction (Fu, 2021).

From a practical point of view, real estate marketing strategy research enables companies to better explore their strengths and potential, master themselves, the market, and their product positioning, and make the developed projects more in line with market demand and homebuyers' requirements to ensure enhanced market competitiveness (Liu, Wang, & Gong, 2023). Marketing research provides market research for companies to find market opportunities and for companies to enter a certain target market; it also allows them to develop detailed marketing plans (Zhao, 2018). By optimizing the research on the marketing strategy of real estate projects, the aim is to accurately locate the target market and target customers, attract consumer groups, and improve the sales performance of this property project with the loosening of the new real estate policy. In turn, more real estate property products and marketing plans are promoted and designed accordingly, aiming to provide a reference for designing the whole process of marketing planning plan for high-end real estate projects in China's real estate secondary and tertiary markets (Zhang, 2021).



2. Literatures Review

2.1 AISAS Theory

The AISAS theory is an evolution of the AIDMA theory of optimization. AIDMA, the main theoretical model of modern consumer behavior, was founded by the American advertising scholar Lewis in the late nineteenth century and has been in use for over a century. The AIDMA theory states that consumers need to go through five stages: (A) Attention, (I) Interest, (D) Desire, (M) Memory and (A) Action. With the rapid development of the Internet, consumers can easily search for information about the products they want and share their buying and using experiences with other consumers through the Internet. Consumers are increasingly taking the initiative and becoming the active contactors of information. Therefore, in the Internet era, the traditional AIDMA model is no longer a good overview of consumer behavior (Jia, 2017).

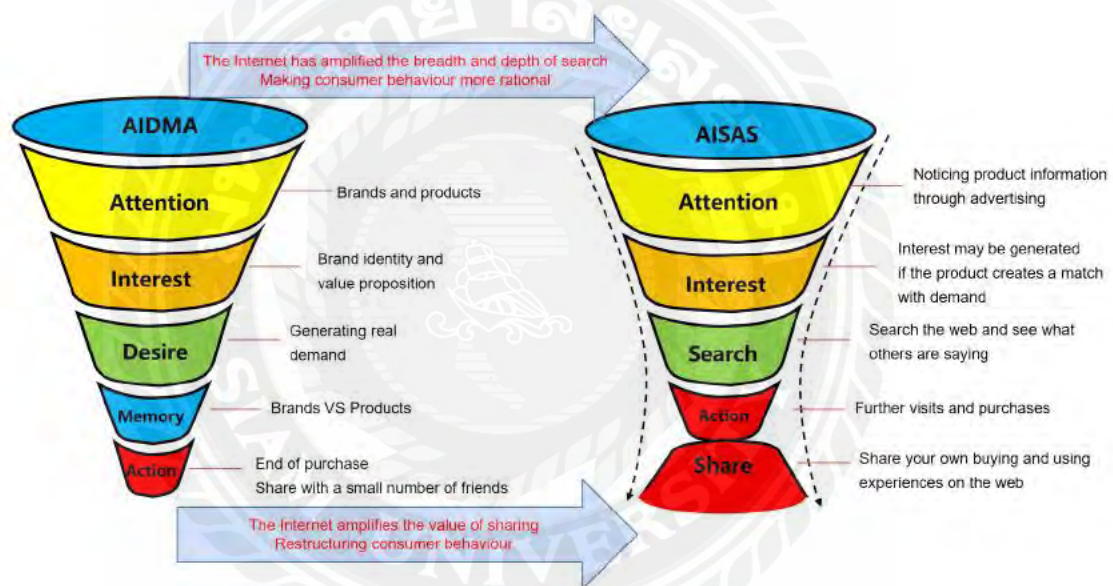


Figure 1: Formation of the AISAS model

Based on the impact of the Internet era on consumer behavior, in 2005, Dentsu optimized the AIDMA theoretical model to consider the characteristics of consumer behavior in the Internet era and proposed the AISAS consumer behavior theoretical model (Ma, 2019). This theoretical model suggests that consumer behavior in the consumption process consists of five main components:

- (A) Attention, is a product information that is noticed by consumers through various advertisements, including online and offline traditional advertisements.
- (I) Interest, is that consumers are likely to be interested if they find that the product matches their needs.
- (S) Search, it is the consumer who, with interest, searches the web and will check the reviews of others
- (A) Action, it means that the consumer takes further action until the final purchase

(S) Share, is the modern consumer who, after completing a purchase, is more likely to share their purchase and use experience online.

Compared to the traditional AIDMA model, the AISAS consumer theoretical model has added two main components: search and share, which reflects the importance that companies attach to consumer initiative in the Internet era (Wang & Zhang, 2014).

The AISAS theoretical model, born out of the Internet era, places great importance on the search and share behaviors of customers using the Internet. The importance of these two processes, in which consumers use the Internet, reflects the fact that consumers are becoming active receivers and sharers of information in the Internet age. In the AISAS model, consumers can share their shopping experiences through their WeChat circle of friends, Weibo, Jitterbug, or various forums, so that other consumers can refer to the shopping experiences shared by their friends before deciding on whether to buy (Shao, 2015). The AISAS model also provides an interactive communication model between consumers and real estate companies. With the advent of the Internet era, consumer behavior has also changed considerably:

1. Consumers tend to be more active in obtaining information

In traditional Chinese marketing, the publisher of the advertisement always occupies the active position, while the consumers themselves are only the passive audience of the message, and the advertisement is transmitted directly from the media to the consumer group in one direction (Luo, Ma, & Zhang, 2019). With the development of the Internet, however, consumers have become more and more proactive, choosing the information they want to receive on their own. They can also share their own shopping experiences. In the home buying process, consumers often use the internet to find out more about a project before visiting a sales office for further communication.

