
房地产企业微博营销方式研究-以重庆万科为研究对象

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摘要

随着社会经济的发展，房地产行业的发展也非常迅速，为我国的国民经济增长做出了巨大的贡献。房地产的涵盖范围包括社会的各个行业，也就是说，房地产需要跟社会的各个主体打交道，所以，其营销能力必须不断提高。近年来，全球互联网科技发展迅速，借着互联网的发展热潮，好多行业对自身的营销方法进行了改革，由传统的实体营销模式向新型营销模式转换，微博营销就是互联网发展的产物，也是营销界的新生力量。微博是一个非常大的平台，拥有大量的忠实使用客户，微博最大的特殊就是与使用客户间的互动，企业通过微博将产品推广出去，希望可以通过这种互动的模式，开发出其潜在的价值。网络营销的出现使社会的各个行业的营销模式都发生了改变，房地产当然也不例外。

本文通过对房地产营销方案的研究，对目前房地产微博营销的运作方式进行分析。文中主要针对重庆的万科房地产公司运用的微博营销方式进行了研究，通过研究总结其在实施微博营销中实际存在的问题，针对问题和房地产行业的特点给予有效的解决方案。希望对房地产企业实施微博营销能有所帮助。

关键词:微博;房地产营销;微博营销;运作方式

Abstract

With the development of social economy, the real estate industry has also developed rapidly, which has made great contributions to the national economic development of our country. The scope of real estate covers all areas of society. In other words, real estate needs to deal with various topics in society, so marketing capabilities must be constantly improved. In recent years, with the development of the Internet boom and the rapid development of global Internet technology, many industries have reformed their unique marketing methods from traditional physical marketing models to new marketing models. Microblog marketing is a product of the development of the Internet and a new force in the field of marketing. Microblog is a very large-scale platform with many loyal users. The biggest feature of microblogs is dialogue with users. Companies look forward to promoting products through microblogs and developing potential value through this interactive model. With the advent of network marketing, the marketing model of various industries in society has changed, and real estate is no exception.

Through the research of real estate marketing scheme, this paper analyzes the operation mode of real estate micro blog marketing. This paper mainly focuses on the micro blog marketing method used by Vanke Real estate company in Chongqing, summarizes the actual problems in the implementation of micro blog marketing, and gives effective solutions for the problems and the characteristics of the real estate industry. It is hoped that the implementation of micro blog marketing for real estate enterprises can be helpful.

Keywords: microblog; real estate marketing; microblog marketing; operation mode

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