

中国房地产新的营销方式——体验营销

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摘要: 随着我国房地产市场的发展和人们生活水平的提高, 购房者情感精神层面的体验需求被不断激发和释放出来, 并在消费行为中显现出越来越重要的地位。现今天, 体验经济时代到来, 传统的战略优势, 如自然资源、规模经济、资金与技术已经不再成是必然的。一种利用创新心理和精神上得营销手段在未来的房地产竞争中打开局面, 那就是体验营销。

关键词: 发展 房地产 营销 中国

The competition of enterprises in the product , price , promotion , services lead to the fast copy from each other for Regulated market and transparent information. The Long - term competitive advantage can be impossible. the same time , buyers put their eyes on psychological effects instead of purchase products simply in the material modern society , So the old marketing model is no longer to meet the consumer's demand.

I think the developers would not have strong competitiveness unless through psychological and spiritual marketing tools. They should emphasis on improving the usage value , carrying out various communication activities , improving the needs of customer experience for customer's material satisfaction and spiritual. In a conclusion , what I said about is experiential marketing , which is appearing in the real estate industry.

1. The effects of the value evolution on the real estate marketing

With the change in values , the trust of customers on advertising is reducing gradually. In fact , what the customer more concerned about is the details of the real experience , if a good brand makes customer a comfortable experience from details , it must be ten times better than advertising.

2. the characteristics of real estate experience marketing

The main features of the real estate experiential marketing are as follow intangibility , continuity , interactivity , subjectivity.

3. applications of experiential marketing in the real estate industry

The emotional behavior of consumer is divided into seeing , hearing , using and participating during the entire process of marketing and the ability to emotional information should be made full use of.

In my opinion , the real estate experience marketing can be divided into three phase : marketing before experience , marketing during experience , marketing after experience.

I . Marketing before experience

Marketing before experience is a stage of critical significance. The major contents of this stage include the analyses of interior and exterior situation of developers and marketing models , the analyses of customer experience expectation and the expectation design.

Through analyzing the experience world of the customers , we can obtain the deepest thoughts of customers' heart. The property developers should analyze the business environment and living environment of customers , which include the social culture factor , the experience demands and expectations of customers and the living style. The developers need to relate the broad living style to the using situation of the products , which include the quality and function of the products , the popularity and favorability of the brand and the sale situation of the product. Meanwhile , they should also consider the related conditions of the competitors , partners , and the whole industry. At last , they should relate these situations to the brand. That is to say , the developers separate themselves with other developers by the customer experience , which is the consumption artistic conception when people purchase houses rather than the products.

II . Marketing during experience

The marketing during experience is a process of exerting experience. In this process , customers can directly participate in the experiences. The experience platform should be carried out in the contact with customers. Consequently , we need to process control to the experience locale and guide the customer experience to effectively develop activity according to the theme clue of the experience design so as to realize the experience expectations of customers to the maximum limitation. The property developers can make the homebuyers take part in the activity by organizing and developing activities periodically. The best place is the product real scenery area. The homebuyers can really sense the environment and culture of the community by participating in the activity. The activity can also elevate the emotions between the neighborhoods. It is a very effectively way to promote the consumption of homebuyers. Nowadays , more and more developers are aware of this point. Activities of bonfire festival , owner trip , gourmet festival and others are put on in the developers. The fact proves that it truly has distinct effect for promoting the house sale.

III . Marketing after experience

The marketing after experience is the process of communication and feedback. The purpose of experiencing is to deepen the understandings of homebuyers to the product and service so as to improve sale. However , it is also for further recognizing the psychological needs of homebuyers. Consequently , if you want to obtain the feedback information of the homebuyers when they experience , understand their expectations and enhance the communications with homebuyers , on the one hand , you should process the expectation re - analyze to the points that the homebuyers feel unsatisfied in order to design the experience again , constantly improve the experience and make it more accord with the demands of customers; on the other hand , you can exceed the expectations of customers , realize the comprehensive satisfaction of homebuyers , establish the customer loyalty of enterprises and maintain the long term growth and profit of enterprises. Wanke real estate has a lot points that are worth our reference in this aspect. The filling of the questionnaire after experiencing , the telephone call back of sales representative , the periodical report of the project construction schedule are all good methods of understanding the experience feelings of the homebuyers.

For me , real estate developers should be aware of the concern: modern marketing has entered the " era of body experience " , the characteristics and environment of the real estate industry have been changed. Consumer behavior has also been great changes , which requires enterprises to take appropriate marketing tool. Currently , the company has experienced the new value brought by the " experiential economy " - - " Consumer experience " . It become the new consumer value that the consumer buying and pursuing.

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