2. Increased consumer awareness of participation and sharing

In the Internet era, consumers are keen to participate in the production and dissemination of information. With the birth and development of self-published media such as Jitterbug, WeChat and Weibo, consumers can use these media to share their shopping experiences and retweet advertising content that interests them. Xiaomi's "3-3-3 rule" states that in an era where experience is king, in addition to meeting users' functional needs for products, it is also important to find ways to involve them in the development of the products, thereby enhancing the customer's sense of deep experience. This is also the case in the real estate marketing process, where consumers share their impressions and evaluations of projects more independently through online media after visiting or purchasing a home (Wang, Dong, & Zhang, 2021). At the same time, consumers want to be involved in the development of products and services during the purchase process, and are happy to provide developers with suggestions on product development and property management.

3. Consumers' needs tend to be more diversified and personalized

With the advent of the Internet era, the public's demand for information has become diversified and personalized, and the variability of their information needs has gradually increased. They are more inclined to choose personalized products and services, and this

is also the case in the home buying process, so developers need to pay more attention to developing more targeted marketing strategies according to their own customer positioning in online marketing (Shi, 2021). As we can see, the Internet is quietly entering all corners of consumers' lives and their behavioral habits are changing dramatically as a result. In the internet era of real estate marketing, consumers are able to search the internet on their own to get more information about products to support their decisions. In view of this, developers should also pay more attention to their online opinion and the influence of social opinion on the marketing of their projects. At the same time, consumers have more of a say in the consumer process and will communicate their shopping experience and experience of using the products in their own way online, so developers should be more likely to guide their customers to spread positive information about their projects during the sales process.

2.2 Sunac's Jiuxifu project

Based on the AISAS theory, this paper constructs a marketing factor system for the pre-marketing effect of Sunac's Jiuxifu project, and analysis the current problems in the marketing strategy of the Jiuxifu project from five aspects: customer attention stage strategy, customer interest stage strategy, customer search stage strategy, customer action stage strategy and customer sharing stage strategy, respectively (Sunac, 2020).

(1) Strategic analysis of the customer attention stage

During the customer attention stage, projects that can attract their attention are often those with a high degree of market interest and awareness. Such projects usually have outstanding marketing points and require a lot of investment in media promotion. At present, the entire area of Xinduban Zhuyuan, where the Jiuxifu project is located, is seriously kidnapped by distribution. Over 80% of the clients of the Jiu Xi Fu project are from distribution, and the cost of distribution is about 3%-5% of the sales amount, which is relatively high, so the marketing rate of the Jiu Xi Fu project has been high, so the investment in other marketing and promotion is relatively low. The main promotion methods currently used are as follows:

WeChat promotion, WeChat promotion on the one hand is to promote product-related information and brand software on the project's WeChat public number in a planned and regular manner; on the other hand, is to design beautiful graphics in the WeChat circle of friends for forwarding by sales staff to attract customers.

Real estate platform promotion, real estate platform promotion is mainly in "Anjuke", "Housing World", "Shake hands", "Nanning house purchase pass "and other professional real estate websites to release project information, so that customers can understand the product-related details in advance.

Activity promotion, activity promotion mainly refers to holding various activities in the sales department to attract potential customers to participate, increasing the opportunity for sales staff to communicate with customers, and also creating an atmosphere of hot sales in the sales department. The Jiuxifu project generally holds events at important marketing points such as the opening of the property, additional promotions,

or major holidays, but the quality of the events and their attractiveness to customers are not sufficient and the effect of the events is not satisfactory. On the whole, the marketing and promotion strategy of the Jiuxifu project is relatively single in attracting customers' attention, and the content is relatively thin. At the same time, due to the lack of attention paid to brand building by the developer of the site, the brand awareness of the project is also weak when it comes to attracting the attention of customers.

(2) Analysis of customer interest stage strategy

After a property advertisement or a property event has successfully attracted the attention of customers, the level of interest in the Jiu Xi Fu project often depends on how well the product and price match the customer's own needs. If the location, size and positioning of the product match the customer's own needs and the price is within the customer's reach, then the customer may become interested in the project.

If the price of the product is not acceptable to the customer, it will not lead to a transaction. Based on the positioning of the project in the region, the unit price of Jiuxifu is at the lower to middle level of the region, but because of the relatively small area of the same function, the total price of the product of Jiuxifu has a certain competitive advantage in the region. At present, the project has certain advantages in its overall pricing strategy, but there is still some room for optimization in terms of the flexibility of the pricing strategy. In the downward phase of the market, each group of customers is precious, and the project can quickly adjust its pricing strategy according to the actual situation of customers and competitors to better promote transactions.

(3) Analysis of customer search phase strategy

In the AISAS consumer behaviors model, when consumers see an advertisement and become interested, they generally do not go straight to the action stage and go directly to buy or visit the sales department. After seeing a real estate advertisement and becoming interested in a project, most customers tend to search online for more information about the project before deciding whether to visit the sales department. Due to the booming development of mobile search in the mobile internet era, as well as the convenience of the application and the gradual maturity of personalized recommendation technology, mobile search engines, real estate APPs and real estate portals have now formed a three-pronged situation in addressing the information needs of homebuyers, with mobile terminals accounting for 60% of the traffic. Customers can access more detailed information about the project through various online channels, such as Nanning Home Buyer, the small assistant program, the PC-based Housing World and Anjuke, such as the project's basic indicators, location, floor area, floor area ratio, greening rate, surrounding facilities, decoration, property fee charges, etc. Consumers can also search for the developer directly through search engines such as Baidu to obtain detailed information about the developer, past news, etc. to judge the developer's development strength and reputation. Searching for a project will therefore be the next step in the customer's consumer behaviors after becoming interested in the project.

The year 2021 was a year of great change for the real estate market. In this year, some developers were unable to continue their normal operations due to financial

problems, most of them laid off staff and there was a lot of negative public opinion about real estate (Sina, 2022). Due to the shortage of funds and other problems, Sunac developers also faced negative public opinion due to work stoppages and non-payment, and there was also a lot of negative news on the internet. Such news will directly affect customers' trust in Sunac's developers and their confidence in the timely delivery of the Jiu Xi Fu project. The current lack of control over online public opinion by Sunac developers has to a certain extent affected the sales of projects in various locations.

