# Digital Marketing Practices in the Real Estate Business: A Study on Assign Realtor Limited

**Date of Submission: 31st December, 2024**

# Internship Report

## on

# Digital Marketing Practices in the Real Estate Business: A Study on Assign Realtor Limited

## Supervised by:

Professor Dr. Mohammed Masum Iqbal

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

## Prepared by:

Maloy Chandra Hawlader

ID: 232-14-016

Program: MBA

Major in Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

**Date of Submission: 31st December, 2024**

# Letter of Transmittal

Date: 31st December, 2024

Professor Dr. Mohammed Masum Iqbal

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

**Subject: Submission of Internship Report on “Digital Marketing Practices in the Real Estate Business: A Study on Assign Realtor Limited”.**

Dear Sir,

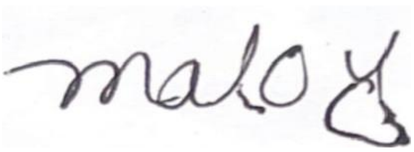
I am pleased to submit my internship report titled “The Role of Digital Marketing in Real Estate: Strategies for Increasing Property Sales and Client Engagement-A Study on Assign Realtor Limited” which forms a key component of my MBA program.

In preparing this report, I have diligently reviewed relevant documents, materials, and records, observed operations, and collected primary data to gain insights into customer perspectives on digital marketing. I have made every effort to ensure the report is comprehensive and informative.

Please feel free to reach out if you require any further clarification or additional information.

Thank you for your consideration.

Sincerely,



……………………………..

**Maloy Chandra Hawlader**

ID: 232-14-016

Program: MBA

Major in HRM

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

# Declaration

I, Maloy Chandra Hawlader, hereby solemnly declare that the report titled **“Digital Marketing Practices in the Real Estate Business: A Study on Assign Realtor Limited”** which I have prepared, is a partial fulfillment of the requirements for the Master of Business Administration degree at Daffodil International University.

This report is my original work and does not infringe on any existing copyrights. No part of this report has been copied from any previous work for a degree or otherwise.

I believe this report reflects a genuine and honest analysis, and I hope it will positively reflect on my efforts. Should you require any further explanations or clarifications, I would be happy to provide them. I would appreciate your favorable consideration of this work.

……………………………..

**Maloy Chandra Hawlader**
ID: 232-14-016
Program: MBA
Major in HRM
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

# Letter of Acceptance

This is to certify that the internship report entitled Digital Marketing Practices in the Real Estate Business: A Study on Assign Realtor Limited is prepared by Maloy Chandra Hawlader, Student ID: 232-14-016, as a requirement of the MBA Program under the Department of Business Administration and The Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.

…………………………………………

Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

# Acknowledgement

First and foremost, I would like to thank Almighty God for his grace and support in completing my internship report on time. This report focuses on Assign Realtor Limited specifically studying the Corporate Branch.

I am deeply grateful to my organizational supervisor, Shabbir Hossain Khan, Managing Director of Assign Realtor Limited and Md. Shafiqul Islam Palash, Manager & Head of the Sales and Marketing Department at Assign Realtor Limited for their invaluable assistance throughout my internship. Their guidance and support were instrumental in my work.

I also extend my sincere gratitude to my honorable supervisor, Professor Dr. Mohammed Masum Iqbal, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University. Without his expert guidance and assistance, this report would not have been possible.

Finally, I wish to express my heartfelt thanks to my university for providing access to the library, laboratory facilities, and the knowledge imparted by my teachers. Their support was crucial in helping me complete this report.

# Executive Summary

This internship report focuses on the real estate sector in Bangladesh, with a particular emphasis on Assign Realtor Limited. I selected ten prominent real estate organizations based on specific criteria and conducted an overview of these companies for examination purposes. The concept of real estate development in Bangladesh began in the 1960s, with Ispahani and EHL being among the pioneers. The sector saw significant growth in the early 1980s and has continued to expand, with over 1,024 real estate companies currently operating in the market. This number is steadily increasing due to the sector's profitability.

Real estate companies in Bangladesh typically offer apartments through detailed plans and site presentations, which classify the product as "unseen" until completion. The industry generally requires minimal bank financing and is characterized by a growth rate of approximately 15%. Average annual returns on investment range between 15% and 25%, making the sector attractive to new businesses. The industry is currently in the growth phase of its life cycle, though some companies are experiencing faster growth than others. Despite its potential, the sector faces risks from unethical practices by certain market players, which could impact its overall stability and growth.

This study, titled "The Role of Digital Marketing in Real Estate: Strategies for Increasing Property Sales and Client Engagement—A Study on Assign Realtor Limited," examines how digital marketing can effectively enhance property sales and improve client engagement in the real estate sector. Through a detailed analysis of Assign Realtor Limited's digital marketing practices, the research highlights the significant impact of various strategies. Key findings indicate that social media platforms, search engine optimization (SEO), and email marketing are crucial for increasing property visibility and driving lead generation. Interactive content, such as virtual tours and 3D walkthroughs, has notably enriched client experiences, while CRM systems have strengthened client relationships through personalized communication. The study recommends bolstering social media presence, optimizing SEO efforts, enhancing interactive features, and utilizing data analytics to refine marketing strategies. Overall, the report underscores the importance of digital marketing in expanding market reach and accelerating property sales, providing actionable insights for future marketing endeavors in the real estate industry.

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# Chapter 01

# Introduction

## 1.1Introduction

Bangladesh is one of the most densely populated countries globally, with a relatively small and struggling economy. A significant portion of its population lives in low-income conditions, with meeting basic needs being a major concern. Among these needs, shelter is fundamental, and while the state is expected to guarantee this, it often falls short due to limited resources. This shortfall has spurred the development of the real estate sector in Bangladesh, driven primarily by private investors, as the government's role is mainly limited to specific housing projects.

Despite the perception that private investors are primarily profit-driven, many are dedicated to addressing the country's housing needs. The real estate sector, although growing at a gradual pace, has been expanding rapidly since its inception in the late 1970s. The sector witnessed significant acceleration in the late 1990s with the entry of numerous real estate developers. However, the ongoing political instability and irregular government practices may slow down this growth. It is anticipated that stability will return once a regular political government is reinstated, which could positively impact the sector's dynamics.

Societal development, encompassing technological, cultural, and social changes, has driven new living standards and practices. These changes have influenced how people adapt to modern living, with real estate playing a crucial role in providing shelter, comfort, and various services essential for daily life. Real estate constitutes approximately 40% of national wealth, making its success pivotal for the welfare of the population and the country's overall prosperity.

The real estate sector involves not just land but also property rights and associated interests. It encompasses land acquisition, property rights, and the interests of property owners, users, and financiers. Given its importance in addressing the housing crisis in Dhaka, Assign Realtor Limited has been chosen for this study. This internship report, a requirement for the MBA degree at Daffodil International University, represents a key component of my final semester, reflecting the significant role digital marketing in real estate in Bangladesh.

## 1.2 Origin of the Study

The primary goal of the Internship Program is to offer interns practical job experience by immersing them in the organizational environment and allowing them to apply theoretical concepts in a real-world business setting. My internship with Assign Realtor Limited is scheduled from January 1, 2024, to April 30, 2024. During this period, I will strive to apply my skills and theoretical knowledge to produce a report that is both reliable and informative. The success of my efforts will be measured by how well this report meets the objectives of the program.

## 1.3 Objectives of the Study

The objectives of the study are as follows:

i. To identify the marketing strategies of Assign Realtor Limited;
ii. To analyze the digital marketing activities of Assign Realtor Limited;
iii. To identify the problems related to the digital marketing operations of Assign Realtor Limited;
iv. To make some recommendations to solve the problems;

## 1.4 Scope of the Study

The scope of this report is to deliver a detailed analysis of “The Role of Digital Marketing in Real Estate: Strategies for Increasing Property Sales and Client Engagement—A Study on Assign Realtor Limited.” The report is designed to provide a thorough understanding of how digital marketing strategies affect the real estate sector, particularly focusing on Assign Realtor Limited.

Key Aspects Covered in the Report:

**1. Digital Marketing Strategies:**

- **Overview of Digital Channels:** Examination of various digital marketing channels used by Assign Realtor Limited, such as social media, search engine optimization (SEO), email marketing, and online advertising.
- **Campaign Effectiveness:** Analysis of how different digital marketing campaigns have contributed to increasing property sales and enhancing client engagement.

**2.Impact on Property Sales:**

- **Lead Generation:** Assessment of how digital marketing efforts have influenced lead generation and conversion rates for property sales.
- **Sales Performance Metrics:** Review of key performance indicators related to sales, such as conversion rates, average sales cycle time, and revenue growth driven by digital marketing initiatives.

**3. Client Engagement:**

- **Engagement Strategies:** Evaluation of strategies implemented to engage potential clients, including interactive content, virtual tours, and personalized communication.
- **Client Feedback and Interaction:** Analysis of client feedback and interaction patterns to gauge the effectiveness of digital marketing in fostering client relationships.

**4. Organizational Integration:**

- **Digital Marketing Integration:** Exploration of how digital marketing strategies are integrated into the overall business operations of Assign Realtor Limited.
- **Collaboration and Coordination:** Examination of the collaboration between digital marketing teams and other departments within the organization.

This report will provide insights into how digital marketing contributes to the real estate industry's growth, specifically for Assign Realtor Limited, by detailing the strategies used and evaluating their effectiveness in boosting property sales and improving client engagement.

## 1.4Methodology of the Study

Methodology defines how we go through all the processes of research and how have proceeded on. Here include the steps of conducting the report and the explanation of the sources of data.

This report has been prepared on the basis of experience gathered during the period of internship.

i. **Nature of the study:**

The study is exploratory in nature focusing on qualitative analysis and description. The report is based on primary sources of information. Interviewing the managers and officers of the Company, talking to the customers.

ii. **Sources of Data:**

For preparing the report, Data were collected from two sources, namely, Primary source and Secondary source as described below:

**Primary Data:**

i. **Face-to-Face Interviews with Landowners:** Direct interactions with landowners associated with Assign Realtor Limited to gather firsthand information about their experiences and perspectives.

ii. **Customer Interviews:** Surveys conducted with customers using structured questionnaires to obtain their feedback and insights regarding the services provided by Assign Realtor Limited.

**Secondary Data:**

i. **Annual Report of Assign Realtor Limited:** Review of the company's annual performance report to understand financial and operational metrics.

ii. **Prospects of Assign Realtor Limited:** Examination of promotional materials and company prospects to gain insights into future plans and strategies.

iii. **Data from Executives and Managers:** Information collected from discussions with executives and managers to understand internal processes and strategies.

iv. **Company Documents:** Analysis of various internal documents, including papers, manuals, and circulars issued by Assign Realtor Limited.

v. **Reports and Articles:** Review of relevant industry reports and articles to supplement the primary data and provide broader context.

vi. **REHAB Publications**: Information from the Real Estate and Housing Association of Bangladesh (REHAB) to understand industry standards and practices.

vii. **Bulletins and Other Publications:** Analysis of various bulletins and publications related to the real estate sector.

iii. **Sample Size:**

There is total 20 respondents. Collected data from sales executives and marketing officers Assign Realtor Limited.

**iv. Sampling method:**

A convenience sampling method has been performed for selecting samples.

**v. Method of Data Collection:**

For data collection – The interview method was used. With the help of questionnaire interview was taken at Assign Realtor Limited.

**vi. Data Analysis Technique:**

MS Excel was used for data analysis.

In this study, a comprehensive methodology was employed to ensure the successful completion and effective achievement of the research objectives. Both primary and secondary data sources were utilized where necessary.

## 1.6 Limitations of the Study

The internship opportunity at Assign Realtor Limited provided valuable experience and a chance to create a report. However, several constraints were encountered during the preparation of this report:

**1. Limited Access to Sensitive Information:** The staff at the company did not disclose much private or confidential information, which restricted the depth of the report.

**2. Department-Specific Focus:** As an intern in the Sales and Marketing department, my exposure was limited to this area only, preventing me from gaining insights into other departments.

**3. Lack of Adequate Secondary Data:** There was a deficiency of readily available secondary data to support the report.

**4. Scarcity of Relevant Publications:** There were few publications and academic journals available online on the specific topics relevant to my report.

# Chapter-2

# Organizational Overview

## 2.1 About Assign Realtor Limited

Assign Realtor Ltd a subsidiary of Assign Holdings Ltd., benefits from a robust 20-year legacy in real estate development. This successful track record inspires us to establish Assign Realtor Ltd. as a trusted real estate partner, dedicated to simplifying the property buying and selling process.
Assign Realtor Ltd. Believe in trustworthiness commitment by ensuring excellent customer service. We have Well experience of human resources to act as reliable partner for getting you property buy & selling hassle -free.
We offer our property after buying it from the genuine seller with payment thus we check and make all its documentation processing in order. we make necessary repair and renovation so that our client gets it ready for move and live.
For those who are looking for a hassle -free /selling property deal in Dhaka. We assure you reliable documentation processing for quick registration and make the property ‘move live ‘Condition.

