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A Study On Lead Generation On Social Media Platform In Real Estates

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ABSTRACT

This study analyses the strategic use of social media platform like Facebook, Instagram, LinkedIn, and YouTube by real estate agents to draw in, interact with, and win over new customers. For real estate marketers and agents looking to maximize their digital marketing efforts, the study also looks at the cost-effectiveness and conversion rates of social media leads in comparison to more conventional approaches.

In addition to identifying the most effective platforms in terms of reach, engagement, and lead conversion, the study also examines the kinds of content that draw audience interest and encourage interaction, including virtual property tours, client recommendations, helpful posts, and influencer partnerships. The role of advanced features like Facebook Ads Manager, the platform Stories, LinkedIn Sponsored Content, and YouTube is examined in detail to understand how they contribute to lead generation effectiveness.

Keywords: real estate marketing, social media, lead generation, Facebook Ads, YouTube.

1. INTRODUCTION

Social media has become a potent tool for marketing and customer engagement in a variety of industries, including the real estate sector, thanks to the quickly changing digital landscape. More focused and interactive online strategies are gradually replacing and supplementing more conventional lead generation techniques like cold calling, hoardings, and newspaper ads. Among these, social media sites like Facebook, Instagram, LinkedIn, and YouTube have become well-known due to their capacity to deliver tailored content to a wide range of users. Finding and fostering possible buyers, sellers, or renters who show interest in property-related services is known as lead generation in the real estate industry. With features like live virtual tours, direct messaging, targeted advertisements, and real-time interaction, social media offers the perfect environment for this process and helps to pique the interest and trust of potential customers.

This study intends to investigate the methods used, the efficacy of different platforms, the difficulties encountered in this digital endeavour, and how real estate companies use social media to produce high-quality leads. For real estate marketers looking to remain competitive in a crowded market, knowing the dynamics of social media-driven lead generation has become essential due to rising smartphone penetration and the growing influence of digital-first behaviour among property seekers

Social media platforms such as Facebook, Instagram, LinkedIn, Twitter, and YouTube offer dynamic and interactive ways to engage with potential customers. These platforms not only allow for widespread visibility but also enable personalized, targeted communication that can significantly improve lead quality. Real estate companies are now investing heavily in content creation, paid advertisements, influencer partnerships, and interactive campaigns to attract, engage, and convert online users into potential property buyers or renters.

1.2 Importance of Lead Generation in Real Estate

Since lead generation has a direct impact on sales and revenue, it is an essential component of the real estate industry. A "lead" is a prospective client who has expressed interest in a product or service and is probably going to proceed with the purchase. The ability to consistently generate and convert leads can mean the difference between success and stagnation in the fiercely competitive real estate market. Good lead generation techniques foster relationships and establish trust with potential customers, which not only boost the number of inquiries but also increase the likelihood of closing deals.

2.REVIEW OF LITERATURE

Chaudhary & Jain (2024) discuss how social media sites, especially Facebook and Instagram, can improve real estate marketing. They discovered that by offering a venue for face-to-face communication with prospective purchasers, these platforms assist real estate firms in increasing client engagement. Furthermore, the study emphasized how social media helps generate leads through customer reviews, visually appealing property posts, and targeted advertisements, all of which increase brand awareness and sales prospects in the real estate industry.

Gupta Patel (2023) They discovered that mobile apps and location-based services are essential for enabling real-time customer interactions and enabling prospective buyers to easily peruse properties from their smartphones. The study highlighted the ways in which mobile marketing improves user experience by providing Easy access to listings and tailored property recommendations speed up the sales process and increase client interaction.

Smith et al. (2022) 93% of prospective homeowners get their information about properties primarily from online sources, highlighting the need for real estate companies to implement digital strategies. According to the authors, companies that spend money on content marketing and digital advertising see a sharp rise in sales and inquiries.

Rumman Hassan(2021) Recent years have seen a dramatic shift in China's real estate market due to factors like growing urbanization, shifting consumer tastes, and developments in digital technology. The impact of digital marketing on real estate has grown as it continues to influence other industries .Digital marketing tactics have an impact on business operations and consumer behaviour in China's real estate market. By utilizing both main and secondary data, this study attempts to assess how well digital marketing engages customers, boosts sales, and expedites real estate transactions.

Miller (2020) Due to its influence on how prospective buyers look for properties, engage with listings, and make decisions about what to buy, digital advertising has completely changed how consumers behave in the real estate market. Real estate companies can now interact with customers more successfully thanks to the development of online platforms, targeted advertising, and data-driven marketing, which increases conversions and speeds up sales

3.OBJECTIVES OF THE STUDY

1. To analyse how social media is used in real estate marketing.
2. To examine how social media platform like Facebook and Instagram support lead generation and consumer interaction.
3. To evaluate the effect of social media strategies on sales performance and brand visibility.

