

# Marketing communication in the pattern of social media for the real estate business: In the case study of Facebook

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## Abstract

The study of the marketing communication in the pattern of Social media for the real estate business in the case study of Facebook is to study the how to do the marketing methods and how to have the planning for managing. From the study found that each company has defined the public relation target through Facebook which are consisted of 4 elements as follows: 1) The public relation for creating the company's image which are the organization, the staff and the administrator 2) The public relation for creating the perception of both internal and external organization 3) The public relation for making the difference 4) The public relation for creating the activity. Furthermore, Facebook is used as a tool for the communication and the public relation, such as the messenger, the photo and the video.

**Keyword :** Marketing Communication, Social Style, Public relations, Facebook.

## Introduction

The real estate business is the four requisites which is very important for the way of life of the consumer. This business has been increasing a lot for responding the needs of the market which affects to the hard competition. The market are divided into the customer needs and the way of life of the niche market, such as the luxury house, the city house, the country house, the town house and the condominium nearby the BTS stations.

In the present days, the real estate business turns to use more of the online advertising.<sup>[1]</sup> The public relation through the Facebook has the difference from the website because Facebook is the social media which presents the life style of the city life.<sup>[2]</sup> Many company uses the marketing strategy for creating the perception to the band through VDO and link that has been made by the company. This method is another way of creating the perception with spend lower budget than other methods. Anyway, in the future each

company still give the importance to the media online development for relating the consumer's behavior that keep changing as the times go by.

Nevertheless, studying the marketing communication in the pattern of the social media for the real estate business: in the case study of Facebook is for acknowledging the policy, the communication planning, the administration planning through Facebook of the real estate business organization, the process, the communication method includes the problem solving, and the obstacle of the communication through Facebook.

### **The research objective**

1. To study the method of planning the marketing communication in the pattern of the social media for the real estate business through Facebook.

2. To study the method of the public relation in the marketing communication through Facebook for the real estate business.

### **The research methodology**

Model/Research methodology

The study of the marketing communication in the pattern of Social media for the real estate business in the case study of Facebook is the qualitative research by focusing on the creation of the marketing communication of the real estate business where is the stock market, and isn't. In-depth interview from (1) the 9 entrepreneurs of the marketing department of the real estate, and (2) the 9 specialist in the communication through the social network media in the cast study of Facebook are used in this research by using the voice recorder for collecting the data, and verifies the data by using the data triangulation<sup>[3,4]</sup>, and proposes the research result by using the descriptive research.

### **The scope of the interview contents**

The two open-ended question are divided into 1) For the real estate entrepreneur, and 2) For the specialist in the communication through the social media

## The research result

**Part 1.** The result in term of using the tool for connecting the marketing communication through Facebook was concluded that Facebook is the importance fundamental for the communication development in the future. The researcher selects the concepts and the theories for being the framework for studying as follows:

### **1.1 Concluding the research result in the title of the model of the tool that uses to connect the marketing communication through Facebook with the identity of the communication in the real estate business which are consisted of**

**Wall** or the main screen for people to join the activity, or where the fan page are able to write the comment, chatting, informing the new, and the public relation.

**Information** means the resume and the page owner description, such as the page story, the importance, and the company's profile.

**News** means the news that the entrepreneurs need to inform to the member group includes with the news details and the beneficial news.

**Photo** means the posting of the photo to the main screen, or posting the activity picture that has been set up in the pattern of CSR and CRM for sharing the member group.

**Video** means posting the video to the main screen in Facebook which is connected to the member group.

**Home** means the place where all the member group feed their news, but it appears only when the text is posted and pressed share.

### **1.2. Concluding the research result in the issue of defining the marketing communication through Facebook objective**

1.2.1 For creating the attractiveness which means using the photo, the text, the sound, and the video for the public relation in order to draw the consumer's attraction to the organization's text.

1.2.2 For creating the commitment which means using the public relation continuously, such as the text, the sound, and the video for making the good feeling to the audients. The company has the long term target for approaching.

1.2.3 For creating the close relationship by using Facebook as a communication channel between the organization and the member.

1.2.4 For creating the activation with the member in order to receive the response immediately.

1.2.5 For creating the assessment and exploring by using Facebook as a tool in order to assess both direct and indirect ways in term of increasing the sale income, and more visiting to the project.

1.2.6 For creating the word of mouth by using the Facebook as a public relation channel in term of the new things, especially using the updated text for presenting the activity.

1.2.7 For creating the approaching to the customer group as the company has already targeted.

**Part 2** Concluding the situation or the model of the public relation communication in through Facebook that the real estate business are using at the present days. The entrepreneurs' policies are concluded from the concepts theories by the researcher for being the framework for studying are as follows;

### **2.1. The public relation can be divided into the characteristics as follows;**

2.1.1. The public relation for creating the image means the public relation for creating the value in the feeling for the consumer with the fundamental organization which can be concluded that the public relation for creating the image for the organization are divide into 3 patterns (1). The public relation for creating the band image and organization which means the public relation with the organization for having the good feeling to the customer whey they are see and hear, and want to be their first priority in their mind. Producing the unique and quality product which relates to the organization's policy. (2). The public relation for creating the administrator's image means using the administrator for creating the image for relating to the organization. (3). The public relation for creating the image for the personnel in the organization means creating the culture of the personnel to relates to the organization's vision in order to making the confidence for the consumer.

