

The impact of digital marketing in Dubai

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1. Action Research Topic: The impact of digital marketing in Dubai.

2. Abstract

The Dubai real estate market is essential to the national economy. The real estate market in Dubai has benefited greatly from the growing disposable incomes of the city's urban population and middle class. Digital marketing is the new avenue for real estate agents and brokers to promote themselves in the big data world of today. Internet-based product and service promotion is increasingly commonplace. Consumers who are considering buying real estate frequently use the internet to conduct independent research. Consequently, the real estate sector has to be ready for its reputation to be enhanced by search engines, business websites, and social media accounts, as well as for its client communication skills to be enhanced. This study examines how digital advertising has impacted consumer behaviour and company operations in the Dubai real estate sector. The study examines the condition of real estate and digital marketing in Dubai using primary and secondary data as well as one instance. This study aims to present the results of quantitative research on internet marketing tactics used by the real estate sector. Customers have found that websites of real estate companies provide quantifiable data. Certain companies provide online chat services. While many companies have Facebook accounts, not all make good use of them. Real estate agents should do a better job with digital marketing. Different social media platforms have an impact on real estate product (REP) marketing in the area under study. Therefore, all estate surveying and valuation firms in growing locations need to adopt the worldwide paradigm shift to online REP marketing over outdated methods in order to boost real estate productivity.

3. Rationale for the Research

The rationale for the study stems from the significant impact of internet-based purchasing and advertising on the real estate industry. According to Haleem et al. (2022), digital marketing enables marketers to instantly interact with customers and advertise goods and services. Digital marketing can now meet client requirements more quickly because to social media, smart devices, and online marketing. E-commerce and digital marketing have benefited and plagued the real estate sector. Conventional transaction methods, the function of intermediaries and agents, and established businesses' ability to deliver outstanding customer service are all under threat (Reedy, 2023). Convenience and usability of digital marketing in real estate have been researched. The success of digital marketing has increased significantly in the last several years, but it still depends on how interactive service providers are (Dabara et al., 2018).

Consequently, examining the digital marketing impact of Vincitore Real Estate Development LLC Organisation in Dubai may highlight both its opportunities and obstacles within the ever-evolving digital landscape.

This research looks at the digital marketing strategies used by Vincitore Real Estate Development LLC Organisation in Dubai, including online advertising, social media marketing, website optimisation, and communication through smart devices. This study sheds light on the ways in which digital marketing enhances the organization's marketing endeavours and outcomes, in addition to the digital challenges and opportunities facing the real estate sector. By using digital marketing, the business may stay competitive, accomplish its objectives, and improve its marketing strategies.

3.1 Background of the study.

One of the most significant means of communication between businesses and their customers these days is the Internet. The exponential increase in Internet usage has had a significant impact on consumer behaviour (Jie et al., 2022). Both consumers and companies regard the Internet as a crucial tool for making educated decisions in the current world. Numerous academics investigated how the Internet affected companies. The real estate sector depends heavily on the Internet, according to Majumder, Biswas, and Razali et al. (2014) and their research from 2022. Rowley believed that homes might be successfully marketed online. Real estate websites are utilised for advertising, claim Razali et al. (2014). Real estate companies to sell these homes quickly use all marketing techniques. Studies show that real estate companies use the internet to inform and market to its clientele. Real estate companies can network with potential customers and provide them all the information they need to make informed decisions by using technology. Getting information is an essential step in the purchasing process (Matidza, Ping, & Nyasulu, 2020). Nowadays, a lot of the initial research for consumers is done online. Numerous scholarly investigations have emphasised the necessity of superior material on business websites (Garett et al., 2016; Kapoor et al., 2018).

By constructing and marketing state-of-the-art flats, Vincitore Real Estate Development LLC seeks to enhance Dubai's real estate industry. High-quality places are created by this Dubai real estate development business for both the present and the future (Investment Dubai Property, n.a.). This property developer in Dubai creates gorgeous real estate developments that are well liked by clients. This developer of real estate in Dubai aims to satisfy customer demands. Vincitore Real Estate Development LLC, located in Dubai, strives for excellence and

reliability. This developer serves a large number of investors and homebuyers in Dubai. This developer of real estate in Dubai fulfils the dreams of homebuyers by creating affordable, high-quality residences. When building each property, they prioritise value, quality, and practicality. Vincitore Real Estate Development LLC, a real estate developer in Dubai, is looking for trust (NV Digital, 2022).