4.RESEARCH METHODOLOGY

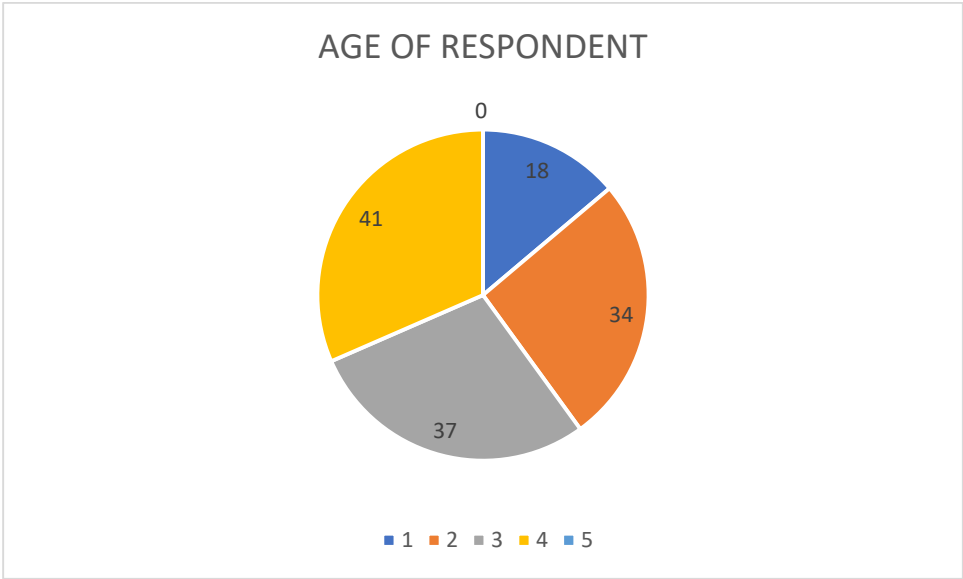
The study will use a purposive sampling technique to select real estate companies, marketers, and homebuyers actively engaging with social media platforms. A sample size of approximately 130 respondents (including real estate agents and prospective buyers) will be targeted to ensure a diverse range of perspectives. Stratified random sampling for customers across different demographics (age, location, property preference). Purposive sampling for real estate customers who have completed purchases via social media leads.

5.ANALYSIS AND INTERPRETATION

5.1TABLE SHOWING THE AGE OF RESPONDENT

S.NO	AGE	NO OF RESPONDENT	PERCENTAGE
1.	18-25	18	14%
2.	26-35	34	26%
3.	36-45	37	29%
4.	Above 45	41	32%
	TOTAL	130	100

Chart-1

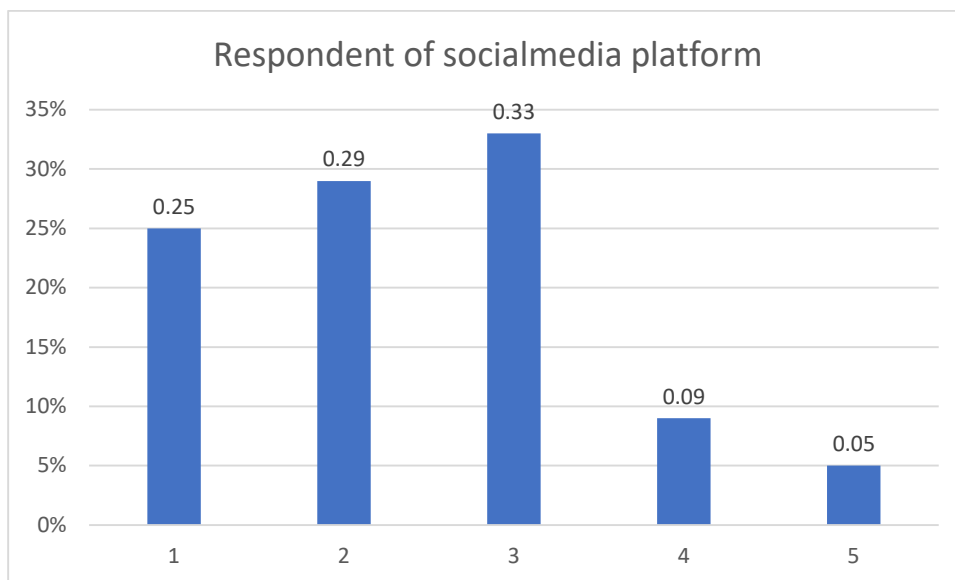


From the above table, it was found that 14% of respondents are under 18-25. 26% of respondents are under 26-35. 29% are under 36-45. 32% of respondents are under 46-55. It is inferred that most of the respondents are above 45.