(4) Analysis of customer action stage strategy

After customers have become interested in the Jiu Xi Fu project and have learned the basic information about the project through the internet, most of them tend to enter the action stage, i.e., visiting the sales department for on-site experience and understanding. This stage is also a crucial step in the marketing process. A good case experience can largely improve customer satisfaction and increase the likelihood of a transaction. In this process, a good sales presentation is extremely important. In actual marketing work, the presentation is generally divided into hardware presentation and soft services. The hardware display is the physical display, such as the decoration style of the sales department, the model room, the brand wall, the sand table, the product workmanship display and so on. Based on the positioning of the project, the project site is relatively simple to build in the early stage. In order to control the marketing expenses in the early stage, no brand wall and product workmanship display were set up in the case. This had a more obvious negative impact on the later marketing. At the same time, compared to the market level, the overall salary package of Sunac Nanning is not competitive, which makes it difficult to attract excellent property consultants in the market, which also makes the overall sales service level of the case site uneven and in need of optimization.

(5) Analysis of customer sharing stage strategy

Based on the AISAS theory, after a customer has visited or finally purchased, they tend to have a deeper understanding of the project and tend to share their experience online. In this era where everyone is a self-publisher, the willingness and ability of customers to share is also greatly enhanced. They can share their impressions, experiences, and reviews of a project more easily through various online channels. WeChat's circle of friends, ShakeYin, Xiaohongshu, Weibo, etc. all make it easy for every consumer to share their experience of a product. It is for this reason that in order to stimulate customers to share more positive information about the Jiu Xi Fu project and to facilitate word-of-mouth communication, the project currently offers a 1% referral bonus for new customers. This policy is also on par with the neighboring competitors. However, from the analysis of the customer's transaction channels, less than 5% of the transactions are carried out by new customers, which is a relatively low percentage overall. Therefore, in addition to the policy level, the Jiu Xi Fu project needs to improve the willingness of new customers to bring in new customers from other aspects.

2.3 Marketing Strategy

Based on the 4P marketing theory, we reviewed and analyzed the literature based on the theoretical basis, the actual situation of the Sunac Jiuxifu project and the real estate market in Nanning, and summarized the current real estate market and marketing strategies in second and third tier cities

2.3.1 4P Theory

The 4Ps theory emerged around 1960 with the introduction of the marketing mix theory, which originated in the United States. The "4Ps" is a general term for the combination of the four elements of marketing: Product, Price, Place and Promotion. It requires companies to take the initiative to produce products and create demand, while taking the initiative to promote products and gain profits.

Product is the product or service offered by a company in its target market, including product specification, service, and quality;

Price is the price that customers pay for a product, including discounts, payment terms, etc.; channels are the various methods by which a product achieves access to the target market, including transport and geographical location

Place is the various methods by which the product achieves access to the target market, including transport and geographical location, etc;

Promotion is the various ways in which companies use advertising, introduce their products, and persuade customers to buy them, including advertising, public relations, special offers, etc. (Wu & Sun, 2022).

The level of real estate marketing strategy plays a direct role in the survival of real estate companies and it determines the life cycle of real estate products in the market. In the field of real estate, real estate marketing strategy is to expand the sales volume of the property and to obtain the maximum profit steadily and continuously, so that the company's own resources and the external environment correspond, and to find a reasonable marketing method to lead the consumer buying behavior to occur (Li, 2020). As the market continues to change and consumer awareness of rational judgment increases, the traditional one-way real estate output marketing strategy model has too many limitations to promote the increase of product sales. And it is especially important to change the marketing model, develop new marketing strategies that cater to market demand, and reimported the core elements of marketing theory to develop efficient and rational marketing strategies (Chen, 2020).

Marketing theory can continue to innovate in the development of the market economy, then real estate enterprises should also change with the change of the market environment and the requirements of their own development, and according to their own needs reasonable choice of different marketing theory as the basis for the development of their own enterprises to adapt to the differentiated marketing strategy (Xiang & Gu, 2020). Different marketing strategies apply to different marketing economic environment, different marketing strategies reflect different marketing concepts, in the future development trend of the marketing mix is more specific and more flexible, in the concept of marketing strategy becomes dominant, integrated marketing will become mainstream

(Wu, 2020). Combined with the domestic real estate industry marketing strategy research pointed out that the efficient development of reasonable real estate marketing strategy and strategy, need to be combined with the actual situation of the real estate market to carry out data research and analysis, that real estate enterprises should take a multiparty cooperation and win-win marketing model, abandon the mode of single-armed combat, to fully integrate their own resources, play well the advantages of different strategic partners, the formation of marketing synergy (Liu, 2019).

2.3.2 Customer Segment Refinement

When developing marketing strategies for real estate projects, real estate companies should focus on analyzing the economic environment as well as the impact that the political environment brings to the real estate industry, and they should also combine with neighboring companies to form an interdependent and interdependent pattern (Palicki, 2020). The key to success in real estate market positioning and marketing is in the market positioning and identification of target customers and value proposition in decision making. These decisions must be based on a deep understanding of the target customers and key stakeholders through the segments where the project advantage can gain a competitive advantage. To ensure long-term competitiveness, as the environment changes, it is necessary to provide a continuous value brand to create a strong brand for real estate companies and projects.

Specifically, home-buying consumers have different demand points for housing at different ages and life stages, so when developing marketing strategies, it is important to find the positioning of consumer needs before designing marketing strategy plans. Currently, whether domestic real estate enterprises can sustain healthy business development in such a context, it is necessary to change the concept of marketing, to understand and master the needs of consumers in an all-round way as the basis, and to target the development of marketing strategies and the design of exclusive products for customer groups (Yuan & Cao, 2019).