**Our Commitment:**

At Assign Realtor Ltd., we prioritize trust and excellence through superior customer service. Our experienced team is committed to providing a seamless, hassle-free experience for all your property transactions.

**What We Offer:**

- **Property Transactions:** We acquire properties from verified sellers, handling all aspects of payment and documentation to ensure a smooth process.
- **Property Preparation:** Our services include necessary repairs and renovations to make properties move-in ready for our clients.
- **Efficient Documentation:** We ensure reliable documentation processing and quick registration, making property transactions in Dhaka as effortless as possible.

**Why Choose Us:**

For a stress-free buying or selling experience in Dhaka, Assign Realtor Ltd. offers reliable services with a focus on preparing properties for immediate occupancy.

**Our Promise**

"Moving You Towards Your Dream." We are dedicated to turning your real estate aspirations into reality with professionalism and care.

## 2.2 Mission and Vision

To offer a global touch, maintaining Bangladesh culture, in living and working place with utmost uncompromising service to clients and value of money.

To ensure a Smooth upward-reasonable trend of return of investment.

**Message from the desk of Managing Director:**

Construction of new real estate in the Dhaka city is merely less than the increasing demand of new customer. Unwavering high demand of Real Estates specially in the central part of mega city Dhaka has inspired us to initiate Assign Realtor Limited.

About two decades relentless pursuit of creating lifestyle as developer for our valued customers, we have handed over many happiness to them and received their new demand as well as referral demand of their nearest. Thus, we thought to have a secondary platform for fulfilling these mounting demands of real estate from the secondary sources and established "Assign Realtor Limited "in November 2023. We Choose the best property considering all technical challenges and make it in a new condition by refurbishment with high standard fitting and features.  We are not only committed to our buyers but also our valued sellers considering their financial need.

Our Commitment is to ensure our valued customers a hassle -free transition in buying and selling properties considering a proper legal documentation processing.

We welcome our valued sellers to negotiate their properties for a one -stop hassle -free solution.

Buyers are most welcome to accomplish their dream from best selected properties.

**Md. Yousuf Ismail**

**Message from the desk of executive Director:**

The right property selection is a representation of passion that making our customer's dream in to reality. Our aim is to select quality housing with high standards at a reasonable price. We are well committed to achieve our valued customer contentment to respect and comply with legal requirements.

We continuously adapt and meet our customer’s demand as high quality as possible by giving them a hassle-free real estate transition.

Our basic principle of honesty makes us committed to our valuable property sellers and buyers. We invest after evaluation of technical challenges and find solutions with value added refurbishments considering our customer’s point of view.

We buy new and used apartments and do it live able by using high quality materials & fittings. We make our seller and buyer’s journey smooth since we check legal documentation processing very carefully and invest by our own.

Our professional and well committed team is ready to welcome you for both buy and sell.

**Muhammad Muzammel Haque Akanda**

## 2.3 Why ARL?

We believe that providing a fully satisfying home buying and selling experience hinges on proactive engagement and maintaining clear, effective communication throughout the entire transaction process.

**Our Approach to Home Buying and Selling**

At Assign Realtor Ltd., we are committed to delivering a fully satisfying home buying and selling experience through proactive engagement and clear, effective communication throughout the transaction process.

**Property Buying Strategy:**

- We purchase suitable properties directly from genuine sellers or property owners.
- Our negotiation process typically completes within three to four months to meet your financial needs.

**Selling Strategy:**

- We prepare properties by performing necessary repairs, modifications, and upgrades to both interior and exterior fittings and facilities.
- By investing directly in properties, we secure favorable prices and align with the budget of our valued customers.

**Professional Customer Service:**

- We are dedicated to responding promptly to any customer service issues and providing swift resolutions.
- Our high level of customer support often leads to referrals from satisfied clients.

**Professional Documentation Processing Support:**

- We meticulously review all legal documentation as part of our direct investment approach.
- We gather all relevant documents required for both buyers and sellers to ensure a smooth, legal property transfer.
- Our legal experts coordinate with sellers, buyers, and relevant government and non-government authorities to ensure proper documentation and processing.

## 2.4 Services Offered for NRBs

Buying and selling properties as a non-resident Bangladeshi can be challenging from abroad. We simplify this process with our dedicated services, handling everything from legal processing to ensuring a smooth transition to living in Bangladesh.

**Remote Viewing (Seller + Buyer)**

- **Virtual Tours:** We offer virtual tours for properties you're interested in or can showcase your property to potential buyers.
- **Document Collection:** We maintain regular contact with relevant government and non-government authorities to gather and verify necessary documents on your behalf.
- **Remote Signing:** We facilitate remote agreement signing through government or private channels for your convenience.

**Documentation & Legal Expertise**

- **Thorough Review:** Our expert legal team meticulously checks and verifies all property documents to ensure they are in order for buying or selling.

- **Document Handling:** We are in constant communication with government and non-government offices to handle and verify documents efficiently.
- **Remote Agreements:** We offer arrangements for remote signing of agreements, ensuring a smooth process through government or private channels.

**Home Loan**

- **Expert Assistance:** Our dedicated team works diligently to connect you with our home loan partners, simplifying the application process.
- **Loan Security:** We leverage your eligibility and our professional efforts to secure the loan you need.

**Financial Safeguard**

- **Secure Transactions:** We ensure financial security by managing transactions directly between accounts, allowing you to plan your travel to Bangladesh with peace of mind.

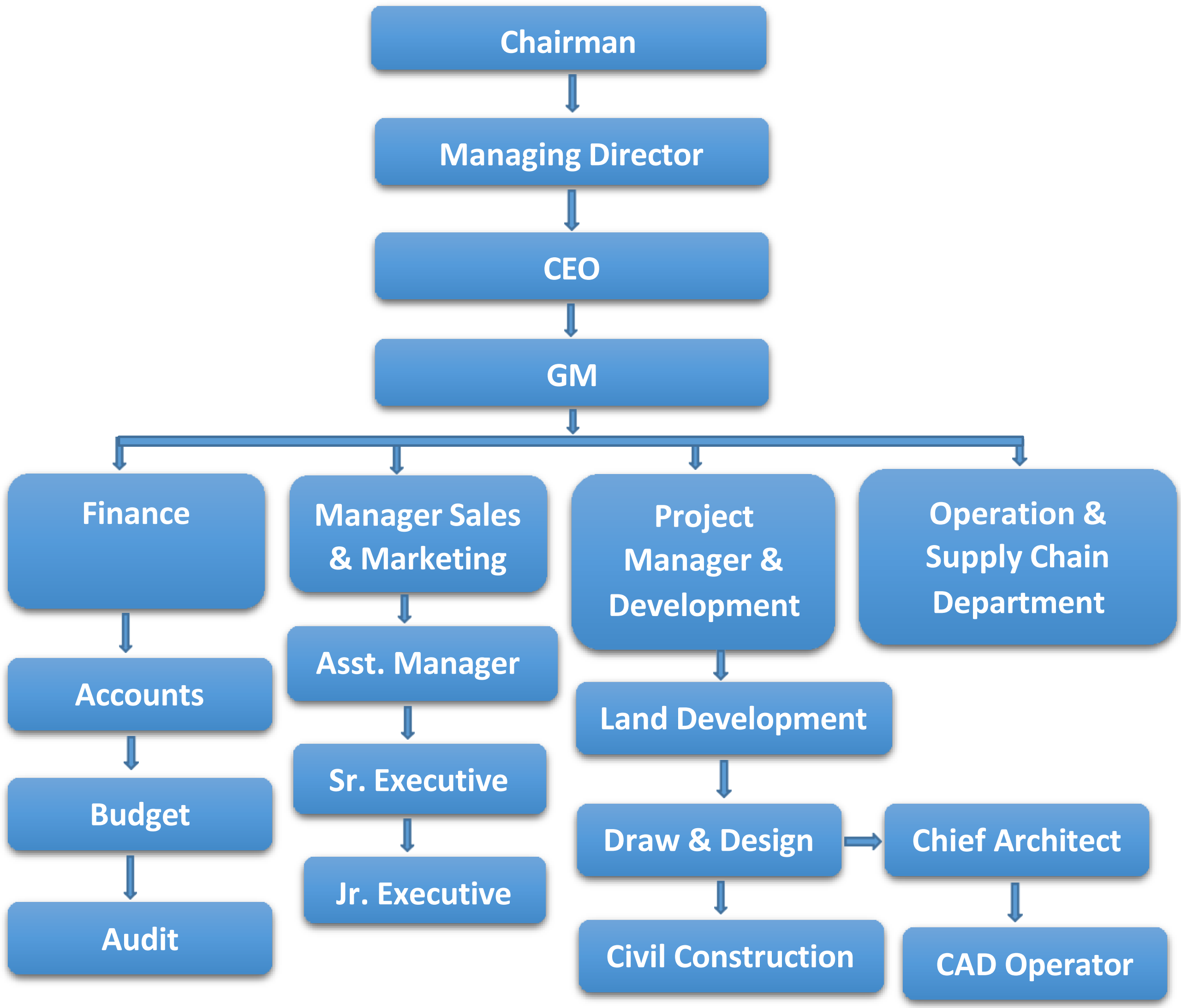
**Interior Design**

- **Quality Living:** We enhance your living experience by incorporating high-quality fittings and amenities, transforming your house into a comfortable and stylish home.

## 2.5 Company Profile

| | |
|---|---|
| Name Of the Company Name | Assign Realtor LTD |
| REHAB Membership No | 550/2009 |
| Category | Developer /Realtor |
| Corporate office | Icon Centre (3rd Floor) 57/4 progati sharani Baridhara Dhaka -1229, Bangladesh |
| Telephone No | +88028415866 / +88028415867 |
| Website | https://assignrealtor.com |
| E-mail | info@assignrealtor.com |
| Chairman | Mr. Md. Yousuf Ismail |

### 2.6 Organogram of Assign Realtor Limited



# Chapter-3

# Overview of Digital Marketing

## 3.1 History of Digital Marketing

The term "digital marketing" has been around since the 1990s, but its use became significantly more prevalent in the 2000s. The rise of the iPhone and the increasing tendency of customers to search for product or service information online created new challenges for marketing departments. In response to growing consumer demand, many companies established their own websites, social media pages, and regularly updated their content to engage with customers.

From 2007 to 2010, there was a notable increase in digital device usage, particularly mobile phones. By 2012, the popularity of smartphones surged, leading to greater internet usage and a heightened interest in social media among customers. In 2013, the use of computers, laptops, and tablets also grew, with customers spending more time online across various websites and social media platforms. As a result, marketers began focusing their efforts on digital marketing to reach audiences where they were most active.

Since 2013, digital marketing has become a standard method for promoting products and services. It is often referred to by various terms such as ‘website marketing,’ ‘internet marketing,’ ‘social media marketing,’ and ‘online marketing.’ The ongoing increase in internet users indicates that digital marketing continues to grow, offering numerous opportunities for businesses to connect with their target audiences.

## 3.2 Digital Marketing

Digital marketing involves promoting products or services using digital technologies and media. It encompasses a variety of platforms and methods, including Google, Bing, mobile marketing, search engine optimization (SEO), video marketing, social media marketing, affiliate marketing, and email marketing. Primarily conducted online, digital marketing aims to attract customers, build brand awareness, provide detailed information about products or services, and influence purchasing decisions.

## 3.3 Major Elements of Digital Marketing

Digital marketing encompasses various elements, though not all hold the same level of importance for marketers. All these elements leverage electronic devices and internet-based platforms.

### 3.3.1 Online Advertising

Online advertising involves promoting products or services through various online platforms. It plays a crucial role in creating brand awareness. Marketers use online advertising across different websites, social media, and email to reach their audience. This form of advertising is generally more cost-effective compared to traditional marketing methods. Through online ads, marketers can update information, share advertisements, and showcase images or charts to attract customers and provide details about their offerings.

