

# 泰德·观唐营销策划方案

## 摘 要

随着我国经济的不断发展、我国城镇化率的提高、人民生活水平的不断提升，对住房的需求日益增加，房地产产业也随之不断发展，逐步发展成为国民经济的重要组成部分。随着大量的投资进入房地产市场，以及政府对房地产市场的科学调控，造成房地产市场竞争不断加强，市场竞争越来越激烈，因此也面临很多的市场营销问题，急需制定科学合理的房地产营销策略和科学的运营规划。在此基础上，本文以梅河市的房地产开发为具体事例，结合相关的营销策划理论，对我国现阶段房地产市场情况进行研究分析，并加深对相关房地产项目和营销策划的关键内容和运作过程的了解和认知，并且为房地产市场营销提供对应的科学规划。笔者主要对市场营销的策划理念和定义进行阐述，然后从该理念的四个方面进行详细介绍，分别是目标，系统内容，策划方式和可行性分析。并对市场营销策划过程中的销售方式和产品设计以及市场调研和成果分析等进行研究。通过去调查梅河口市的泰德·观唐房地产项目，进行实证研究，了解到该项目的营销策划面临的宏观环境，并在微观层面上对项目周边的社区环境进行调查，从这两方面分析了泰德·观唐项目的营销规划环境。在市场调研的基础上，以项目自身的营销策划方案为突破口，分析了泰德·观唐项目的具体状况，以及该项目的市场营销策划的情况，了解其产品的市场和形象定位，调查社区产品地价和区域定位现状。除此之外，还提供多种建议来从多个方面来完善和改进该项目的市场营销策划方式，比如项目进度，绩效制度，组织形式和促销模式等。由此可见，在实施房地产项目时，需要加强对科学合理的市场营销策划的关注和重视。

**关键词** 房地产；营销策划；宏观微观

## ABSTRACT

With the continuous development of our country's economy, the rate of urbanization in China, the standard of living of the people, and the demand for housing, the real estate industry has gradually become the pillar industry of the national economy. Due to the rapid investment in the real estate market and macro-regulation of the real estate market, the real estate market competition has become more and more fierce, real estate marketing issues have become very important, and it is urgent to carry out effective and practical marketing planning to achieve real estate marketing. Based on this, this article based on the real estate development of meihe city, under the support of marketing planning related theory, to study the current situation of real estate marketing in China, and combined with specific real estate projects, the key content and operation process of real estate marketing planning. Propose the marketing plan of the real estate project. This article summarizes the concept of marketing planning, and introduces the four principles of marketing planning, such as objective, planning, systematic, and feasibility, as well as the work process of market analysis, product planning, sales planning, and effectiveness evaluation. In the empirical study, through the field investigation of the Ted Guantang project in Meihe City, the marketing planning environment of the Ted Guantang project was analyzed from the macro environment and the microenvironment around the community project in the real estate marketing planning in Meihe City. On the basis of market research, the project's own marketing planning plan is used as a breakthrough to analyze the basic situation of Ted Guantang, the current situation of marketing plans, product positioning, community pricing, image positioning, and regional positioning. Finally, the author puts forward the corresponding suggestions to the marketing planning of

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