



Development of Marketing Strategies in the Sphere of Real Estate

Dzhabriev A. N

Prof. DSc, Tashkent Institute of Architecture and Civil Engineering

F. A. Tashmuhamedova

Assistant, Tashkent Institute of Architecture and Civil Engineering

Annotation: The article examines the study of marketing strategies in the field of real estate, and identifying possible changes over time.

Key words: marketing, market, real estate, economics, evaluation.

Currently, the real estate sector is constantly developing on the territory of the Republic of Uzbekistan. This is primarily due to urbanization. Of course, with the development of real estate, the parallel development of new marketing strategies is required, which is an integral part of any field. In this regard, it is reasonable to consider and evaluate the possible directions of real estate marketing in the near future.

Marketing strategy is part of the organizational process. This strategy determines, as a result of market research, the sequence of activities in order to obtain an effective result. A more detailed description of the marketing strategy is presented below (Fig. 1). Also, in the real estate sales market today, to one degree or another, all sellers use four important components of competent product promotion:

- informing the client about the offer;
- formation of understanding of the proposal;
- client involvement;
- Building trust in the seller [1].

Already now we can observe how residential complexes are being built continuously. These complexes are populated at the same high rate as new ones appear in the neighborhood. Studying and observing the development of real estate in the city, it can be said that, undoubtedly, new and more effective ways of promotion are required. First of all, the level of advertising effectiveness is visible on the example of the occupancy of houses. Secondly, at the level of the advertisement itself and the desire of people to buy this or that living space after viewing any kind of advertisement.

We conducted a survey among potential buyers of residential space. The survey involved students with an average age of 19-20 years. The main types of advertising have chosen advertising on television and advertisements on the Internet. During the survey, it became clear that there are practically no people who want to buy an apartment after watching a television advertisement, in comparison with the level of those who want to buy the same area after watching any ad or video on the Internet. And of course, the human factor of buying a home after advice from people you know. Since word of mouth is also part of marketing (Figure 2).

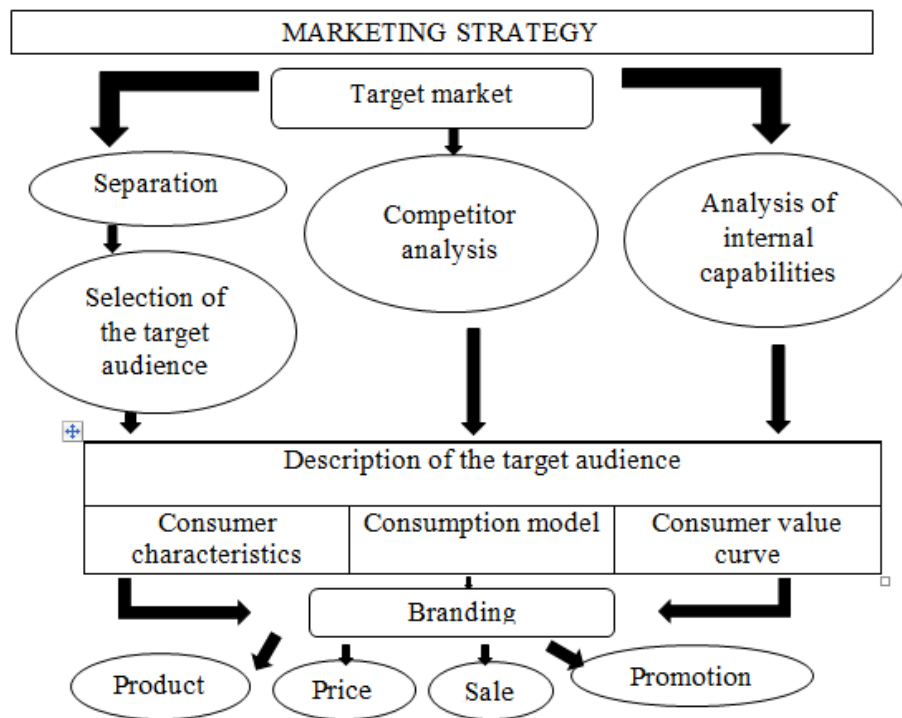


Figure 1. Marketing strategy.

