

# **某房地产公司市场营销策略研究**

## **摘 要**

在国家“一带一路”倡议背景下，房地产行业已成为我国经济发展的支柱型产业之一，虽然在发展上与国外地区相比时间更晚，不过发展速度维持在较高水平，能够体现出稳步增长的良好趋势。但是，随着我国房地产市场竞争越来越激烈。某房地产企业借鉴国内其他一些城市房地产营销策略的方法，已经完全不能满足目前的市场营销状况，而且与当地区域环境发展的切合度不高。目前，当地房地产企业已陆续开始加强改革与创新，努力在营销策略上寻找新的突破口。因此，论文选取某房地产营销市场进行研究，对当地的房地产市场发展具有一定的现实意义和实践价值。论文主要包含四个部分，首先，对相关理论知识进行了分析，并分析房地产当前存在的问题后，从产品、价格、渠道、促销四个方向，制定了项目的营销策略；最后，就如何有效实施某房地产企业的营销策略，提出了保障措施。将理论与项目实际情况相结合进行分析，为房地产企业后续营销体系的建立提供合理的依据。不仅对某房地产公司提高项目销量有一定的帮助，而且对我国房地产企业改进和优化营销策略也具有借鉴意义。

**关键词：**房地产；市场营销；营销策略；房地产公司

## **ABSTRACT**

Under the background of the national “One Belt One Road” initiative, the real estate industry has become one of the pillar industries of my country’s economic development. Although it is later in development compared with foreign regions, the development speed remains at a high level, which can reflect steady progress. Good growth trend. However, with the increasingly fierce competition in my country's real estate market. A real estate company has learned from the real estate marketing strategy of some other cities in China, which can no longer meet the current marketing situation, and it is not compatible with the local regional environmental development. At present, local real estate companies have gradually begun to strengthen reform and innovation, and strive to find new breakthroughs in marketing strategies. Therefore, the paper selects a certain real estate marketing market for research, which has certain practical significance and practical value for the development of the local real estate market. The thesis mainly consists of four parts. First, after analyzing the relevant theoretical knowledge and analyzing the current problems in real estate, the marketing strategy of the project is formulated from the four directions of product, price, channel and promotion; finally, how to be effective Implemented the marketing strategy of a real estate company and put forward safeguard measures. Combining the theory with the actual situation of the project for analysis, provides a reasonable basis for the establishment of the follow-up marketing system of real estate enterprises. It is not only helpful for a certain real estate company to increase project sales, but also has reference significance for improving and optimizing marketing strategies of Chinese real estate companies..

**Keywords:** real estate; market competition; competitive strategy; real estate company

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