4. Research Questions and Research Objectives

Research Questions

1. What online marketing strategies does Dubai's Vincitore Real Estate Development LLC employ?
2. How does digital marketing impact the visibility and brand awareness of Vincitore Real Estate Development LLC in Dubai?
3. What impact does digital marketing have on lead generation and conversion rates for Vincitore Real Estate Development LLC in Dubai?
4. What obstacles and constraints does Vincitore Real Estate Development LLC in Dubai face because of using digital marketing?

Research Objectives:

- • To assess the internet marketing efforts of Vincitore Real Estate Development LLC in Dubai.
- • To evaluate the brand recognition and visibility of Dubai's Vincitore Real Estate Development LLC through digital marketing.
- • To ascertain the impact of digital marketing on Vincitore Real Estate Development LLC's lead generation and conversion rates in Dubai.
- • To evaluate the digital marketing implementation concerns of Vincitore Real Estate Development LLC, a Dubai-based company.

By addressing these research questions and objectives, the study can add to the body of knowledge and advise Vincitore Real Estate Development LLC in Dubai's digital marketing strategy.

4.1 What is/are to be achieved at the end of the study?

The goal of the investigation is to comprehend the performance and outcomes of the Vincitore Real Estate Development LLC Organisation in Dubai as it relates to digital marketing. Lead

generation, brand exposure, website traffic, and other performance metrics are taken into consideration when assessing Vincitore Real Estate Development LLC's digital marketing activities (Emirates. Estate Property in UAE, n.a.). The most effective digital marketing channels for the company, including social media, SEO, email marketing, and others, are also identified by the study (Dhivehi et al., 2021). The impact of digital marketing on consumer engagement, satisfaction, and loyalty may also be investigated in this study. The purpose of the study is to demonstrate how digital marketing has impacted Vincitore Real Estate Development LLC Organisation in Dubai.

5. Literature Review

5.1 Introduction

Global businesses may advertise their goods and services, connect with their target market, and accomplish their marketing objectives with the aid of digital marketing (Makrides, Vrontis, &Christofi, 2019). Digital marketing is crucial for attracting potential buyers and creating leads in the competitive real estate industry, where consumer behaviour is evolving. Leading developer of real estate in Dubai, Vincitore Real Estate Development LLC, recognises the value of digital marketing (Emirates.UAE Estate Property, n.a.). The main goal of this chapter is to evaluate pertinent material. It includes both theoretical and empirical studies.

5.2 Critical analytical review of relevant past research.

5.2.1 Theoretical Overview

The theoretical framework that forms its foundation (Kivunja, 2018) can only support the theory of a research study. The theory that explains why the research problem exists is presented and defined in the theoretical framework. The researcher talks about the hypotheses that, in their opinion, are crucial to the inquiry in this part. A summary of several theoretical frameworks, including comparative and evaluation methods, is provided.

Evaluation Theory

According to Peterman (2021), consumer plans will propel the rise of real estate. He believes that the marketing of real estate would be more impacted by digitalization. Real estate choices must thus be thorough in order to prevent entrenched interests from monopolising the market. In the real estate business, digital marketing tools are replacing brokers and agents. Without the need of brokers, digital marketing enables property purchasers to shop online (Gravatt, 2018). On the other hand, dishonest and unidentified people might utilise the internet to scam unsuspecting buyers, damaging the real estate industry. The assessment theory acknowledges

that in order to assist purchasers in making educated judgements, it is necessary to employ conventional techniques, such as employing land values with physical addresses and offices (for legal reasons) (Makrides, Vrontis, &Christofi, 2019).