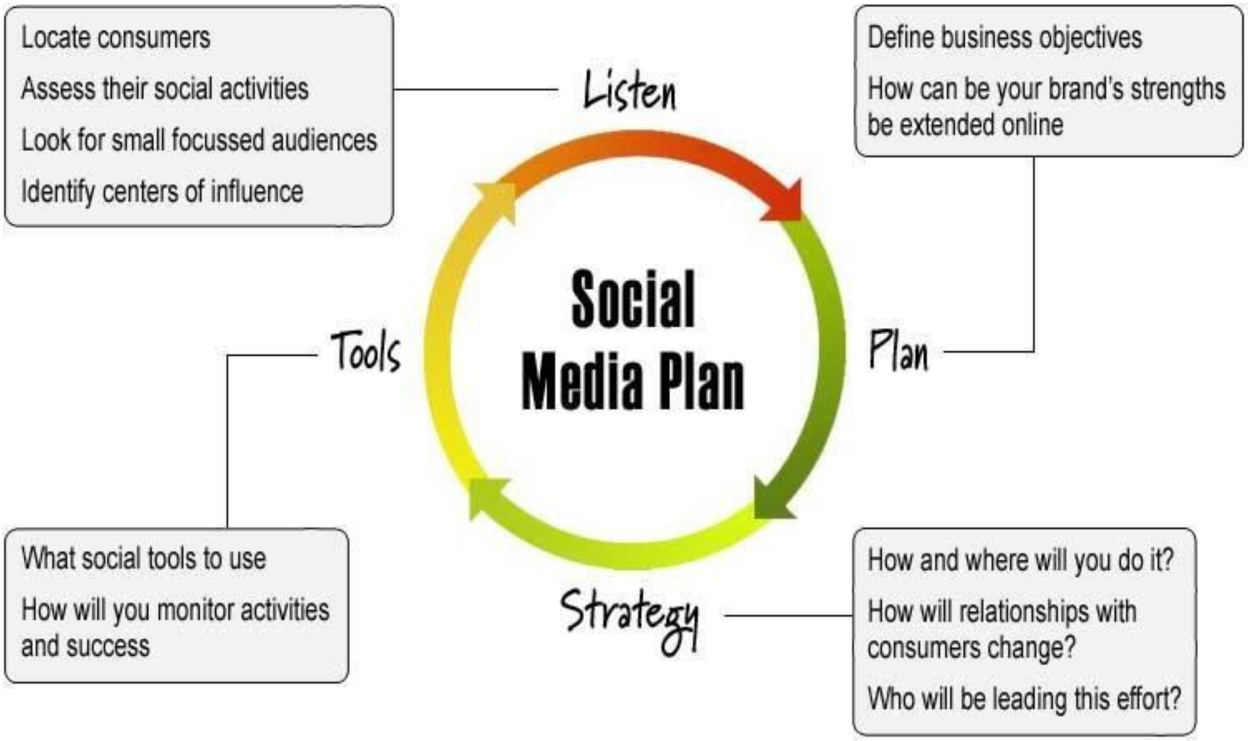
### 3.3.2 E-mail Marketing

Email marketing is a direct form of communication that targets individual customers. Marketers use email to promote products or services by sending information, advertisements, images, and updates directly to customers' inboxes. Known for its personalized approach, email marketing helps build strong relationships with both existing and potential customers, enhancing brand awareness and loyalty. It allows companies to reach a broad audience while maintaining a personalized touch.


**E-mail Marketing Strategy**

### 3.3.3 Social Media Marketing

Social media marketing involves promoting products or services and building brand awareness through social media platforms. In Bangladesh, as in many other regions, people spend significant time on social media, making it an effective channel for engagement. Social media marketing includes platforms like Facebook, Twitter, LinkedIn, Viber, WhatsApp, Imo, and Messenger, where users create profiles, exchange ideas, share information and images, and discuss products or services.




**Social Media Plan**

### 3.3.4 Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is a cost-effective digital marketing strategy focused on improving a website's visibility in search engine results. By optimizing website content with relevant keywords and phrases, marketers enhance the likelihood of their pages appearing in top search results. SEO involves understanding search engine algorithms, identifying popular search terms, and aligning website content with these terms. While SEO itself is free, companies can also use sponsored search results to boost visibility. Effective SEO requires continuous adaptation to search engine criteria and audience preferences.


**Search Engine Optimization Process**

### 3.3.5 Affiliate Marketing

Affiliate marketing is a performance-based strategy where companies reward affiliates for driving visitors or customers through their marketing efforts. The key players in affiliate marketing include the publisher (or affiliate), the merchant (or retailer), the network, and the consumer. Affiliates earn commissions based on the traffic or sales they generate for the merchant. This model allows companies to leverage external partners to reach a broader audience and drive sales.

## 3.4 Opportunities of Digital Marketing

Digital marketing offers a range of benefits that traditional marketing strategies often cannot match. Here are some key opportunities provided by digital marketing:

- **Global Reach and Accessibility:** Digital marketing breaks down geographical barriers, enabling businesses to create a global market presence without the constraints of traditional marketing methods. This expansive reach allows companies to connect with audiences worldwide.
- **Enhanced Digital Workforces and Innovation:** Unlike traditional marketing, digital

marketing utilizes modern technologies and methods. Marketers can create websites, upload product information, and leverage various digital devices to promote products and services. This approach allows for simultaneous communication with many customers or targeted outreach to specific individuals.

- **Direct Customer Interaction and Insights:** Digital marketing enables direct communication between customers and marketers. Customers can provide feedback or interact with businesses in real-time, allowing marketers to gain a deeper understanding of customer interests and preferences.
- **Creative Flexibility:** Marketers can develop innovative ads and engaging content to capture customer attention across social media and websites. This creative approach helps convey product information effectively and attract potential customers.
- **Continuous Optimization and Improvement:** Digital marketing is a dynamic field that supports ongoing learning and adaptation. Marketers continuously refine their strategies based on customer feedback and performance metrics, leading to service improvements and better alignment with customer needs.
- **Self-Service Consumer Experience:** With the increasing use of the internet and social media, digital marketing allows customers to engage with and purchase products on their own terms. This self-service model enhances the customer experience by providing convenience and control over the purchasing process.
- **Cost-Effective Promotion:** Digital marketing is often more affordable than traditional methods such as TV, radio, or newspaper ads. This cost efficiency allows businesses to promote their products or services while managing their budgets effectively.
- **Measurable Results:** Digital marketing provides clear metrics and data on customer behavior. Marketers can track website visits, customer responses, and other key performance indicators to evaluate the effectiveness of their campaigns and make informed decisions.
- **Real-Time Feedback and Adjustments:** Marketers can quickly assess campaign performance and customer reactions in real-time. This immediacy allows for swift adjustments and optimizations, helping businesses stay agile and responsive to customer needs.
- **Brand Development and Loyalty:** A well-maintained website and active social media

presence help build brand awareness and loyalty. High-quality content and targeted marketing efforts contribute to a strong brand identity and a loyal customer base.

- **Increased Engagement:** As customers spend more time on digital platforms, marketers have more opportunities to engage with them through social media and other online channels. This increased engagement fosters a deeper connection between customers and brands.
- **Job Creation and Economic Growth:** The growth of digital marketing, driven by advancements like 3G and 4G technologies, creates new job opportunities. The expansion of digital networks and platforms leads to increased employment in the field, helping address unemployment and driving economic development.

## 3.5 Challenges of Digital Marketing

While digital marketing offers numerous opportunities, it also presents several challenges. As digital marketing becomes more prevalent, businesses face increased competition and obstacles. Here are some key challenges:

- **Meeting Consumer Expectations:** In the digital age, consumer expectations are higher than ever. Consumers can easily access information and purchase products from anywhere, making it challenging for marketers to build and maintain strong relationships. Meeting these high expectations requires continuous effort and innovation.
- **Budget Allocation for Digital Marketing:** Many companies struggle to allocate sufficient funds for digital marketing. Traditional marketing methods are still favored by some businesses due to their perceived effectiveness and familiarity. Additionally, digital marketing's ROI can be harder to measure compared to traditional methods, leading companies to invest less in digital strategies.
- **Finding the Right Marketing Mix:** Identifying the optimal marketing mix for budget allocation can be challenging. While traditional TV advertising has been effective in the past, it may not always be the best choice. Marketers must explore various channels and find the most effective mix for their specific goals, balancing brand awareness and sales growth.
- **Building Reliability and Trust:** Establishing reliability and trust with consumers can be difficult. Many customers are cautious about online transactions and prefer established,

reputable companies. Gaining trust requires consistent, transparent, and high-quality interactions to ensure customers feel secure in their dealings with a brand.

- **Intensifying Competition:** Digital marketing channels are widely used, making them highly competitive. With many companies leveraging inexpensive and accessible digital platforms, capturing and retaining consumer attention becomes increasingly challenging. Differentiating a brand in a crowded digital space requires strategic and creative approaches.
- **Identifying Actual Consumers:** Accurately identifying and understanding actual consumers can be difficult. In regions like Bangladesh, where internet use is widespread but not always focused on purchasing, distinguishing between casual visitors and genuine buyers poses a significant challenge for marketers.
- **Cybersecurity Concerns:** Cybersecurity is a major challenge in digital marketing. Protecting sensitive information, including customer data and company files, from unauthorized access, breaches, and cyberattacks is crucial. Security threats, such as hacking and viruses, can damage a company’s reputation and lead to significant financial losses. Ensuring robust cybersecurity measures is essential to safeguard both company and customer information.

# Chapter 4

# Analysis

## 4.1 Strategic Planning of Assign Realtor Limited

To achieve an organization's goals and objectives, having a well-defined game plan or roadmap is essential. Effective strategy serves as this plan, guiding the path to success in the competitive landscape. A robust marketing strategy, in particular, requires a comprehensive strategic plan that operates at an institutional level.

At the top tier of the organization, strategic planners address overarching corporate issues, such as the integration of strategic business units, asset acquisition, recruitment, and broader corporate policy decisions, with a focus on macro-level concerns. Mid-level planners, often within divisions or strategic business units, concentrate on similar issues but with a focus on their specific products and markets. At the lower level, strategic planning becomes more focused and detailed, aligning closely with the operational and tactical aspects of the organization.

## 4.2 Marketing Strategy Decisions of Assign Realtor Limited

The Assign Realtor Limited marketing strategy outlines how the organization will address the needs and expectations of its customers. This strategy may also encompass activities aimed at fostering relationships with other stakeholders, such as employees and suppliers. Essentially, it describes how the organization will leverage its strengths and capabilities to meet marketing needs and implement effective marketing techniques.

A marketing strategy typically includes one or more marketing programs. Each program comprises two key elements: a target market and a marketing mix, often referred to as the 4 Ps—Product, Price, Place, and Promotion. To develop an effective marketing strategy, an organization must select the optimal combination of target market and marketing mix to achieve a competitive advantage.

## 4.3 Findings and Observations

### 4.3.1 Market Segmentation

The marketing department analyzes various factors to segment the market effectively. This analysis includes examining external threats and opportunities, as well as internal strengths and weaknesses. Based on this evaluation, the market is divided into two primary segments:

**1. Apartment Business**

**Target Market:** There is no specific target market in the apartment sector, as any individual interested in purchasing an apartment can be considered a potential buyer. However, targeting can be more refined based on the project's location. For instance, a high-income demographic in areas like Gulshan may be targeted for premium projects, while projects in less prominent areas, such as Elephant Road, may attract a broader range of buyers.

**2. Commercial Building**

Target Market: In the commercial sector, the location of the property is crucial. Typically, commercial buildings are situated in business districts like Motijheel and Tejgaon, where they can be sold more quickly. The target market for commercial buildings generally includes high-income groups and established companies, such as Uttara Motors and Nitol Motors.

### 4.3.2 Target Market

The target clients can be segmented into two broad categories:

**1. Individual Prospective Apartment Buyer**

**Target Profile:** Any individual interested in purchasing an apartment is a potential customer. Assign Realtor Limited aims to cater to those who prefer private financing over public options, wish to reduce their income tax burden, or want to invest their own assets for other beneficial purposes. This group typically includes businessmen, expatriate Bangladeshis, high-ranking government officials, and executives from international or multinational corporations.

**2. Apartment Developer**

**Target Profile:** Another key segment includes established developers with a proven track record. Financing these developers not only supports their growth but also helps shorten the lending process due to their credibility and reliability.

## 4.4 Marketing Mix Development

### 1) Product Strategy

Assign Realtor Limited offers a range of features and amenities for apartment residents, including affordable housing in desirable locations, a health club, a rooftop garden, a children’s play area, European-style elevators, backup generators, a prayer room, loan facilities, 24-hour security, and comprehensive after-sales service.

**2) Price Strategy**

Assign Realtor Limited determines its pricing strategy once construction is completed by a recognized architect. This strategy is based on factors such as land development costs, raw material expenses, and payments to landowners. The pricing strategy includes two options:

- **Lump Sum Payment:** Customers who choose to pay the full amount upfront receive a 10% discount.
- **Installment Payment:** Customers who opt for installment payments are required to pay 30% of the total cost within 30 days, with the remaining balance paid in 18 installments. Most real estate companies offer flexible installment plans, and Assign Realtor Limited is no exception.

**3) Place Strategy**

Assign Realtor Limited carefully considers its placement strategy, targeting middle-to-upper-class customers who prefer central locations. Major projects are situated in key areas such as Mirpur, Mohammadpur, Majar Road, and Dhanmondi, where the demand for middle-sized apartments is high.

**4) Promotional Strategy**

Assign Realtor Limited employs several promotional techniques to market their products:

- **Handouts:** The company distributes handouts to targeted customers to raise awareness about their projects and locations.
- **Banners:** Assign Realtor Limited uses banners to promote their offerings, with special offers prominently displayed on major roadways.
- **Billboards:** Strategic billboards are placed at key points throughout Dhaka city to enhance visibility.
- **Website:** The company's website provides detailed information about their projects, attracting potential buyers and facilitating inquiries and purchases.

## 4.5 Organizational Aspects of the Marketing Plan of Assign Realtor Limited

In Assign Realtor Limited the marketing plan may be crafted by various roles such as the Marketing Manager, Brand Manager, or Product Manager. In some organizations, marketing plans are developed by a committee, while others may hire professional marketing consultants to create these plans. However, in most cases, the responsibility for the marketing plan ultimately lies with the Vice President of Marketing or the Director of Marketing.