2.3.3 Integrated Marketing

Integrated marketing emphasizes consumer-centric, consumer demand-oriented, is the essence of integrated marketing, subverting the traditional marketing to the product as the core concept. The current real estate enterprises should adhere to the bottom-line principle of people-oriented, and should develop marketing strategies that meet the needs of consumers and market demand in conjunction with the actual situation of their own enterprise, to truly enhance the competitiveness of the enterprises themselves (Kim, 2018). In the current new environment, real estate enterprises must take consumer demand as the basis, together with accurate market positioning, efficient advertising, and active marketing model innovation, in order to make their marketing strategies relevant (Ding, 2019). Real estate marketing strategy channel segmentation, one is the need in the real environment, the second is the need of channel theory, in accordance with different products, different consumer groups to determine the choice of channels, real estate marketing channels will turn to four directions of development, promotion focus on

value-added services, word-of-mouth communication, real estate marketing channels are subdivided into customer meetings, new media network platforms, outdoor advertising, newspapers, intermediaries agency, according to the product, the resources different situations to establish a reasonable marketing channel strategy, real estate companies can survive and develop (Zhong, 2022).

At present, attention should also be paid to assessing the comprehensive marketing capability of real estate projects, and a detailed analysis of the marketing strategy of specific projects is made, proposing the optimization of the comprehensive marketing process with clear strategic positioning, integrated marketing awareness, unified promotional content, construction of standardized databases, and construction of interactive feedback systems (Shang, 2018). Marketing strategy among the channel strategy is to become the key to the success or failure of the enterprise marketing strategy, and to do a good job of channel optimization, first of all, we should pay attention to the construction of independent channels, followed by the channel management system to be improved, the implementation of refined strategies for customer development channels, the formation of large customer development thinking, and the construction of marketing channel specialization (Tang, 2020).

2.3.4 Innovative Marketing

The period of high-speed development in the real estate industry has become a thing of the past, and steady growth will be the main theme in the future. With the stable development of the whole industry, products without characteristics and differences will be gradually eliminated by the market in the future, and development enterprises will not be able to gain a foothold in the market (Tang, 2020). In third-tier cities, the real estate industry started a little later, and there are misconceptions in the application of marketing concepts such as inaccurate market positioning, blind planning, hype concepts, and lack of community concepts. Real estate marketing efforts should not simply copy the experience already developed in first- and second-tier cities, but should give full play to local characteristics and strengthen core competitiveness (Wu, 2020). The development of the Internet has led to the rapid rise of the e-commerce industry, and the market share of online sales has been increasing. However, the shortcomings limited by e-commerce make real estate marketing still heavily use the traditional model, and the degree of integration of digital marketing with e-commerce platforms needs to be further deepened (Huo, 2019). The researcher analyzed three aspects of market segmentation, target market, and market positioning of the real estate industry in Shanxi Province based on STP theory, and proposed three strategies of online indirect marketing, online direct marketing, and online promotion mix (Tu, 2019).

In the study of the application of real estate marketing strategies, the analysis of actual full-project marketing cases in the real estate industry, it was found that the current real estate market is facing the impact of low customer profits, compressed marketing expenses, changes in the media ecological landscape, changes in customer marketing thinking and the transfer of sales pressure from customers, and the formation of efficient project teams, deep integration with customers, and maximum integration of resources in

response to the strategy combined with actual cases the impact (Yang & Li, 2021). Some scholars took the M real estate project in Jinan City as the research object, and used various analytical tools and combined with consumer research data to propose the optimization of marketing strategies based on consumer needs (Wei, 2016). and some scholars have conducted comprehensive research on the real estate market in Guangzhou City, and proposed differentiated products, integrated pricing, extended channels, and multi-level promotions, such as cross-border marketing and co-branding marketing, based on the 4P marketing theory, around market positioning (Cha, 2021).



3. Research Methodology

This paper adopts documentary method, because real estate marketing is a comprehensive management that requires both the integration of relevant theories such as the 4p theory and AISAS theory as guidance and a set of applicable practical work experience in real estate marketing. Therefore, this paper is based on the literature of many domestic and foreign scholars, comprehensive summary and analysis of relevant research cases and related concepts of marketing management, reference to understand the mature research results of previous authors, summarize and refine the outline of the literature review, and form the corresponding research methods and research ideas to write the corresponding theoretical basis of this paper.

From a macro perspective, marketing strategy is an overall concept and plan for the marketing development of a company within a specific period, under the guidance of modern marketing concepts, in order to achieve the company's business objectives. As an important strategy, the core of marketing strategy lies in how to use a company's marketing resources effectively in order to maximize the use of corporate funds. Because of its strategic importance in a company's operations, marketing is often combined with product strategy and is the company's basic business strategy, playing a vital role in the implementation of the company's overall strategy.

From a microscopic point of view, the traditional marketing system is built under the guidance of the traditional marketing '4Ps' theory (Product, Price, Place, Promotion), and the sales system is the most traditional and important component of the enterprise marketing system. In the traditional marketing process, companies first identify the target demand or consumer group, design an appropriate product, establish a distribution network, and develop a marketing plan, and through the investment of high marketing and advertising costs, the mass marketing model to carry out marketing activities, the sole purpose of enterprise marketing activities is profit.

Then with the development of the 4P theory, some new marketing theories were introduced, for example, adding two other factors to the 4P theory, which have an important influence on a company's marketing strategy. Since then, the 6P theory has been expanded to include the 8P theory, adding the factors of pleasing customers and partners. the 8P model takes more into account the fact that if a company carries out its marketing strategy from the selection of a target market to the establishment of a complete marketing system, a systematic marketing organization strategy can be established to achieve the ultimate sales objective. In addition, 4C, 4S and 4R marketing theories have emerged, but most of them are transformations and extensions of the 4P theory, which is still the basic theory of marketing theory. 4C theory is based on marketing activities to consumers and proposes a consumer-oriented marketing strategy. The "4S" theory is also based on the consumer perspective and proposes "customer satisfaction", "service", "speed" and "sincerity". "The 4R theory is a marketing theory based on customer-customer relationships, which includes customer response, relationship, relationship and return. Since Wendell Smith put forward the theory of "market segmentation" in 1956, this theory has played a great role in promoting the marketing strategy of companies.