Based on this survey, we can say that the modern marketing strategy does not have time to develop in the interests of society. The main task of the work is to identify changes in the marketing strategy in the field of real estate. Accordingly, based on the results of the survey, first of all, companies should pay attention to advertising that is distributed on the Internet and think through all possible options in order to attract a potential client.

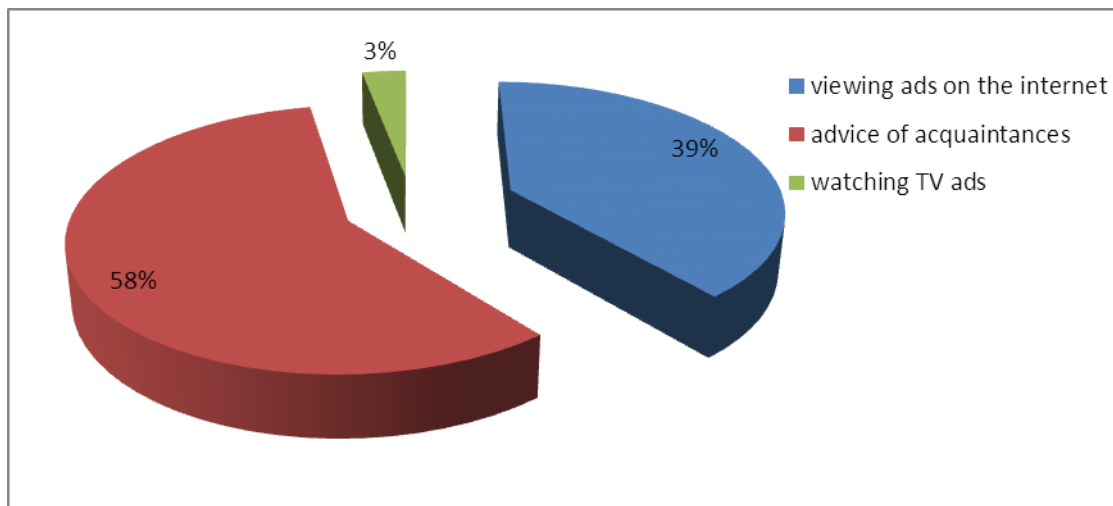


Figure 2. Desire of people to buy an apartment.

Naturally, the development of the marketing of the future is strongly associated with the transition to electronic gadgets, the popularity of social networks and increased trust in the reviews of other buyers. Advertising should be more personalized, better tailored to the needs of customers. One of the small steps in this direction is the use of hidden advertising instead of the usual inserts [3]. In this case, you should pay attention to digital marketing. The decision to buy real estate takes time.



Buyers search and analyze information, look at different options, and then plan their trip and viewings. The final decision is made after one or more viewings of the property.

The main task of digital marketing (and promotion through other channels) is to identify potential buyers who have an interest in real estate, convey information about the property to them, establish contact via phone, information request form, e-mail or instant messengers and agree on a real viewing.

Thus, summing up, it should be noted that the marketing strategy in the real estate industry is well developed. At the same time, it should be noted that the current level of development is not enough to fully cover all age categories. Due to the continuous development of digital technologies, the majority of potential buyers are looking for information on the Internet. Therefore, you need to pay attention first of all to advertising that is distributed on the Internet. Social networks make it possible to most clearly direct marketing information to a specific audience, which the company can select according to the place of residence, year, gender, individual and professional interests of a potential client, however, the company cannot know for sure whether they are currently interested in buying real estate or not. For this reason, this method must be applied deliberately.

LIST OF USED LITERATURE

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