Top executives typically develop overarching marketing strategies, ensuring they align with the brand or product manager's plans. In larger organizations, the development and evaluation of marketing plans are usually handled by higher-level executives. At this stage, senior managers often ask two critical questions:

- Will the proposed marketing plan help achieve the desired marketing, business unit, and corporate goals and objectives?
- Are there alternative uses of resources that could better serve the corporate or business unit's objectives compared to the proposed marketing plan?

## 4.6 Four Ps of Marketing strategy of Assign Realtor Limited

**1) Product**

Belch and Belch define a product as anything offered to a market for consideration, acquisition, use, or consumption that may fulfill a need or want. This broad definition includes not only tangible goods but also services, events, people, places, organizations, and ideas. In the context of Assign Realtor Limited their primary product is residential apartments. Currently, Assign Realtor Limited has six projects under construction and is managing two more. Before constructing an apartment, Assign Realtor Limited acquires land, either through cash payments, installments, or a combination of both. Customers can purchase apartments either with a lump-sum payment or through installments.

**2) Product Market Analysis**

Assign Realtor Limited targets several segmented market areas, which include:

- Segment 1: Mirpur-11
- Segment 2: Mohammadpur

- Segment 3: Majar Road
- Segment 4: Baitul Aman Housing Society, Adabor
- Segment 5: Basabo

**3) Price**

Price is the amount customers are willing to pay for a product or service, encompassing all benefits derived from its use. Traditionally, price has been a major factor in consumer decision-making. At Assign Realtor Limited pricing strategies are determined after the architectural design is finalized. Pricing depends on various factors, including land development costs, raw material expenses, and landowner payments. The pricing strategy includes two options:

- Lump Sum Payment: Customers who pay the full amount upfront receive a 10% discount.
- Installment Payment: Customers who choose installments must pay 30% within 30 days, with the remaining amount paid in 18 monthly installments.

In real estate, markup pricing is commonly used, where developers add a markup of 20%–30% on construction costs before offering the apartments for sale. Pricing can vary based on construction quality and location. For example:

- Mirpur: 6000-6500 Taka per square foot
- Mohammadpur: 6000-6500 Taka per square foot
- Dhanmondi: 10000-12000 Taka per square foot

**4) Promotion**

Assign Realtor Limited employs various promotional strategies to market their apartments. These include:

- **Sales Representatives:** Recruitment, training, and incentivizing sales personnel.
- **Advertising:** Utilizing newspapers such as Prothom Alo, Jugantor, Daily Ittefaq, and The Daily Star; TV ads; and magazines like Arthokotha and Thikana.
- **Sales Promotions:** Offering special packages, discounts, and gift hampers to clients.
- **Publicity:** Generating interest through media coverage and promotional events.

Promotional activities are an integral part of Assign Realtor Limited's marketing mix and are designed to enhance brand visibility and attract potential buyers.

**5) Place**

Place refers to the distribution channels and methods used to deliver products to customers. Assign Realtor Limited's placement strategy focuses on targeting middle-to-upper-class clients who prefer central locations. The company currently operates in high-demand areas such as Mohammadpur, Mirpur, and Dhanmondi. The key elements of Assign Realtor Limited's placement strategy include:

- **Distribution Channels:** Selection and management of effective channels to reach target customers.
- **Inventory Management:** Efficient handling of inventory to ensure availability.
- **Order Handling and Transportation:** Ensuring smooth processing and delivery of orders.
- **Location Selection:** Choosing project locations that align with market demand and customer preferences.

## 4.7 10 Digital Marketing Strategies for Real Estate

10 Digital Marketing Strategies for Real Estate to Boost ROI

**1) Create a Social Media Marketing Strategy**

Develop a comprehensive social media plan to showcase your real estate listings and engage with potential buyers. Utilize platforms like Facebook, Instagram, and Twitter to expand your online reach and foster meaningful interactions with your audience.

2) **Implement SEO to Rank High in Search Engines**

Employ effective SEO techniques to improve your search engine rankings. By optimizing your website and content, your real estate business will appear higher in search results, increasing visibility and attracting more potential buyers.

3) **Launch an E-Mail Marketing Campaign**

Stand out by crafting personalized email campaigns that resonate with your target audience. Highlight your unique selling points and build a stronger connection with potential clients beyond conventional real estate pitches.

4) **Develop a User-Friendly Website**

Create a well-designed, user-friendly website that serves as a lead-conversion powerhouse. Ensure the site is optimized for mobile devices and designed to capture visitors' contact information, enhancing the overall user experience.

5) **Utilize Targeted Google Ads**

Use Google Ads to target specific demographics and geographic locations. This approach enhances your visibility, drives targeted traffic to your website, and increases the likelihood of converting leads into transactions.

6) **Personalize Your Digital Marketing**

Move beyond generic marketing by creating personalized experiences for your audience. Tailor content, offers, and communications to meet the unique needs of individual clients, transforming connections into conversions.

7) **Stay Updated with Industry Trends**

Keep abreast of the latest trends and innovations in real estate digital marketing. Embrace new technologies and strategies to position your business as a leader and stay relevant in a dynamic market.

8) **Generate Leads Through Landing Pages**

Design strategic landing pages with compelling offers to attract and capture leads. Effective landing pages convert website visitors into potential clients without the need for cold calls.

9) **Network and Build Relationships**

Expand your professional network by attending industry events, collaborating with other real estate professionals, and building relationships. Networking opens doors to valuable opportunities and referrals.

10) **Manage Your Online Reputation**

Actively manage your online reputation by responding to reviews, showcasing positive testimonials, and maintaining a strong online presence. A well-managed reputation builds trust and credibility with potential clients.

## 4.8 The Impact of Digital Marketing on Real Estate

Digital marketing has revolutionized the real estate industry by significantly enhancing the home-buying experience. Although some real estate professionals may still underestimate its power, the impact of digital marketing is growing stronger and more critical to achieving real estate goals.

**1. Enhanced Home-Buying Experience**

Digital marketing's primary goal in real estate is to improve the home-buying process. Modern tools like home listing websites and virtual tours allow buyers to explore properties from the comfort of their homes. Virtual tours enable potential buyers to experience a property's interior and layout online, saving time and effort. Mobile apps further streamline the process, allowing for on-the-spot property searches and transactions.

**2. Eliminating Middlemen**

Digital marketing has reduced the need for intermediaries in real estate transactions. Buyers and sellers can now connect directly through online platforms, bypassing traditional middlemen. This direct communication simplifies the process and reduces transaction costs. Mortgage lenders are also leveraging digital tools, accelerating the home-buying process.

**3. Understanding Target Market Needs**

Advanced digital marketing tools capture valuable customer data, providing insights into buyer preferences and needs. By analyzing this data, real estate professionals can tailor their marketing strategies to meet specific demands, improving their chances of making a sale.

**4. Building a Unique Brand Image**

Digital marketing allows real estate businesses to establish a distinct brand identity. Through innovative content and unique marketing approaches, companies can differentiate themselves from competitors and become top-of-mind for clients.

**5. Personalization**

Personalized marketing is a key advantage of digital strategies. By delivering targeted advertisements and content based on individual preferences, real estate marketers can engage potential buyers more effectively and expedite the selling process.

**6. Cost-Effectiveness**

Digital marketing is a cost-effective alternative to traditional marketing methods. It offers an eco-friendly and budget-friendly way to connect with global audiences. Business cards and other traditional methods can be supplemented or replaced by digital approaches, reducing overall marketing expenses.

**7. Time Efficiency**

Millennials, who make up a significant portion of homebuyers, are accustomed to digital solutions for their day-to-day needs. They prefer virtual tours and online transactions over traditional property viewings, valuing time and convenience. Digital marketing caters to this preference, streamlining the home-buying process.

**8. Overcoming Competition**

In a competitive real estate market, digital marketing provides a crucial edge. Effective online marketing strategies attract more potential buyers and differentiate businesses from competitors, increasing the likelihood of closing deals.

**9. Client Acquisition**

Digital marketing enhances client acquisition by reaching prospects more efficiently than traditional methods. Specialized tools and strategies enable real estate professionals to connect with potential buyers at the right time, expanding their market reach.

**10. High Returns for Paid Advertising**

Pay-per-click (PPC) advertising is a powerful digital marketing tool. It allows real estate professionals to target specific audiences and only pay when a lead clicks on their ad. This method maximizes advertising efficiency and cost-effectiveness.

**11. Client Retention**

Maintaining client relationships is crucial in real estate. Digital marketing tools enable regular and personalized communication with clients, fostering stronger relationships and improving customer retention.

**12. Cost and Profit**

Digital marketing offers a cost-effective way to reach and engage with potential buyers. By investing in digital channels like social media and email marketing, real estate businesses can achieve substantial results without the high costs associated with traditional marketing.

**13. Scope for Creativity**

Digital marketing allows for creative expression through various channels. Real estate professionals can use current trends and their own creativity to attract clients and set new trends in the industry.

**14. Improved Customer Support**

Digital tools, such as chatbots, enhance customer support by providing instant responses to inquiries and collecting user information. This leads to better engagement and customer satisfaction.

**15. Marketing Automation**

Marketing automation tools streamline tasks such as data collection, email campaigns, and social media management. This efficiency allows real estate professionals to focus on strategic activities while automating routine tasks.

**16. Influencer Marketing**

Influencer marketing can significantly impact real estate. Collaborating with influencers who resonate with the target audience can enhance brand visibility and credibility, leading to higher engagement and sales.

**17. Augmented Reality**

Augmented reality (AR) has transformed property viewings by offering virtual tours and 3D representations of properties. This technology helps clients visualize the property and its potential, reducing the need for physical visits.

**18. Blockchain Technology**

Blockchain technology has introduced new possibilities in real estate transactions. It eliminates intermediaries, reduces transaction times, and allows for fractional ownership through tokenization. This technology streamlines processes and lowers costs.

**19. Measuring Marketing Effectiveness**

Digital marketing provides tools to measure performance accurately. Unlike traditional methods, digital marketing allows for real-time analysis of campaigns, enabling adjustments and improvements to achieve better results.

## 4.9 Digital Marketing Activities of Assign Realtor Limited

Assign Realtor Limited has embraced a range of digital marketing activities to enhance its market presence and attract potential clients. Here's a detailed look at the various digital marketing strategies and activities employed by the company:

**1. Social Media Marketing**

**Strategy:** Assign Realtor Limited leverages social media platforms such as Facebook, Instagram, LinkedIn, and Twitter to connect with potential clients and showcase property listings.

**Activities:**

**Content Creation:** Regular posts featuring property listings, market insights, and real estate tips.

**Engagement:** Interacting with followers through comments, direct messages, and community engagement.

**Advertising:** Running targeted ads to reach specific demographics and promote high-value properties.

**2. Search Engine Optimization (SEO)**

**Strategy:** The company uses SEO strategies to improve its visibility on search engines like Google, ensuring that its property listings and website appear prominently in search results.

**Activities:**

**Keyword Optimization:** Incorporating relevant keywords related to real estate and property listings.

**Content Marketing:** Creating valuable content such as blog posts and articles that address common real estate queries.

**On-Page SEO:** Optimizing website elements such as meta descriptions, headings, and image alt text.

**3. Email Marketing**

**Strategy:** Assign Realtor Limited uses email marketing campaigns to nurture leads and maintain relationships with past and potential clients.

Activities:

**Newsletters:** Sending regular updates with new property listings, market trends, and company news.

**Personalized Emails:** Crafting tailored messages based on client preferences and browsing history.

**Drip Campaigns:** Implementing automated email sequences to engage prospects throughout the buying or selling process.

**4. Website Development and Optimization**

**Strategy:** The company has developed a user-friendly and visually appealing website designed to capture leads and provide comprehensive property information.

Activities:

**User Experience (UX) Design:** Ensuring the website is intuitive and easy to navigate, with a mobile-friendly design.

**Lead Capture Forms:** Incorporating contact forms, property inquiry forms, and newsletter sign-ups.

**Property Listings:** Featuring detailed property descriptions, high-quality images, and virtual tours.

**5. Targeted Google Ads**

**Strategy:** Assign Realtor Limited utilizes Google Ads to target specific audiences based on their search behavior and interests.

Activities:

**Keyword Targeting:** Creating ad campaigns based on keywords relevant to property searches and real estate services.

**Geotargeting:** Targeting ads to specific geographic locations to attract local buyers.

**Retargeting:** Running ads to re-engage visitors who have previously interacted with the website or property listings.

**6. Personalized Digital Marketing**

**Strategy:** The company focuses on personalizing its marketing efforts to cater to individual client needs and preferences.

Activities:

**Segmented Campaigns:** Developing marketing campaigns tailored to different segments of the audience, such as first-time buyers or luxury property seekers.

**Dynamic Content:** Using data to display personalized content and property recommendations on the website and in email communications.

**7. Staying Updated with Trends**

**Strategy:** Assign Realtor Limited stays current with the latest digital marketing trends and technologies to remain competitive.