Further on, Philip Kotler refined the core theories of modern marketing based on existing marketing theories and studied them in depth. Simply put, it means that a company divides the entire consumer market into several different markets according to certain criteria based on the needs of consumers and selects one or several of these markets as a target market.

Through market segmentation, on the one hand, the target market can be accurately positioned to enable targeted marketing; on the other hand, corresponding marketing strategies can be developed to achieve cost savings and increase market returns according to the differences in the market. The core of the market segmentation theory is the accurate judgement of the characteristics of consumers and the definition of their differentiation. The importance of market segmentation is therefore reflected in the starting point of a company's marketing strategy, as companies can divide their products into different situations and classify their goods according to their needs and judgments.

Integrated marketing emphasizes consumer-centered, consumer demand analysis through AISAS, and consumer demand orientation is the essence of integrated marketing, overturning the traditional marketing product-centered concept. Current real estate enterprises should adhere to the bottom-line principle of people-oriented, and should develop marketing strategies that meet consumer needs and market demand in conjunction with the actual situation of their own enterprises, to truly enhance their own competitiveness. Therefore, this paper needs to use the literature method, through the 4P marketing theory and AISAS theory as guidance, to carry out in-depth research and draw conclusions on this.

4. Finding and Conclusion

Through reading and collating many domestic and international scholars' research results on real estate marketing, as well as an in-depth study of China's second and third tier real estate market and Sunac Jiuxifu project in Nanning, Guangxi, we can find that the scope of the study mainly revolves around marketing strategies, customer segment refinement, integrated marketing, marketing strategy innovation and the application of marketing strategies. The traditional marketing model for real estate projects in China is no longer applicable in today's downward phase of the industry, and it is imperative to innovate an innovative online marketing model that focuses on consumer demand, which is also the focus of the current digital transformation of marketing for listed real estate companies in China. Today, the use of internet technology and big data technology to vigorously promote big data analysis in real estate marketing and the development trend of online marketing cannot be ignored. Through the study of the above-mentioned relevant literature and the example of Sunac Jiuxifu in Nanning, Guangxi, we have the following findings and conclusions:

4.1 Current real estate marketing strategies in China

A study of Guangxi Nanning Sunac Jiuxifu and related literature reveals that the Chinese real estate market has enjoyed more of the urban development land dividend and population migration dividend from the national level land market over the past decade, resulting in the rapid development of the real estate market. However, this has also led to a backward development of real estate marketing strategies. The marketing methods currently used are still the traditional marketing methods of the past decade, and there are still very serious problems such as unclear understanding of consumer needs, single means of promotion, over-packaging of properties, backward real estate marketing concepts, insufficient market research, lack of creativity in marketing planning, and insufficient control of internet public opinion. Over-reliance on national policies to support the real estate market, and the lack of sufficient subjective initiative. Coupled with the fact that after years of development, the real estate market is gradually saturated, with many cities even experiencing oversupply, this has posed a huge challenge to the marketing of the real estate market and competition between real estate development enterprises is becoming increasingly fierce. Today, in the face of national macro-control and relatively saturated demand in the real estate economy, the innovative marketing methods of real estate companies themselves will become an important means of survival in the future under market-oriented competition, and many listed real estate companies have fully realized the need to increase the development of urban differentiation of their marketing strategies and the in-depth transformation of digital marketing strategies.

4.2 Analysis the consumer behavior and find the right target market position

Through the documentary method, and the use of AISAS theory to analysis and study the consumer group of Guangxi Nanning Sunac Jiuxifu as an example, we found that the key to successful real estate market positioning and marketing lies in the market positioning and identification of target customers and decisions in the value proposition. These decisions must be made through project advantages and big data resources to be able to gain a competitive advantage in market segmentation, based on which there must be an in-depth understanding of the target customers and key stakeholders. In this way, real estate companies need to take into account their own characteristics, types of products and consumer needs in a comprehensive manner when formulating their internet marketing strategies, combining traditional marketing tools with internet technology to The combination of traditional marketing techniques and Internet technology, and the use of consumer-focused market segmentation methods to achieve accurate marketing, thereby enhancing the effectiveness of marketing strategies and ensuring that real estate enterprises have long-term competitiveness. Combined with the analysis of AISAS theory, we put the target market positioning action mainly on the three stages of ATTENTION, INTEREST and SEARCH, taking the Sunac Jiuxifu project as an example:

1. Attention to phase marketing strategy optimization

Market buzz is an important marketing factor when it comes to generating customer attention. The higher the market buzz of a project, the more it can attract the attention of potential customers. In the case of the Sunac Jiuxifu project, considering its current marketing situation, it is necessary to maintain a high degree of brand exposure and reputation for the project on the one hand. On the other hand, it is necessary to increase the marketing and promotion efforts of the project and increase the contact points between the project and its customers.

Brand word-of-mouth reinforcement. The brand of the developer of the Sunac Jiuxifu project plays a pivotal role in triggering the attention of customers. In the actual home buying process, customers are usually more able to notice the projects of real estate developers they have come across through various means in the past that they consider to be big brands. Especially after the turmoil and adjustment of the real estate industry in 2021, and after witnessing the closure of some small and medium-sized developers and even the top 10 developers in the industry, customers are more concerned about the brand of the developer and the safety of their purchasing capital. Only by becoming a "reliable" developer in their mind will they be able to get more attention when they have the need to purchase a home. However, due to various reasons such as insufficient attention to brand building in the early stage and less investment in capital, the brand building of Sunac Real Estate is very weak. Under the market economy, the brand factor is becoming more and more important in the sales process. In the case of Sunac's Jiuxifu project, it takes long-term quality products, services and solid marketing to enhance its brand reputation and awareness. One is to

improve the property services of the old projects to enhance the satisfaction of the owners. As the company has many projects in Nanning, it can form a good market reputation by improving the satisfaction of the owners, thus increasing the attention of customers to the projects of Sunac for sale. The second is to safeguard the quality of existing products and services, and to feed the brand building of the company through quality products.