2.1.2 **The public relation for creating the perception** are consisted of (1) The public relation for creating the perception in the internal organization are divided into the project's size, such as the public relation the new project that will be happen this year and the promotion public relation. (2) The public relation for creating the perception in the external organization or the external factor from the consumer's idea are divided into

searching the data for creating the decision through Facebook by writing the text for creating the networking concept for allocating the data.<sup>[6]</sup>

**2.2. The public relation for creating the identity** which are consisted of (1). The differences in the aspect of product means creating the different product, such as the differences in the aspect of the functional like a house is build nearby the sky train. (2). The differences in the aspect of the customer's attitudes means the customer segment dividing should be clear and can be reflected to the organization's vision (3). The differences in the aspect of the service means the organization culture that has been defined in both before and after the sales should be different with others, and also needs to relate to the band's image. (4). The differences in the aspect of setting up the activity means the communication in the activity for creating the participation of the member has the differences from others in order to be recognized and memorized in the future.<sup>[7]</sup>

**2.3. Setting up the public relation activity in Facebook community** which are consisted of 1) The activity for creating the perception 2) The activity for activating the sales 3) The activity for creating the relationship 4) The activity for creating the identity, and 5) The activity for creating the image

## **Discussion**

In the study in the title of the marketing communication in the pattern of Social media for the real estate business in the case study of Facebook can be concluded into the three steps of how to create the model of the communication strategy which are consisted of

### **Step 1: The objective defining for the needs of the public relation**

The small size project and the unknown project should create the objective for attracting, the perception of the creation, or if it is a big project in high price, the company should define the objective in term of the communication for creating the image<sup>[8]</sup> In the meantime, the remain house should use the pattern of activating for creating the buying behavior, the perception. It is the process of each person selects, organizes, interprets, stimulates for having the Image which has the similar meaning of the World which that person are be able to sense or being a part of the process. The information processing starts from the touch and follows by the attention and interpretation. Anyway, the most importance problems in the marketing is about the perceiving of the marketing information.

How do the consumer know, understand and recognize the products which is related to the consumer's information processing by starting from the sense, the attention, the interpretation, the comprehension, the memory and the retrieval.<sup>[9]</sup> The perceptions is the automatic process that happens very fast because it is the process that occurs without the consciousness."<sup>[10]</sup> It is the process of each person selects, organizes, interprets, stimulus by using the five senses for creating the image."<sup>[11]</sup>

## **Part 2: Defining the communication tool**

Each objectives should use the suitable communication tool in Facebook, such as if the entrepreneurs want to activate the sale, the product should put in News channel. In this channel also used for the entrepreneurs who want to launch the news to the member group. Furthermore, there's also have the photo channel for inducing the new project, the link channel to VDO etc. But if the entrepreneurs want to create the band image, they should use the market share channel, or if they need to edit the unwanted image, they need to use the chat channel, and create the personal text to the customer. However, the step of defining the target of using the social media are consisted of (1) For increasing the sale (2) For increasing the band awareness (3) For the public relation (4) For knowing the customer's respond (5) For increasing the number of website visitor, and (6) For creating the concept leader. The reason or the needs of using the public relation are consisted of (1) The needs of creating the image (2) Enough information for creating the values added (3) The needs of explaining something (4) For using as the tool for creating the reliability (5) For using as the tool in managing the news (6) For using as the tool for defending oneself (8) For using as the channel for communication (9) For saving the budget, and (10) Increasing in the number of the mass media and the freedom.<sup>[12]</sup>

## **Step 3: Defining the public relation communication policy**

Each policy will be used as the policies, such as if the entrepreneurs need the customer to satisfy their band and project, they should use the public relation guideline for creating the image whether in term of the organization, the staff and the administrator. If the entrepreneurs need the customer to aware of their band and organization, they need to use the public relation for creating the awareness both the internal and external. Furthermore, these are also including with the creation of the identity for the organization in term of the

products, the service target group, and the activity which causes to create the image and the identity in the organization are as follows (1) The administrators need to work hard in order to create the image for themselves, such as the interviewing for the magazines, making the public speaking in the many places both in public and private sections, and keep posting in the social media about their routine life. (2) The good staffs need to have the ability, good hospitality, good service and good character which the entrepreneurs need to try to create the inspiration for the staff. (3) The product & service needs to have the good quality, the attractive packaging, the modern, the product have to be the same as the advertising. Nevertheless, the impression in before and after the sale is the most important thing, and (4) The artifacts in the office need to have the company's symbol on them which will show the corporate identity, such as the tool, the uniform, the pen, the pencil etc. (5) The organization's Atmosphere affects the staff's psychology, and also be attractive to the customer. The architecture & decors can be able to tell the organization's characteristics, so selecting the decoration is details. (7) The corporate culture is the image for people to remember. (8) The business ethics is a way to create the image, such as the social activity.

[13]

### **The activity setting policy**

This policy is for creating the participation between the entrepreneurs and customer which is depends on the organization's objective, such as if the entrepreneurs create the difference between their band and the others, they should use the unique activity. Or if they want to activate the sale, they should the activity promotion includes with the activity setting for creating the company image. The public relation which is designed for supporting the marketing objective (Market public relations) (MPR). MPR adds the values for the marketing program in many aspects.

[14]

### **The suggestion**

1. From this study is focusing on only the public communication guideline of the real estate business through Facebook, so the further study in term of the business public relation, other channels of the real estate business, such as TV, radio, and newspaper should be considered.

2. The public relation in other businesses through Facebook should be studied.

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