Activities:

**Trend Analysis:** Monitoring industry trends and adapting marketing strategies accordingly.

**Adopting New Technologies:** Implementing innovative tools and platforms to enhance marketing effectiveness, such as AI-driven analytics or chatbots.

**8. Generating Leads Through Landing Pages**

**Strategy:** The company uses strategically designed landing pages to capture leads and convert website visitors into potential clients.

Activities:

**Lead Magnets:** Offering free resources such as market reports or property guides in exchange for contact information.

**Optimized Forms**: Creating clear and compelling lead capture forms to maximize conversions.

**9. Networking and Building Relations**

**Strategy:** Assign Realtor Limited actively networks and builds relationships within the real estate industry to enhance its digital marketing efforts.

Activities:

**Industry Events:** Participating in virtual and in-person real estate events and webinars.

Partnerships: Collaborating with other real estate professionals and influencers to expand reach and credibility.

**10. Managing Online Reputation**

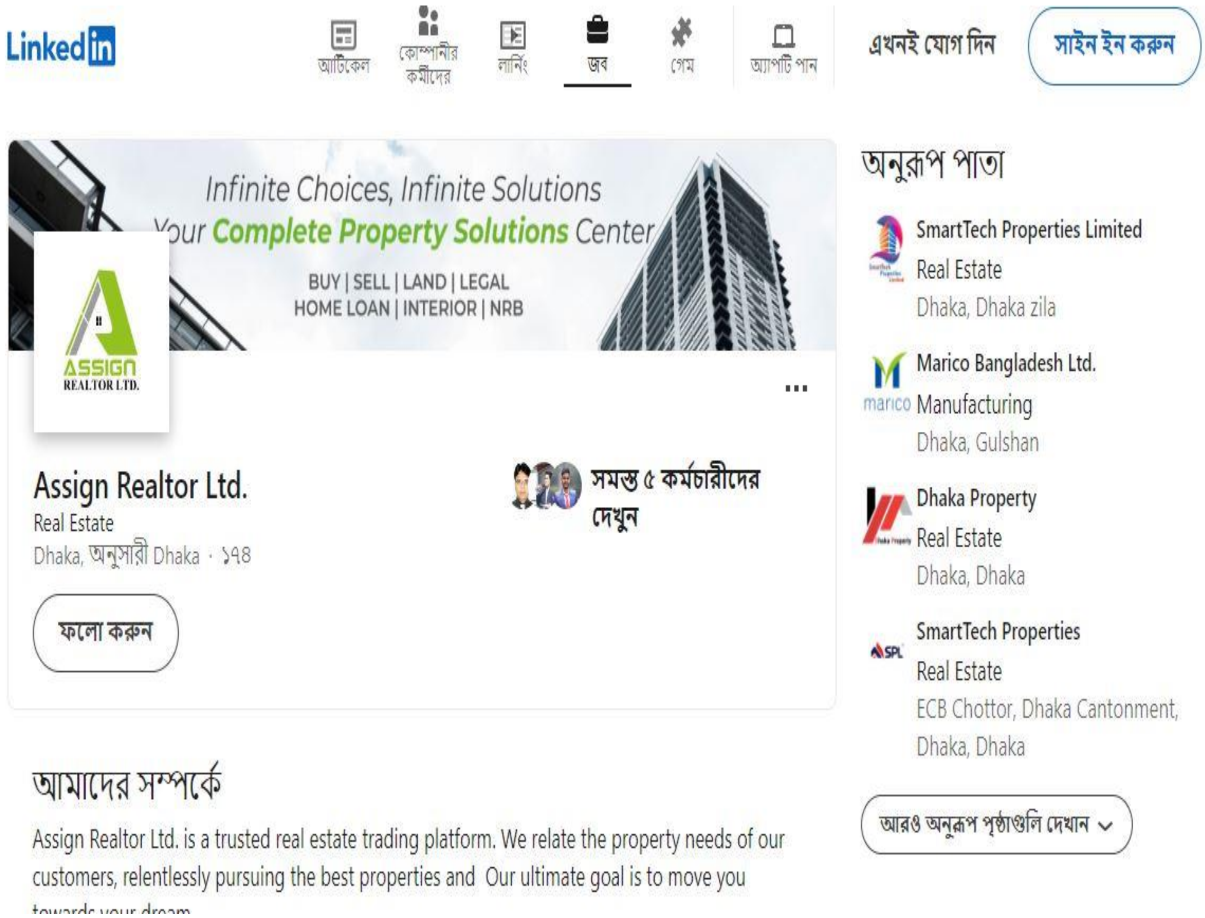
**Strategy:** The company focuses on maintaining a positive online reputation through proactive management and engagement.

Activities:

**Review Management:** Responding to client reviews and feedback on platforms such as Google My Business and social media.

**Reputation Monitoring:** Using tools to monitor online mentions and manage any negative feedback effectively.

By employing these digital marketing strategies, Assign Realtor Limited aims to enhance its brand visibility, engage with potential clients, and ultimately drive sales and business growth in the competitive real estate market.



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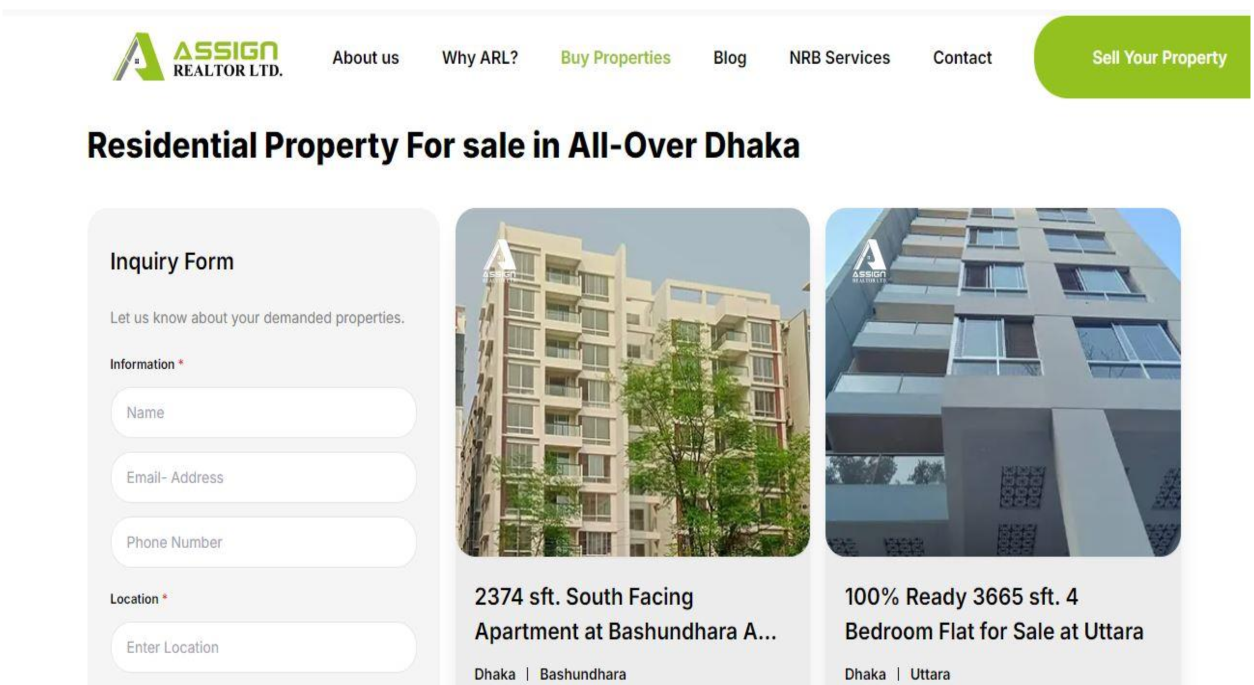

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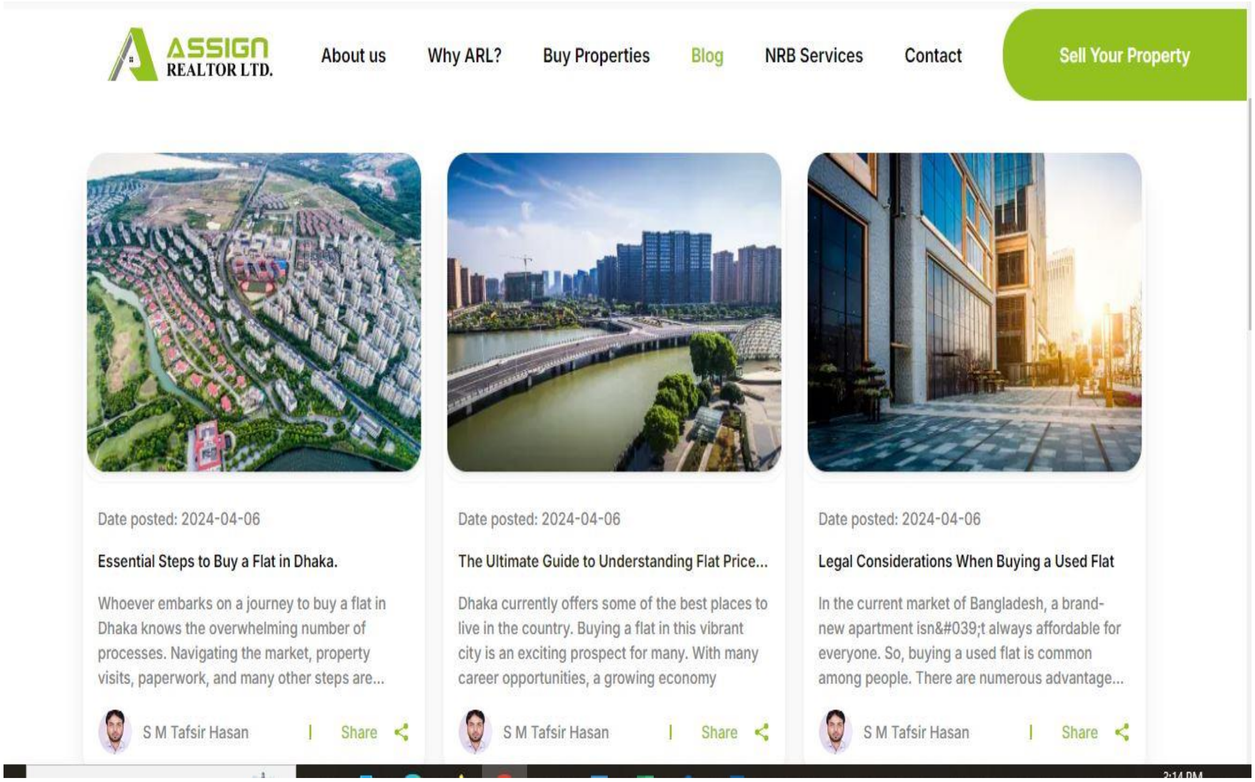
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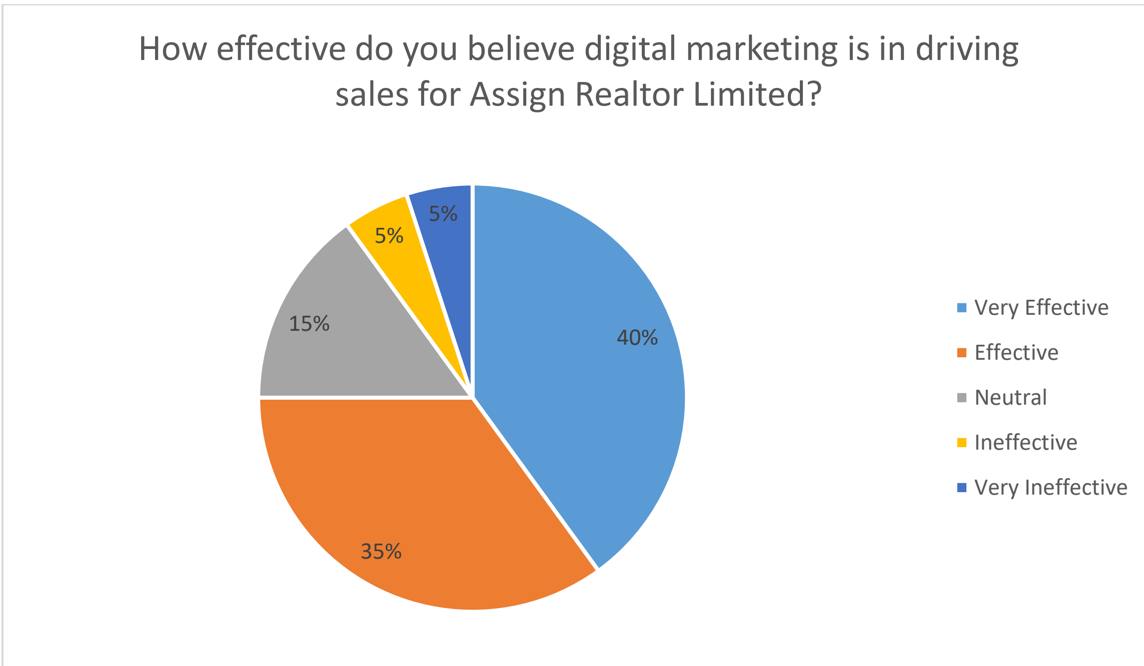
## 4.10 Analysis of Findings on Questionnaire

A survey was conducted with 20 randomly selected employees from the marketing department to gather their opinions on the evaluation of the selling process at Assign Realtor Limited. The following are the analysis and findings from the survey.