5.2 TABLE SHOWING THE SOCIAL MEDIA PLATFORM WHICH PREFER FOR REAL ESTATE- RELATED SEARCHES

S.NO	SOCIAL MEDIA PLATFORMS	NO OF RESPONDENT	PERCENTAGE
1.	YouTube	32	25%
2.	Instagram	37	29%
3.	Facebook	43	33%
4.	LinkedIn	11	9%
5.	Twitter	7	5%
	TOTAL	130	100

Chart-2

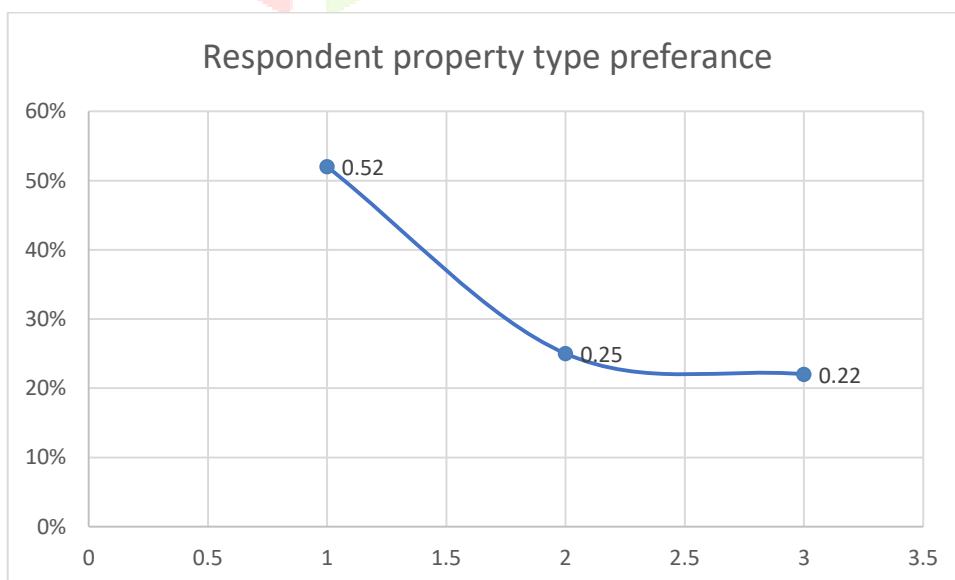


From the above table it is found that 25% respondent under youtube, 29% respondent under Instagram, 33% respondent under Facebook, 9% respondent under linkedin, 5% respondent under twitter. It is inferred that most of the respondents are Facebook.

5.3 TABLE SHOWING THE TYPE OF PROPERTY ARE YOU MOST INTERESTED

S.NO	PROPERTY TYPE PREFERENCE	NO OF RESPONDENT	PERCENTAGE
1.	Residential	68	52%
2.	Rental properties	33	25%
3.	Investment	29	22%
	TOTAL	130	100

Chart-3

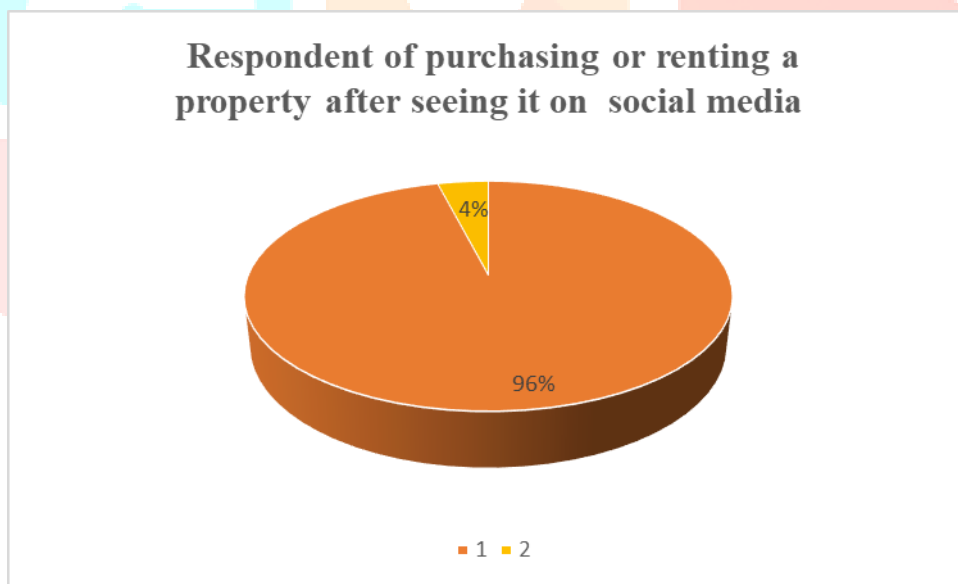


From the above table it is found that 52% respondent under residential, 25% respondent under rental properties, 22% respondent under investment. It is inferred that most of respondents are residential.