Multi-dimensional and low-cost promotion. Marketing and promotion efforts will affect the attention of customers to the project. However, at present, the area where Sunac Jiuxifu project is located is seriously kidnapped by distribution, and over 80% of the customers of Jiuxifu project come from distribution, and the distribution cost is relatively high, and the high proportion of distribution makes the marketing promotion cost of other channels is relatively tight. Therefore, it is suggested that the project of Sunac Jiuxifu can be advertised through real estate media such as the Little Assistant for Shaking Number and Nanning Home Purchase. At the same time, free self-media such as WeChat, Weibo and ShakeYin can also be used to establish a zero-cost network promotion mix of "two micros and one shake" to increase the project's promotion and publicity efforts and attract more customers' attention. In the process of online marketing, we suggest that Sunac Jiuxifu project should make use of scene marketing to enhance the effect of online promotion based on the perspective of customers. The best marketing and promotion come at the most appropriate time and place, and in this time and place, it also involves the social environment in which the consumers are located. With the rapid development of mobile networks and the improvement of big data analysis technology, contextual marketing will be increasingly used in real estate and other industries. By gaining in-depth insight into consumers' daily lives, real estate advertisements can be placed precisely at the right time and place.

2. Interest Stage Marketing Optimization Strategy

At the customer interest stage, the value of the area in which the project is located, the value for money of the project, and the degree of matching between customer needs and the project's products will all influence the level of customer interest in the project. From the perspective of the Jiu Xi Fu project itself, it is suggested that it can amplify the benefits of the area, follow the existing product strategy in the current market and adjust the price strategy of the project. The following three aspects of the project will be elaborated in terms of how to amplify the benefits of the area and the supporting facilities, the product strategy and the pricing strategy.

The first is the amplification of regional and ancillary benefits. For ordinary real estate projects, the area where they are located and the supporting facilities, they have are decided at the moment of land acquisition, and there is not much room for renovation and upgrading. In the actual marketing process, only a small number of large developments with hundreds or even thousands of mu can build

and upgrade their own supporting facilities. For projects such as the Sunac Jiuxifu project, which covers an area of less than 100 mu, and where the developer's commercial development and operation strength is not strong, there is no room for transformation of the project's supporting facilities. In terms of the project area and supporting facilities, during the actual marketing process, we can amplify the advantages of the area and supporting facilities and the favorable policies as far as possible. Such as sports parks, metro support, etc. (Zhang, 2022).

Next is the product strategy. Product creation is the most important aspect of the entire real estate marketing process. Broadly speaking, residential products generally include tangible commodities such as location, supporting facilities, household type, as well as intangible services such as customer acceptance and property management, and the feelings of customers throughout the purchase process and residential use. A good product strategy must be highly consistent with the positioning of the project, and the product planning should consider what kind of value promise it can bring to customers and how the differentiated product strategy can be used to enhance the competitive advantage of the project. In general, the customer base in the area where Sunac Jiuxifu is located is extremely rigid. After a comprehensive analysis of the market and customers, Sunac's Jiuxifu project is a 95 square meter suite of three double bathrooms with one staircase and four units, which has a very high room ratio. Compared to the one-staircase, two-family products of 140 square meters in the area, the Sunac Jiuxifu project does not have an advantage in terms of the permeability of the units. However, due to the lower common area and higher room ratio, the products of Sunac Jiuxifu are far better than the competition in terms of functionality, which is more important to customers. In terms of volume, it is also higher than the one-staircase, two-family products of around 100 square meters in the area. In the current downward cycle of the real estate market, the product strategy of Sunac Jiuxifu to control the area and ensure functionality is relatively desirable. This is also evidenced by the recognition of customers in the actual sales. If the real estate market improves in the future, it is suggested that the project can increase the product area and create one-staircase, two-family, north-south transparent slab floor products to enhance the living comfort. Based on the improvement of product quality, the premium capacity of the products can also be enhanced, and the project profit can be appropriately increased in the pricing of the project.

Finally, there is the price strategy. Price is one of the most important factors in a customer's decision to purchase a property, and it is also a key competitiveness of a real estate project. In the same regional market, the land construction cost, tax cost and sales cost of a property are relatively similar, and the difference mainly exists in the land acquisition cost and land development investment cost, so the developer's ability to obtain land and capital influences

the overall price competitiveness of the project to a certain extent (Gu Xun 2023). In the case of the Sunac Jiuxifu project, the ability to acquire land and capital is not considered in the marketing line, so this paper only proposes optimisation strategies for the price strategy that can be implemented in the marketing process. In terms of pricing strategy, the purchase logic of customers in the area where the Sunac Jiuxifu project is located is mainly based on the total price of the house compared to the single-price purchase logic. This is because the total price of a house is directly related to the down payment and the monthly payment pressure that customers need to bear later. With the same features of a three-bedroom, two-bathroom suite, the fresher customers tend to choose products with smaller floor area and a higher percentage of home ownership, which can reduce their financial pressure. The unit price of the project is at a medium level in the region, and the total price of the project has a certain advantage over other projects in the region due to the control of the product area. In the marketing campaign, the project has also made the high-cost performance ratio one of the main selling points of the project, so as to arouse further interest in the project. At the same time, in the actual sales process, the pricing strategy of the Sunac Jiuxifu project can be improved as follows:

Firstly, a low-price strategy is adopted. By "low price and high price", it means that the price of the project is slightly lower than the base price in the early stage, and the price is appropriately increased or even exceeds the base price in the later stage of the project. In the case of the Jiuxifu project, the low opening and high price strategy allows for some of the relatively average quality properties to be used as the initial low price strategy product (Zhang Li 2022), and then the price is raised by introducing higher quality properties, thus enhancing the project's image, and also satisfying customers' psychological demand for housing prices. Secondly, the sale of real estate projects is a continuous process, and the Jiu Xi Fu project can be packaged as a special price for some of the remaining properties in the early stages of the sale, based on the stage of customer reserve, combined with major holidays, or "one-price specials", etc., in specific packages for batch. This is not only effective in removing inventory, but also in reducing the number of units available. This not only allows for effective de-stocking, but also gives the property consultants at each stage a reason to invite customers to the case. In addition to the value of the area and the value for money, the analysis in the previous section shows that the matching of supply and demand between the customer and the project is one of the factors that influence whether the customer is interested in the project or not. From the consumer's point of view, their time and energy are very limited and only products that truly meet their needs can trigger their interest. For the Jiuxifu project, improving the match between supply and demand means defining and targeting your market customers more precisely, and bringing in customers with a better match based on your products.