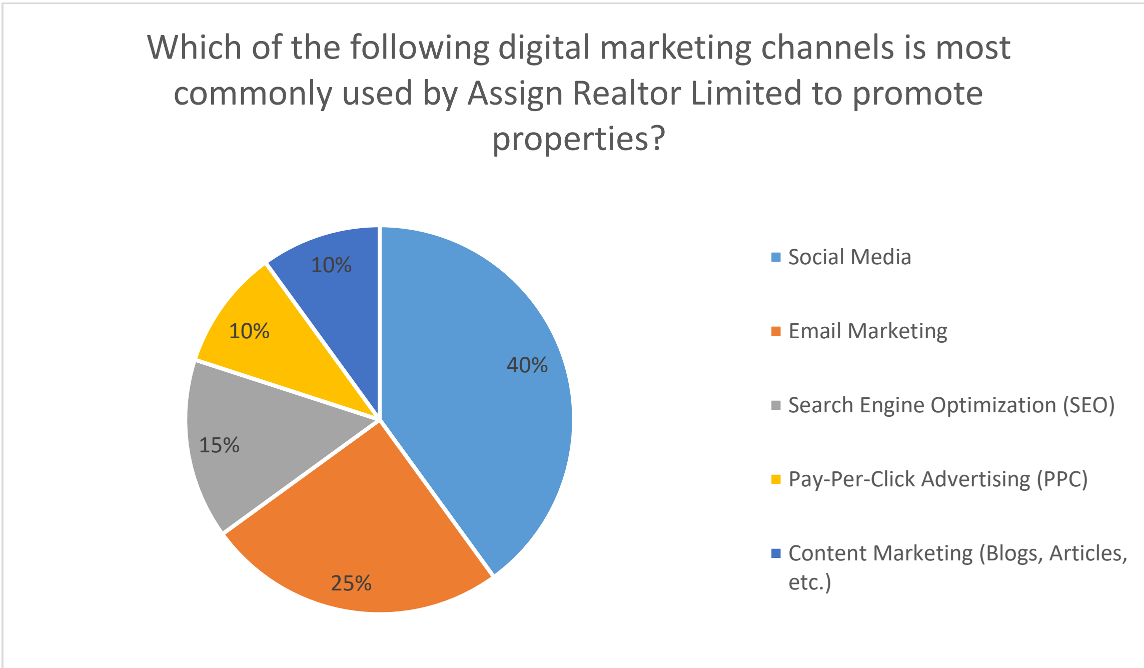
**Question 1. How effective do you believe digital marketing is in driving sales for Assign Realtor Limited?**




**Interpretation:**

The survey results indicate that digital marketing is perceived as a highly effective tool for driving sales at Assign Realtor Limited. With 40% of respondents rating, it was Very Effective and 35% rating it as Effective, it is clear that a majority of employees believe that digital marketing plays a significant role in generating sales. A smaller portion, 15%, remains Neutral, suggesting that some employees may not yet fully recognize its impact or may have limited exposure to its results. On the other hand, only 5% view it as Ineffective and another 5% consider it Very Ineffective, highlighting that a very small minority sees little to no value in digital marketing efforts. Overall, the data reflects a strong consensus on the positive influence of digital marketing in enhancing sales performance at Assign Realtor Limited.

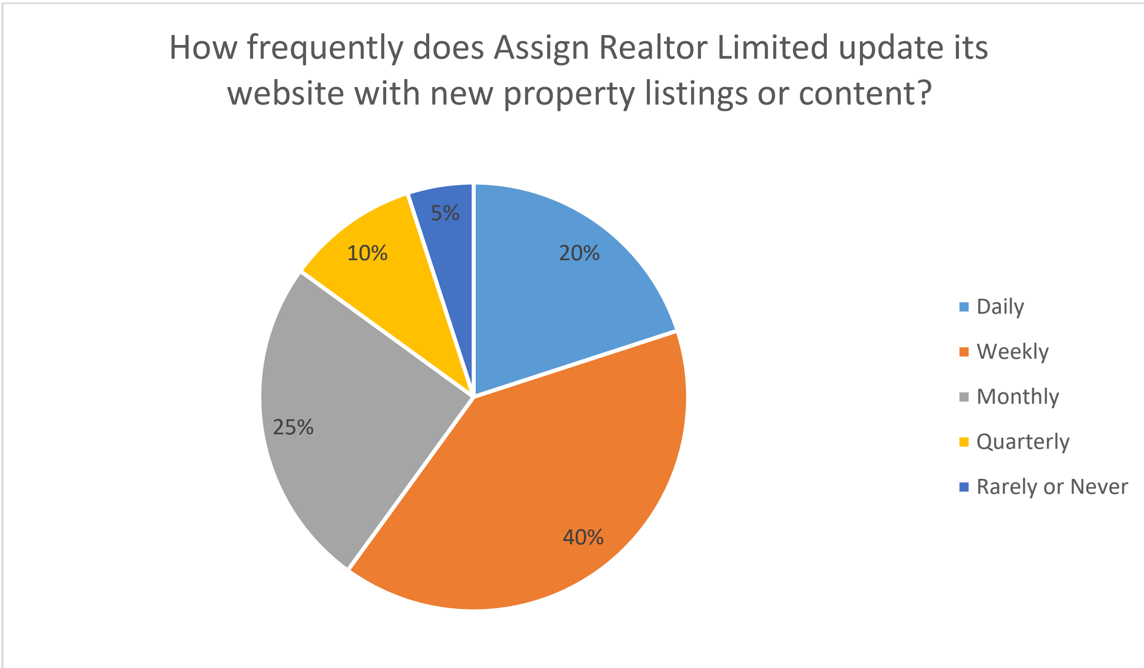
**Question 2. Which of the following digital marketing channels is most commonly used by Assign Realtor Limited to promote properties?**




**Interpretation:**

In the real estate industry, social media platforms like Facebook and Instagram are typically the most effective for showcasing properties and engaging with potential buyers. Therefore, it is expected that 40% of respondents identify social media as the most commonly used digital marketing channel. Email Marketing follows closely at 25%, reflecting its importance in direct communication with leads. SEO is also a critical component of digital marketing but comes in at 15%, indicating that it may not be as frequently emphasized as social media. PPC and Content Marketing are seen as important but less dominant, with each receiving 10%. This distribution highlights the priority given to social media in promoting properties at Assign Realtor Limited.

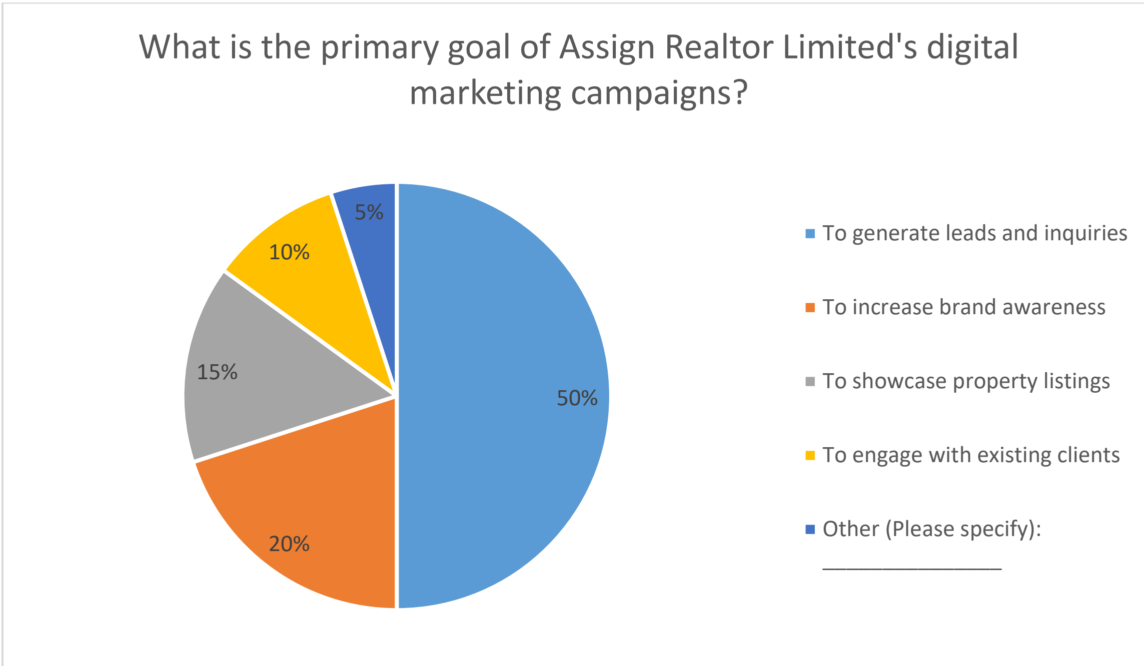
**Question 3. How frequently does Assign Realtor Limited update its website with new property listings or content?**




**Interpretation:**

The majority of respondents (40%) believe that weekly updates are the most common frequency for updating property listings or content on Assign Realtor Limited's website. This is typical for real estate businesses, as listings often change rapidly and need frequent updates to stay current. Daily updates are less common but still important for maintaining a dynamic online presence, with 20% of respondents selecting this option. Monthly updates, which account for 25%, might be indicative of less frequent but still important updates, possibly for larger or more exclusive listings. Quarterly updates (10%) and Rarely or Never (5%) suggest that some content or listings may not be updated as often, though these percentages are relatively low, reflecting a general understanding of the need for regular website content refreshment in real estate.

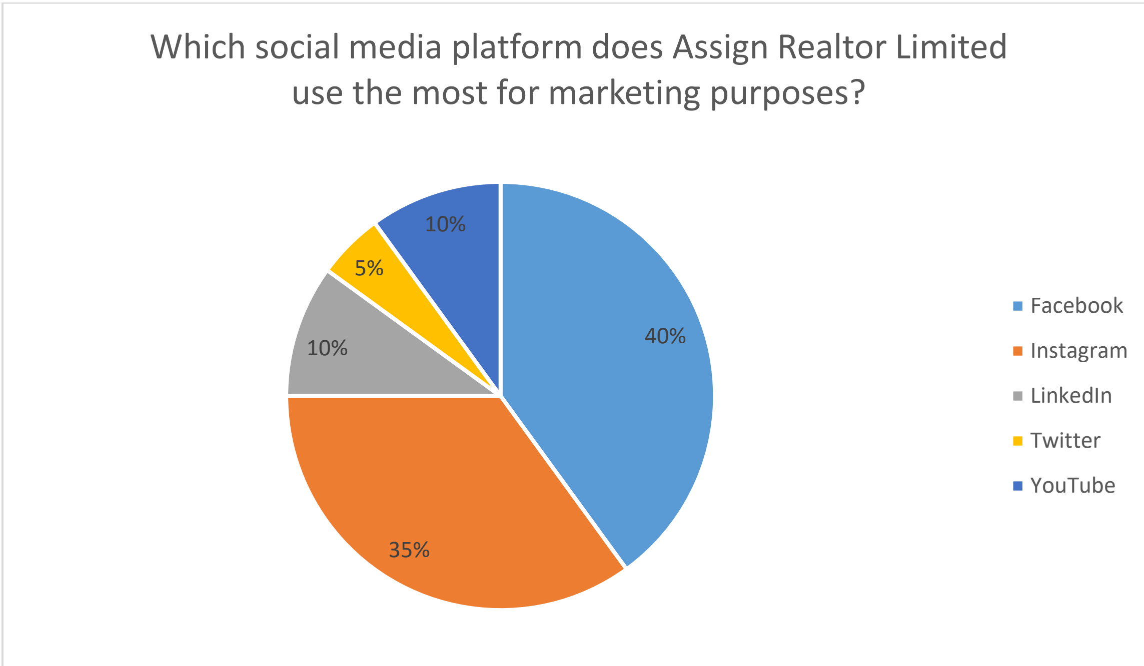
**Question 4. What is the primary goal of Assign Realtor Limited's digital marketing campaigns?**




**Interpretation:**

The majority of respondents (50%) identified generating leads and inquiries as the primary goal of Assign Realtor Limited’s digital marketing campaigns. This reflects the core objective of most real estate businesses, where capturing potential buyers or tenants is key to driving sales. Increasing brand awareness is also a significant goal, with 20% selecting it, as real estate companies seek to expand their presence in the market. Showcasing property listings comes next at 15%, which, while important, is typically seen as a secondary goal when compared to lead generation. Engaging with existing clients is also important but less prioritized in this case, receiving 10%. The remaining 5% under "Other" might represent additional objectives like promoting specific services or market segments, though it’s a smaller portion of responses.

