

THE FUTURE & SOCIAL MEDIA

Make or Break Your Project



The impact of social media in our community has greatly affected the perception and decision making of real estate consumers as well as the business processes of real estate companies and developers.

The benefits of social media have allowed buyers and investors to actively familiarize themselves with the market while obliging companies to enforce their presence on many platforms to maintain and improve their business.

Social media marketing and business strategies like optimizing content through hashtags or sharing success stories via posts and videos will dramatically change development in the near future.

Benefits of Social Media For Real Estate Developers

- ✓ Connecting with customers
- ✓ Building brand name
- ✓ Generating trust
- ✓ Posting success stories
- ✓ Cost-effective reach
- ✓ Targeted advertising
- ✓ Brand Reinforcement
- ✓ Facing and solving challenges
- ✓ Instant Engagement

Swiftly acquiring valuable information in real estate is now much easier for consumers because of social media. The leading social media platform, Facebook, as far as real estate business is concerned has seen a huge increase in online groups that help people explore all options and analyze product quality.

Facebook, LinkedIn and Instagram are constantly keeping people updated on real estate projects and property descriptions through individuals' consultancy posts.

Also, sponsored advertisements from real estate developers on social media platforms communicate company standards and product features.

On another note, real estate developers are now keener in living up to promised quality of corresponding projects due to the possibility of severe negative feedback coming from clients on social media; word of mouth can make or break a developer's reputation.

→ social media tips for real estate



Social Media Whirlpool

Consumers calculate the time spent on social media for various reasons such as to protect one's mental health. Yet, the positive impact cannot be ignored; some benefits regarding real estate like developers being able to legitimizing their standards and showcase the value they bring to their potential customers are undeniable.

What buyers or investors consider when using social media to familiarize themselves with the market?

- Facebook groups and official pages of developers and companies are a great source of information regarding real estate development and product variety.
- More photos of units and masterplans that aren't found on brochures can be accessed on companies' official pages.
- Posts from property consultants typically display unique selling points of certain projects giving you the option to compare between them.

What can real estate developers do to actively utilize social media?

- Measure the success rate of any social media marketing campaign by analyzing online traffic as opposed to examining engagement (likes, comments etc.).
- Engage with individual users to enhance the company's image by posting accurate information all the time.
- Include posts on local news and community events to help create an emotional appeal for the company's brand.

In conclusion, social media is an effective tool and a huge determining factor of what sells and what doesn't. Consumers nowadays decide for the time spend on social media knowing its effect on their mental and physical health. Therefore, developers need to be smart and accurate in their posts and timing for investors to grasp the right information in seconds and assist them whether they should invest in this project or another one based on what is available online in terms of reviews, listings or advertisements. Company standards are partially determined by online feedback and customer's reactions. Easy access to an abundant amount of information on the industry gives more power to prospect buyers which can make or break the future of certain companies. Social media is a new and essential arena for real estate competition and developers have no option but to participate online and face the new and unpredictable challenges that are to come.

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