3. Search phase marketing optimization strategies

Social opinion can affect customers' search for projects. Based on the more difficult real estate market after 2021, Sunac is also not optimistic in its financial situation, with several projects in Changsha and Xi'an regions experiencing stoppages and delays in delivery due to funding problems, etc. There is a potential risk of public opinion on the internet. Therefore, it is suggested that Sunac should make use of a special public opinion company to pay close attention to the negative information on its network during this special period and deal with it in a timely manner. It is also recommended that the Jiu Xifu project should strengthen its awareness of public opinion control, be aware of the suspension of work or delayed deliveries in other areas, and formulate in advance a response to customers and a countermeasure against competitor attacks. The following are the three main directions for managing public opinion on the Jiuxifu project:

Firstly, the JiuXiFu project needs to pay more attention to the deeper factors behind the online public opinion crisis. Under normal circumstances, we can only notice the superficial problems reflected in online public opinion crises, but we cannot solve them at the root. The internal causes of online public opinion crises can be roughly divided into two aspects: Firstly, the business model of high-speed capital turnover has led to frequent production safety incidents, a problem that does not exist in Sunac at present. In addition, real estate companies enhance their cash efficiency by acquiring land quickly, marketing quickly and releasing funds quickly, resulting in quality crises in real estate projects, a phenomenon that has isolated cases in Sunac. Secondly, some real estate companies are not self-disciplined enough, and due to various reasons, this has led to problems such as substandard project quality, marketing irregularities and irregular operations of intermediaries, etc. This has happened repeatedly in Sunac, and should therefore be taken seriously and corrected in the future.

Secondly, public opinion on the Internet may lead to more extreme social crises if not handled properly. The issue of housing is directly related to the core rights and interests of ordinary people. When the rights holders in a social incident are unable to defend their legitimate rights and interests through ordinary means, they may resort to media exposure, demonstrations, and petitions to protect their legitimate rights and interests, which may give some criminals an opportunity to take advantage of the situation and incite serious acts such as rioting. In the case of Sunac, it is important to plan for the delivery of public opinion (Liu Haixiao 2022).

Thirdly, the management cycle of online public opinion is relatively long. From the study of the characteristics of real estate companies in managing public opinion on the Internet, we can see that real estate companies need to pay more attention to the "long-tail effect" and need to extend the cycle of managing public opinion on the Internet later. After a hot topic has subsided, there will still be a

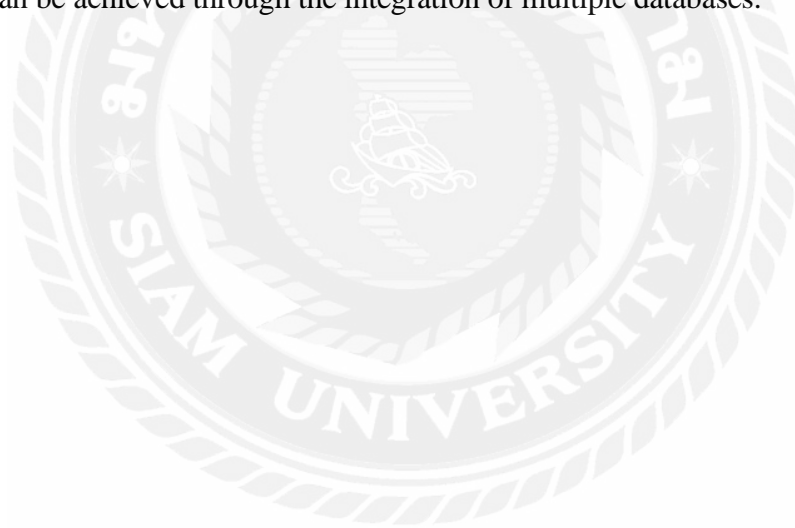
small amount of public opinion on the internet, which may cause another risk of public opinion on the internet if not managed effectively. Although it has been dealt with in a timely manner, it needs to be monitored for a longer period and a normal public opinion monitoring and early warning mechanism should be established to prevent secondary crises.

4.3 New tools for real estate marketing strategies

Innovative marketing methods for real estate projects will play a crucial role in the development of real estate enterprises and the real estate market in today's industry downturn. After reading and analyzing a large amount of literature and analyzing and interpreting the actual marketing situation of Sunac Jiuxifu, we understand that we should pay attention to assessing the comprehensive marketing capability of real estate projects and conduct a detailed analysis of the marketing strategies of specific projects, proposing to take a clear strategic positioning, integrated marketing awareness, unified promotional content, construction of a standardized database, and construction of an interactive feedback system to optimize the integrated marketing process (Shang, Wen, 2018). Therefore, in the implementation of marketing strategies, neuromarketing activities and the application of relevant new technologies can be strengthened, thus enhancing the contact with consumers, and achieving the purpose of enhancing competitiveness. The information technology of "Internet+", "cloud computing" and "big data" can be fully used to establish effective communication with consumers, which helps to achieve two-way communication with consumers. This will help to achieve two-way communication with consumers. Based on this, big data computing and analysis techniques can be used to calculate consumer demand and to develop new marketing optimization strategies. This paper proposes a new tools "Intelligent Management" for innovative marketing and the implementation of data-driven precision marketing.