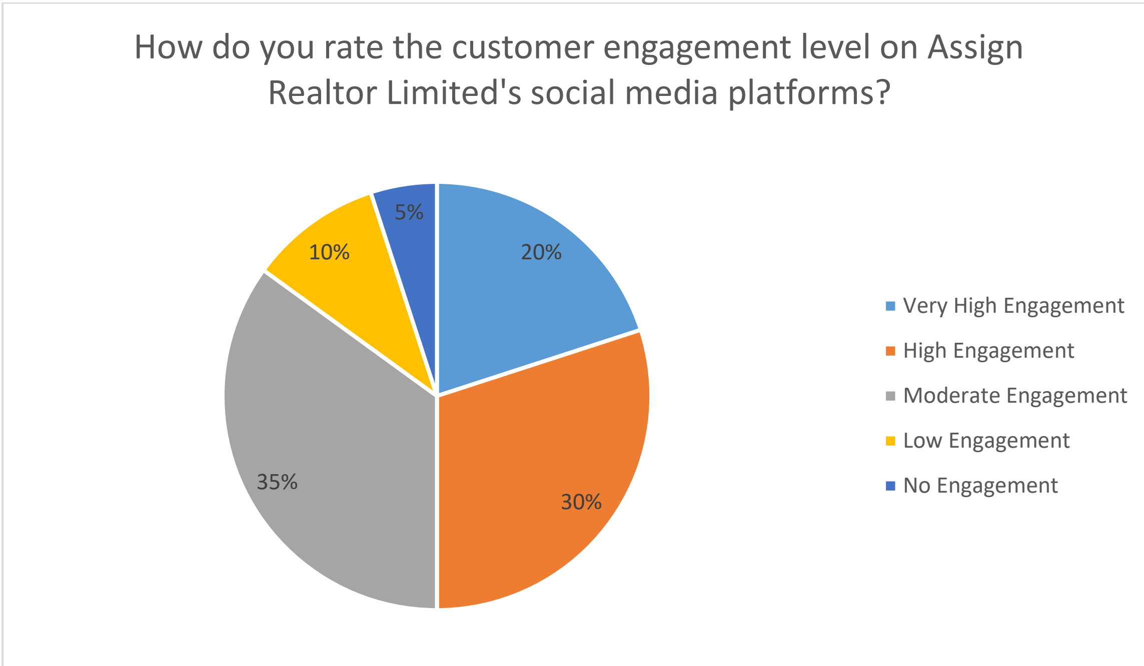
**Question 5. Which social media platform does Assign Realtor Limited use the most for marketing purposes?**




**Interpretation:**

Facebook is the most commonly used platform, with 40% of respondents selecting it. This reflects the platform's broad user base and effectiveness in reaching a diverse audience, which is crucial for real estate marketing. Instagram follows closely at 35%, which is particularly popular for visually showcasing properties and engaging with younger audiences. LinkedIn is selected by 10%, as it is more focused on professional networking, but still useful for connecting with investors and commercial real estate clients. Twitter sees minimal use at 5%, likely due to its less visual and more conversational nature, which is less suited to showcasing property listings. YouTube, also at 10%, is important for video content like virtual tours but may not be as frequently used for daily marketing compared to Facebook or Instagram.

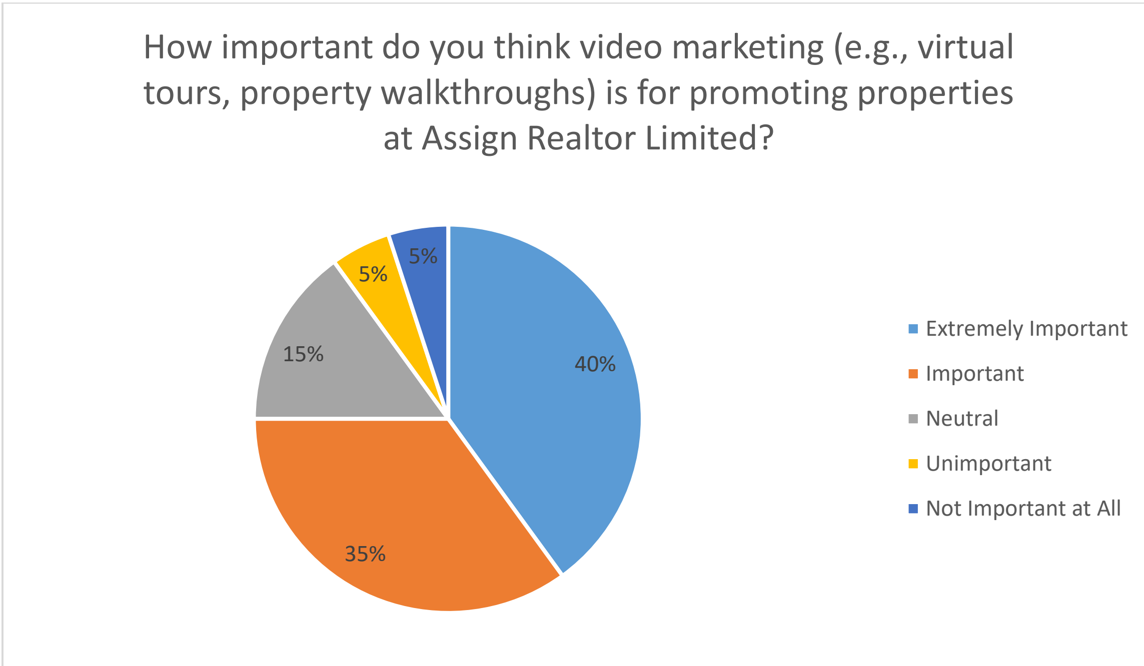
**Question 6. How do you rate the customer engagement level on Assign Realtor Limited's social media platforms?**




**Interpretation:**

The majority of respondents (35%) perceive moderate engagement on Assign Realtor Limited’s social media platforms, indicating that while there is some interaction with potential clients, it may not be at a very high level. High engagement follows at 30%, suggesting that a significant portion of users interact with the content regularly, though it's not dominant. Very high engagement is rated by 20%, reflecting that a portion of the audience is actively engaging with posts, comments, and property inquiries. Low engagement (10%) and no engagement (5%) indicate that a smaller number of respondents feel that social media efforts may not be reaching or resonating with customers as effectively as desired. Overall, the responses show that there is generally some level of customer interaction, but room for growth remains in maximizing engagement.

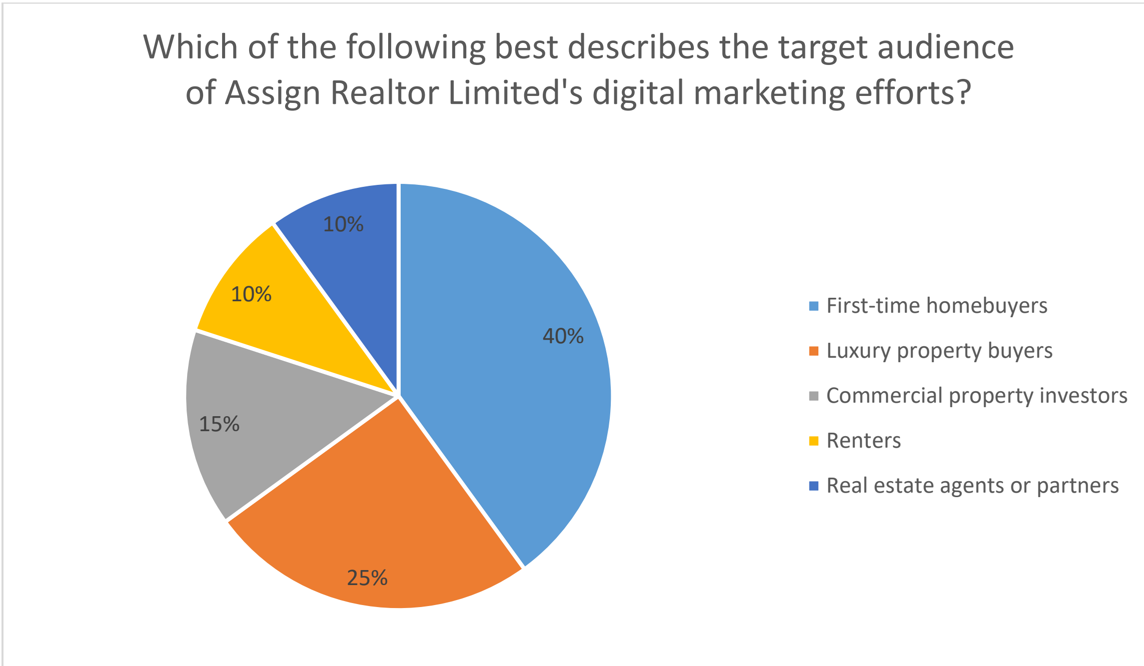
**Question 7. How important do you think video marketing (e.g., virtual tours, property walkthroughs) is for promoting properties at Assign Realtor Limited?**




**Interpretation:**

A large portion of respondents (40%) views video marketing as extremely important for promoting properties, reflecting the growing trend of using virtual tours and property walkthroughs to engage potential buyers in a more immersive way. 35% consider it important, indicating a strong but slightly less overwhelming consensus on its value. 15% are neutral, suggesting they may see some value in video marketing but not necessarily as the most critical tool. Only 5% see it as unimportant, and another 5% believe it is not important at all, indicating a very small minority does not see video marketing as a useful strategy in real estate promotion. Overall, these results underscore the significant role that video content plays in the real estate marketing mix at Assign Realtor Limited.

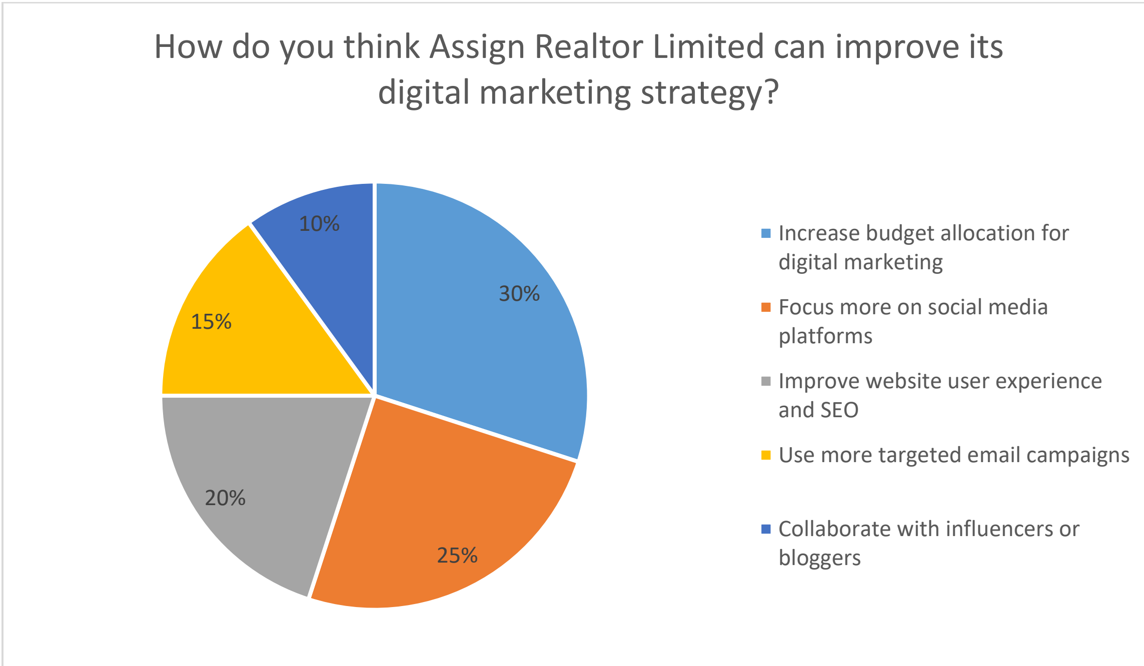
**Question 8. Which of the following best describes the target audience of Assign Realtor Limited's digital marketing efforts?**




**Interpretation:**

The majority of respondents (40%) believe that first-time homebuyers are the primary target audience for Assign Realtor Limited’s digital marketing campaigns. This reflects the common industry focus on individuals entering the property market for the first time, who often require more guidance and support. Luxury property buyers are the next most common target, with 25% selecting this option, indicating a focus on high-end real estate. Commercial property investors account for 15%, as some real estate companies also target business clients for commercial properties. Renters (10%) and real estate agents or partners (10%) represent smaller but still relevant groups, with marketing efforts occasionally targeting renters for leasing opportunities or partnering with other industry professionals. Overall, the responses highlight a diverse target audience for digital marketing, with a primary focus on first-time buyers and luxury property investors.