5.4 TABLE SHOWING THE CONSIDERED PURCHASING OR RENTING A PROPERTY AFTER SEEING IT ON SOCIAL MEDIA

S.NO	PURCHASING OR RENTING A PROPERTY AFTER SEEING IT ON SOCIAL MEDIA	NO OF RESPONDENT	PERCENTAGE
1.	Yes	125	96%
2.	No	5	4%
	TOTAL	130	100

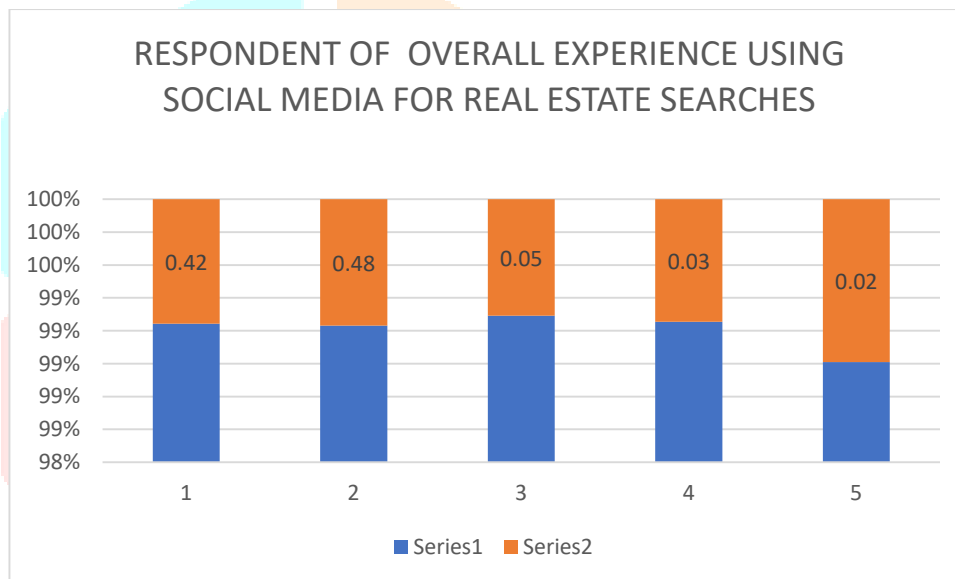
Chart-4



5.5TABLE SHOWING THE RATE YOUR OVERALL EXPERIENCE USING SOCIAL MEDIA FOR REAL ESTATE SEARCHES

S.NO	RATE YOUR OVERALL EXPERIENCE	NO OF RESPONDENT	PERCENTAGE
1.	Excellent	55	42%
2.	Good	62	48%
3.	Neutral	7	5%
4.	Poor	4	3%
5.	Very poor	2	2%
	TOTAL	130	100

Chart-5



From the above table it is found that 42% respondent under very excellent, 48% respondent under good, 5% respondent under neutral, 3% respondent under poor, 2% respondent under very poor.

It is inferred that most of the respondents are good.

6.FINDINGS

- Majority of respondents fall in the age group above 45, followed by 36–45.
- Facebook is the most preferred social media platform for real estate-related searches.
- Instagram and YouTube are also popular, while LinkedIn and Twitter are less commonly used.
- 92% of respondents have contacted a real estate agent or seller through social media.
- Most respondents rated their overall experience as good or excellent.

SUGGESTIONS

- To give more precise information, state the precise proportion or total number of responders in each age group.
- To measure Facebook's dominance, show what proportion of respondents said they preferred it.
- To make comparisons easier, think about displaying each platform's percentage usage.
- To show the impact, clarify if this resulted in actual purchases or inquiries.
- For completeness, give precise percentages for each rating category (good, excellent, fair, and poor).

7.CONCLUSION

In to research, social media platforms are becoming an increasingly important tool for generating leads in the real estate sector. According to the data, a sizable section of the audience actively engages with property-related content on the internet, particularly those over 45. Because of their visual appeal, interactivity, and large user bases, platforms like Facebook, Instagram, and YouTube have become the most efficient means of connecting with prospective tenants and buyers. High levels of satisfaction and confidence in social media listings indicate that people view digital platforms as reliable sources of real estate information in addition to being convenient. The demand for experience-driven, educational marketing strategies is further supported by the growing popularity of captivating content formats such as virtual tours, client endorsements, and market insights. These platforms are now essential components of the modern property buyer's journey rather than merely supplemental tools, as evidenced by the fact that the majority of respondents have dealt with agents and even contemplated purchases based on social media content. When utilized properly, social media can be a low-cost, high-impact way to create high-quality leads and establish enduring connections with customers.

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