That is, to identify the target of placement, to achieve precise placement, marketing precision. The specific process can be operated in this way: in the first step, real estate enterprises can place advertising messages on various original media platforms, collect customer data through the traffic background and build up their own database. The second step is to gain insight into the acquired data and establish customer tags through enterprise awareness. Enterprise awareness is a deeper mining of media background data, such as which media the customer uses most often, the time period of using these media, and the duration of each use. Take Jitterbug as an example, customers learn about real estate advertisements or watch live streams through Jitterbug, so real estate companies establish cooperation with Jitterbug to obtain the daily video access time, what time period each time they brush Jitterbug, what type of presentation they prefer, etc., to capture the behavioral path and media habits of users and achieve targeted placement. Customer tagging is to establish behavioral tags for various types of behaviors such as previewing property pages, searching for relevant words and meanings, and most frequent transaction methods, to lay the foundation for accurate marketing later on. Step 3: Analysis of the relevant indicators to be achieved by the marketing campaign, such as marketing objectives, expected results, etc., such as whether to increase awareness or increase

property sales. Step 4: Real estate companies divide their customers into different types and target the appropriate media for placement according to the different categories of customers. For example, if data reveals that a certain type of customer is used to using WeChat public number to read and does not like to use Jitterbug, then the real estate enterprise's advertising media should mainly choose the public number column and the circle of friends. For users who like to brush Jitterbug and watch live streaming, the same can be done with the precise placement of the real estate enterprise's marketing campaign methods in combination with the customer's browsing time and viewing preference. Step 5: After the contact points between these customers and the media have been recorded, the system monitors all kinds of online data of customers such as search terms, length of stay, customer habits, etc., and then returns all kinds of customer data obtained to the database of the real estate enterprise, which is then integrated for targeted placement, forming an automated system of placement, through which the click rate and browsing volume of customers are strengthened and precise placement is achieved. In this way, the click-through rate and viewership of the client are enhanced and precise placement is achieved. When the final customer transaction is achieved, a new customer database tag can also be created, and eventually a virtuous cycle of "Intelligent Management" of all customers can be achieved through the integration of multiple databases.



5. Recommendation

Due to the limited space of this study, there is still much room for further research in the thesis. Moreover, this paper is mainly an opinion and recommendation based on the example of the Sunac Jiuxifu project, which has certain limitations. When there are significant changes and adjustments in the macro environment and industry environment, a new analysis is needed to adjust the marketing strategy. It is also hoped that this research can be extended to more similar projects for practical purposes.

The impact of the new crown epidemic will have a slight impact on the total supply of real estate in the short term, but the financial pressure on real estate companies will further increase due to the lagging consumer demand, and real estate companies should address the current difficulties with optimization and innovation of marketing strategies (Hu, 2020).

Real estate enterprises in the development of Internet marketing strategy, need to all-round comprehensive consideration of the characteristics of the enterprise itself, the type of products will be traditional marketing tools and Internet technology, to market segmentation methods to achieve precision marketing, and thus enhance the effectiveness of marketing strategies (Zhang, 2022). The current real estate industry is highly competitive, and in the implementation of marketing strategies, the application of neuromarketing activities and related technologies can be strengthened, thus enhancing the contact with consumers, and achieving enhanced competitiveness. Real estate development companies can use the information technology of big data to establish effective communication with consumers, which helps to achieve two-way communication with consumers. On this basis, the computing and analysis technology of big data can be used to calculate the consumer's demand for housing and use it as a basis to develop marketing strategies (Chen, 2019).

From the perspective of network marketing, today, the transfer of traditional offline marketing of real estate to online marketing has accelerated, the decentralization of the Internet has brought the opportunity of marketing for all people, and in the era of self-media and big data, the real estate marketing model is switching between the old and the new. In the context of the current Internet era, real estate enterprises should change the traditional marketing concept, break through the limitations of the traditional marketing model, and actively use Internet + technology to empower the change of the real estate marketing model and marketing activities (Zhuang, 2020). Real estate enterprises should make good use of Internet resources. Internet communication is not limited to text, but can also use pictures, videos, and other more attractive ways to communicate, and has certain advantages in terms of innovation. The emerging technology of the Internet applied to the dissemination of real estate products, can more quickly meet the needs of consumers. However, due to the special nature of real estate products, the amount of money involved is large and consumers will not easily consume on impulse, so the possibility of completing transactions on the Internet is still relatively small. Companies should combine their own transaction structure and product characteristics to reasonably choose an Internet marketing plan to pave the way for the completion of their goals

(Zatwarnicka-Madura, 2018). The living of Internet technology has not only changed the way of consumers in terms of information access and consumption behavior habits, but also promoted the transformation of real estate marketing model, but the implementation of Internet marketing process, there will be obstacles such as operation concept, market segmentation and network promotion, to break through these barriers, to operate the whole marketing process with an innovative Internet marketing concept, and combine the market characteristics to implement network segmentation strategy and expand the promotion of the network with viral marketing promotion (Wu, 2016). In the current Internet era, there are multiple opportunities for marketing model innovation, and the application of online community marketing to the promotion of real estate products, brand communication, and aggregation of customers has unique advantages, and this model actively promotes the innovation of marketing models (Li & Huang, 2019).

From the dimension of brand value marketing, in the marketing activities, it can be combined with traditional culture and local characteristics to spread, and cultivate consumers to change the value of housing through cultural construction, which lays a solid foundation for the subsequent innovation of marketing methods to be promoted smoothly (Tang, 2020). It is necessary to integrate the creation of a high-quality brand image, enhance brand premium capacity, Experiential marketing, and word-of-mouth marketing into mobile online marketing to empower the innovation of marketing strategies (Xia, 2016).

Real estate companies also need to innovate relationship marketing to give consumers trust through relationship marketing, which in turn enhances consumers' loyalty and makes companies complete transactions more efficiently (Tao, 2020). Based on the characteristics of O2O model, combining the advantages of this model with real estate, he proposes to first promote the information with low-cost special offers to attract the attention of online consumers, and then carry out product experience for potential consumers with offline experiential marketing mode (Zhong, 2022).

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