

三河市链家房地产经纪有限公司的网络营销

策略分析

摘 要

在中国，与房产相关的经纪服务公司起步较晚，近些年以来由于受到国家政策的影响，整体呈现了下降的趋势，但在适应政策之后又另辟蹊径。而现在国家对于某些重点城市中房地产市场实行了政策干预，使得房产经纪公司一贯使用的营销模式已不再适宜当前的社会环境，只有进行改变，需要在合法合理的情况下采用新的营销策略。从 4R 营销理论的角度针对公司的发展现状进行分析，为了适应新的社会环境，不断进行变革进而发展下去，所要采取的新的营销模式及策略。

以三河市链家房地产经纪有限公司为研究对象，采用 SWOT 分析法、文献分析法、归纳演绎法等分析方法，针对现阶段链家整体营销策略的现状及其不足做了研究，主要分析了链家地产整个营销过程，包括分销渠道、外部广告宣传方式、便民服务无人问津等情况，提出了一些新的措施，需要采取这些措施来促进链家的发展，开辟新的房产经纪人的局面。为此建议企业应当做好自身品牌定位——服务创造关联，口碑营销——树立良好的客户反馈，合作共赢——收获的前提是付出，网络营销——提高知名度曝光度，以期得到更好的发展及社会认同。

关键词：中介；营销现状；新对策

ABSTRACT

In China, the brokerage service companies related to real estate started late. both a young industry and a booming industry, and in recent years due to the impact of national policies, the overall trend of decline, but after adapting to the policy to find another way. Now the state has implemented policy intervention in the real estate market in some key cities, which makes the marketing mode that real estate brokerage companies have always used is no longer suitable for the current social environment, only to change, we need to adopt new marketing strategies under the legal and reasonable circumstances. This paper analyzes the development status of the company from the perspective of 4R marketing theory. In order to adapt to the new social environment, make continuous changes and develop, new marketing models and strategies should be adopted.

Taking Sanhe City chain home real estate brokerage Co.Ltd. The research focuses on this SWOT analysis of the role of the USA, bibliographic analysis, inductive deduction and other methods of analysis. The current situation and shortcomings of the overall marketing strategy of chain home, mainly analyzing the whole marketing process of chain home real estate, Including distribution channels, external advertising, convenience services and so on, some new measures are proposed, which need to be taken to promote the development of chain home and open up a new situation of real estate agents. Therefore, it is suggested that enterprises should do a good job in their own brand positioning - Service Creation Association, word-of-mouth marketing - establish good customer feedback, win-win cooperation - the premise of harvest is to pay, network marketing - improve the visibility exposure, in order to get better development and social recognition.

Key words:intermediary;marketing current situation;new countermeasures

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