

Only 5% of real estate firms in BPCC membership have sufficient online presence

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Only two out of 42 real estate companies within the BPCC's membership are making the most of online social media to boost business.

The last few years have witnessed an explosion in online marketing and brand awareness through the social media platform, with people no longer interested in or receptive to traditional advertising or marketing campaigns, which are becoming increasingly expensive and decreasingly effective.

They now want to hear directly from the brand – and they want you to answer their question: Why should I use your products or services?

Let's take a look at how social media marketing is happening for real estate companies on a global scale. There are only two BPCC members, that is 4.7% of the real estate sector members, that have got it exactly right.

Examples to follow

Cushman and Wakefield, one of the world's largest real estate services firms with headquarters in New York, and offices based all over the world including Warsaw, has harnessed the power of social media by offering a visually stimulating, highly interactive website with videos, links, and RSS feeds as well as profiles and active updates on both Twitter and Facebook, posting the latest company and industry insider news. Twittering on multiple profiles from different office locations globally, they stay in touch with the real estate industry and their clients, contribute their ideas and views, and keep us updated – staying fresh and relevant. They know it's the smart way to position themselves as 'in the know' experts and movers and shakers in the industry,

getting a much wider audience in a non-industry specific, relaxed and conversational atmosphere.

Conject AC, Europe's leading Infrastructure Lifecycle Management service provider, is headquartered in Munich with offices in Europe and Dubai. Their website, an online platform that provides IT solutions across the real estate sector – offers an updated and highly interactive features including live demos of their online services as well as videos, invitations to enter a phone number to have a company representative call right back, 22 different language options, and links to follow them on Twitter. Quite simply, they make it easy and inviting for the end-user to talk to them. But a company doesn't have to be a big multinational to need social media – or to have it work for them.

A locally-based company in Poland has been adventurous on Facebook

Iglica Neurochomości, a real estate agency founded in 1998 in Wrocław which supplies comprehensive real-estate services within the territory of Poland, recently started using the power of Facebook to reach out to property sellers, buyers, and potential tenants. Regular updates with clear and bright pictures of properties' interiors and exteriors, special offers, and tips for home-owners looking to increase the likelihood of selling their homes, make a great start for this Polish company on the online social media frontier.

How does the real estate industry current online presence measure up?

We did our research and found that:

- 7% of the BPCC real estate members are on the right track

- 57% of the BPCC real estate members have good, working websites but with no-updates or active outreach into social media. Of these, only 55% with good, working websites have regular news updates and multilingual interfaces, but no active outreach into social media
- 35% what we would term 'dead' websites – which amounts to little more than a business card or flyer online with basic company information, and absolutely no activity online on social media platforms