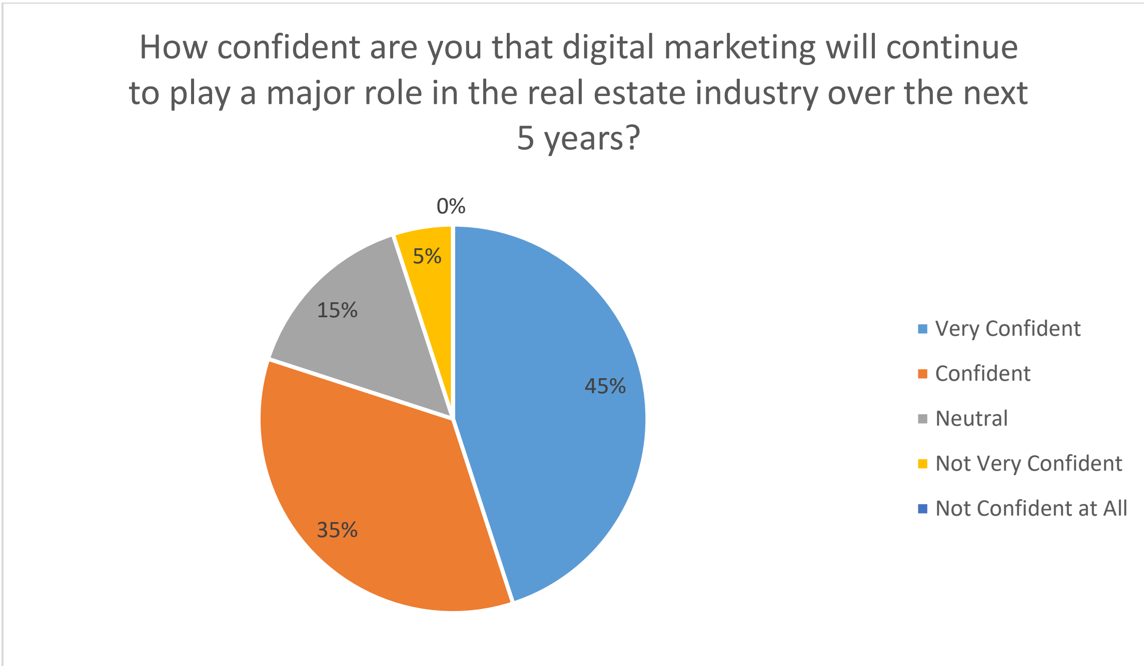
**Question 9: How do you think Assign Realtor Limited can improve its digital marketing strategy?**




**Interpretation:**

A significant portion of respondents (30%) believes that increasing the budget allocation for digital marketing is key to improving Assign Realtor Limited's digital marketing strategy. This reflects the need for greater investment in digital initiatives to stay competitive in the market. 25% of respondents suggest focusing more on social media platforms, indicating the importance of further leveraging these platforms to drive engagement and lead generation. Improving website user experience and SEO (20%) is also viewed as a critical area for improvement, highlighting the need for a more user-friendly site that ranks better on search engines. Targeted email campaigns (15%) are seen as an effective way to nurture leads and engage customers more personally. Finally, collaborating with influencers or bloggers (10%) is seen as a way to expand the reach and credibility of the brand, although it is considered less of a priority than other strategies. Overall, these results suggest that expanding the digital marketing budget, improving social media strategies, and enhancing the website experience should be the main focus for improvement.

**Question 10. How confident are you that digital marketing will continue to play a major role in the real estate industry over the next 5 years?**




**Interpretation:**

A large portion of respondents (45%) are very confident that digital marketing will continue to play a major role in the real estate industry over the next five years, reflecting the growing reliance on digital tools and platforms in modern marketing strategies. 35% are confident, suggesting that most employees expect digital marketing to remain crucial but with some reservation. Only 15% are neutral, indicating that while they acknowledge the importance of digital marketing, they may not be entirely sure of its long-term impact. A very small portion, 5%, are not very confident, and no respondents selected "Not Confident at All", which suggests a strong belief across the survey population in the sustained relevance of digital marketing within the industry.

# Chapter 5

# Problems, Recommendations and Conclusion

## 5.1 Problems Identified

1. **Ineffective Social Media Strategy:** While Assign Realtor Limited uses social media platforms like Facebook, Instagram, LinkedIn, and Twitter, its social media content may not be reaching the target audience effectively. There may be insufficient engagement or poor targeting in the ads, resulting in a low conversion rate.
2. **SEO Performance Issues:** The website may not be ranking well on search engines due to inadequate SEO strategies. For instance, improper keyword optimization, slow website speed, or insufficient content could be preventing the site from reaching higher search engine rankings.
3. **Website Usability and Lead Conversion:** Although Assign Realtor Limited has a user-friendly website, the conversion rate from visitors to leads may be low. The design might be visually appealing but lack clear calls to action or lead capture forms that effectively engage potential buyers.
4. **Overreliance on Traditional Marketing:** Assign Realtor Limited may still be focusing heavily on traditional marketing techniques (like billboards, handouts, and newspapers) while digital marketing opportunities remain underutilized. This can limit their reach, especially among younger, tech-savvy homebuyers.
5. **Email Marketing Challenges:** The company's email marketing campaigns may not be effectively personalized or may be sent too infrequently. This leads to low open rates and limited engagement with potential clients.
6. **Limited Use of Data Analytics:** Assign Realtor Limited may not be fully utilizing available data analytics to understand customer behavior or refine marketing strategies. This could result in missed opportunities to target high-value customers or optimize campaigns.
7. **Inadequate Digital Ad Targeting:** The digital advertising campaigns (like Google Ads) may not be targeting the right audience, leading to wasted ad spend. Broad targeting strategies without specific geographic or demographic filters may be reducing the effectiveness of campaigns.
8. **Poor Online Reputation Management:** Negative reviews or poor feedback on platforms like Google My Business or social media may go unaddressed, damaging the company's reputation and eroding customer trust.

9. **Insufficient Use of Virtual Tours and Augmented Reality:** In a highly competitive real estate market, Assign Realtor Limited may not be leveraging advanced technologies like virtual tours or augmented reality (AR) to differentiate itself from competitors and provide an immersive experience for potential buyers.
10. **Inconsistent Branding and Messaging:** There may be inconsistencies in how Assign Realtor Limited presents itself across different digital platforms, leading to confusion or a lack of clarity about its offerings. For instance, the messaging on social media might differ from the website, leading to brand dilution.

## 5.2 Recommendations

1. **Ineffective Social Media Strategy:** Revise the social media strategy to ensure it is more targeted and aligned with the interests of the desired audience. This can be achieved by analyzing customer demographics and interests, then crafting content that speaks directly to these preferences. Paid social media campaigns should use specific audience targeting options (e.g., location, interests, behavior) to reach the right users.
2. **SEO Performance Issues:** Conduct a thorough SEO audit to identify and fix issues like improper keyword optimization, poor website speed, and lack of high-quality content. Assign Realtor Limited should focus on improving on-page SEO by optimizing meta descriptions, headers, alt tags, and content. A regular content marketing plan (e.g., blogs, guides, and customer testimonials) that targets high-traffic keywords should be implemented.
3. **Website Usability and Lead Conversion:** Redesign the website's user experience (UX) to improve navigation and conversion opportunities. Ensure that call-to-action (CTA) buttons are prominent and clearly labeled (e.g., "Contact Us," "Schedule a Viewing"). Adding forms to capture user data for follow-up and lead nurturing is essential. Additionally, implementing chatbots or live chat features could increase lead conversion by offering real-time engagement to visitors.
4. **Overreliance on Traditional Marketing:** Reduce the emphasis on traditional marketing and focus on expanding digital marketing efforts. A balanced marketing approach that integrates traditional methods with digital strategies is essential. Allocating more resources to digital channels like social media, email marketing, SEO, and online advertising can help reach younger, tech-savvy buyers.
5. **Email Marketing Challenges:** Segment the email list based on customer preferences and past behavior to ensure that emails are personalized and relevant to each recipient. Use dynamic content to offer tailored property recommendations, updates, and special offers. Implement automated email workflows (e.g., welcome emails, abandoned cart reminders) to maintain engagement and ensure emails are sent at the optimal time. Regularly test subject lines, content, and design to improve open rates and click-through rates.

6. **Limited Use of Data Analytics:** Invest in analytics tools like Google Analytics, heatmaps, and customer relationship management (CRM) systems to track user behavior on the website, social media, and email campaigns. Data-driven insights will help refine marketing strategies, identify high-value customer segments, and optimize campaigns for higher ROI. Regularly analyze the performance of digital campaigns and make data-backed decisions to adjust targeting and content strategies accordingly.
7. **Inadequate Digital Ad Targeting:** Refine the digital ad targeting by using more specific geographic and demographic filters. For example, Google Ads and Facebook Ads can target users based on location, age, income level, interests, and behaviors. Retargeting ads can be used to re-engage visitors who have interacted with the website but did not convert. Ads should focus on specific property types, offers, or areas of interest based on customer segmentation and data insights.
8. **Poor Online Reputation Management:** Assign a dedicated team or individual to monitor and manage the company's online reputation. Promptly respond to negative reviews or comments on platforms like Google My Business, social media, and real estate review sites. Encourage satisfied clients to leave positive reviews and testimonials to help build credibility. A reputation management tool can be used to track online mentions and ensure that issues are addressed in a timely manner.
9. **Insufficient Use of Virtual Tours and Augmented Reality:** Implement virtual tours and augmented reality (AR) on the website and social media to offer potential buyers an immersive and interactive experience. These technologies allow buyers to explore properties remotely and visualize how spaces can be utilized. Using AR can help differentiate Assign Realtor Limited from competitors and attract tech-savvy clients. Additionally, integrating these tools into email marketing campaigns and digital ads can further enhance the customer journey.
10. **Inconsistent Branding and Messaging:** Conduct a brand audit to ensure that messaging is consistent across all platforms. Create a brand guide that includes a clear voice, logo usage, colors, and tone that all team members should follow. The website, social media, and advertising should reflect the same message and visual identity to avoid confusion and strengthen brand recall. Regularly review and update digital content to ensure it aligns with the company's mission, values, and target audience.

## 5.3 Conclusion

This study report serves a dual purpose: it outlines the marketing strategies employed by Assign Realtor Limited and provides a broader analysis of the real estate development landscape in Bangladesh. By examining the data, we gain insights into housing demand, marketing strategy challenges, and potential solutions.

The real estate sector in Bangladesh is expanding, demonstrating a strong potential for future growth. Understanding marketing strategies is crucial, as these techniques are integral to both personal and professional contexts. During my internship, I discovered that marketing is a dynamic and engaging field. For anyone aiming to succeed in the real estate industry, a deep understanding of marketing strategies is essential, as marketing professionals are pivotal to an organization's success.

Marketing encompasses a wide range of activities, from providing information about products and services to customers and employees to building long-term partnerships. While many people are familiar with sales roles in retail, the most rewarding positions often involve developing enduring relationships with clients. My internship at Assign Realtor Limited provided me with a fresh perspective on marketing strategies, highlighting their importance and impact in the real estate sector.

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# Questionnaire

## on

**Digital Marketing Practices in the Real Estate Business: A Study on Assign Realtor Limited**

Dear Respondent,

As a student of Business Administration at Daffodil International University, this questionnaire aims to analyze the level of **"Digital Marketing Practices in the Real Estate Business: A Study on Assign Realtor Limited"** for the internship report. Your valuable time and support in answering the questions will be highly appreciated.

Thank you in advance for your cooperation.

**Name:**

**Age:**

**Designation:**

**Gender:**

**1. How effective do you believe digital marketing is in driving sales for Assign Realtor Limited?**

- Very Effective
- Effective
- Neutral
- Ineffective
- Very Ineffective

**2. Which of the following digital marketing channels is most commonly used by Assign Realtor Limited to promote properties?**

- Social Media
- Email Marketing
- Search Engine Optimization (SEO)
- Pay-Per-Click Advertising (PPC)
- Content Marketing (Blogs, Articles, etc.)

**3. How frequently does Assign Realtor Limited update its website with new property listings or content?**

- Daily
- Weekly
- Monthly
- Quarterly
- Rarely or Never

**4. What is the primary goal of Assign Realtor Limited's digital marketing campaigns?**

- To generate leads and inquiries
- To increase brand awareness
- To showcase property listings
- To engage with existing clients
- Other (Please specify): _______________

**5. Which social media platform does Assign Realtor Limited use the most for marketing purposes?**

- Facebook
- Instagram
- LinkedIn
- Twitter
- YouTube

**6. How do you rate the customer engagement level on Assign Realtor Limited's social media platforms?**

- Very High Engagement
- High Engagement
- Moderate Engagement
- Low Engagement
- No Engagement

**7. How important do you think video marketing (e.g., virtual tours, property walkthroughs) is for promoting properties at Assign Realtor Limited?**

- Extremely Important
- Important
- Neutral
- Unimportant
- Not Important at All

**8. Which of the following best describes the target audience of Assign Realtor Limited's digital marketing efforts?**

- First-time homebuyers
- Luxury property buyers
- Commercial property investors
- Renters
- Real estate agents or partners

**9. How do you think Assign Realtor Limited can improve its digital marketing strategy?**

- Increase budget allocation for digital marketing
- Focus more on social media platforms
- Improve website user experience and SEO
- Use more targeted email campaigns
- Collaborate with influencers or bloggers

**10. How confident are you that digital marketing will continue to play a major role in the real estate industry over the next 5 years?**

- Very Confident
- Confident
- Neutral
- Not Very Confident
- Not Confident at All

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