Comparative Approach Theory

According to the comparable approach hypothesis, prior transactions determine the value of real estate properties (Squires &Heurkens, 2014). As a result, sellers typically base their pricing on comparable in the market. This is accomplished by modifying real estate prices. According to this theory, market pricing is determined by comparisons of property prices. Investors favour market prices and fear being victimised. Regretfully, businesses are unable to reduce prices in order to increase sales. Pricing comparisons guarantee market order and keep vendors from overcharging. Property value is increased by digital marketing technology, especially social media. Digital platforms may be utilised to carve out a niche by focusing on customers who are willing to pay for the value of the product, as opposed to comparing rivals (Li, 2022). By improving their image, real estate items might be more in demand through the usage of digital platforms. You may provide items at rates that clients are ready to pay without having to compare pricing if you can identify a market niche that your rivals are unable to penetrate through digital platforms. According to the comparative approach hypothesis, players in the real estate market may utilise digital platforms to target affluent consumers who are prepared to pay premium rates for real estate. According to the notion, marketers must first provide value by adhering to particular quality criteria in the development of their assets before they can use digital marketing technologies in their campaigns. The similar method argument states that speculation, not digitization, is what determines real estate prices (Luís et al., 2022).

Benefits of digital marketing

Because it is more accessible, online real estate advertising is more successful. Most individuals choose the Internet because it is more convenient, quicker, and all-encompassing than alternative choices (Matidza, Ping, & Nyasulu, 2020).When looking for a real estate agent in Dubai, buyers may find Vincitore Real Estate Development LLC and choose to investigate the business further by reading reviews and looking up relevant subjects. Effective digital marketing techniques are necessary for Vincitore Real Estate Development LLC to flourish in the digital era by drawing in and retaining new clients as well as building and preserving a favourable online reputation (Vardopouloset al., 2023).

Online marketing has the opportunity to reach a far broader audience than conventional advertising media like the phone book or a bench at a bus stop. Thanks to internet marketing, distance is no longer a barrier. The market is growing because it is easy to sell nationwide without setting up local distribution hubs. Compared to traditional methods, online advertising is frequently less expensive (Qurtubi et al., 2022).

Disadvantages of Digital marketing

It is not practical to see how buyers respond to various search phrases or homes while they are looking at properties on the internet. Potential buyers can be convinced to submit an offer by a broker-agent, who can also assist them during the negotiation process and urge their client to sign the contract and finish the transaction (Dumpe, 2015). It is time-consuming to try each of these processes in an online setting. The issue is that choosing a place to reside requires consideration of both intuitive and intellectual elements. Individuals may comprehend everything, but while emotions are running high, they may still make bad decisions because different people have different utility functions. A skilled broker agent will carefully reevaluate the search during talks by posing straightforward questions, offering unbiased observations, and drawing conclusions about the client's underlying goals. If the search yields negative findings, the agent has the option to adjust the approach or end the partnership amicably (Veleva & Tsvetanova, 2020).

Empirical Review

Digital platforms offer a greater ability to address issues in the real estate industry, claims Kankaanpa (2015). Though it seems promise, the internet of everything and information modelling platforms have not yet been developed for real estate.

Cell phone marketing and its impact on business performance

Corbett (2014) claims that real estate professionals use "shotgun" approaches, which makes digitalization useless. For example, updating Facebook friends about property upgrades does not drive visits from customers (Corbett, 2014). According to Digital Property Group (2014), the digital platform used by the real estate sector increases sales. Raina & Horne used Facebook, a brand-new real estate company, to sell their first home. Rising real estate companies are therefore more adept at concluding deals than established ones.

Email Marketing and Business Performance

Informing current or future customers about a product or service is known as email marketing. Businesses are using direct digital marketing to boost product familiarity, consumer trust, and

brand loyalty. Digital marketing allows for the quick advertising of goods and services (Etim et al., 2021). Compared to conventional kinds of exposure like advertisements and media coverage, it is less costly. Using eye-catching graphics, text, and links, a business may get people to notice its goods and services. Sabbagh's study from 2021 indicates that email marketing is a cheap means of enhancing client connections. Emails with product details, special offers, files, and connections to websites may draw in customers, retain them as subscribers, and promote brand loyalty.

Real Estate Email Marketing Best Practices



Figure 1: E-mail marketing (Sabbagh, 2021).

Conceptual Framework

According to Jabareen (2009), a conceptual framework is a system of related ideas that operate together to describe a situation. The conceptual framework connects all the study title, objectives, procedures, and literature review. The independent-dependent connection is depicted in Figure 2. A conceptual framework explains the impact of digital solutions, social media, email marketing, and mobile marketing on business performance.

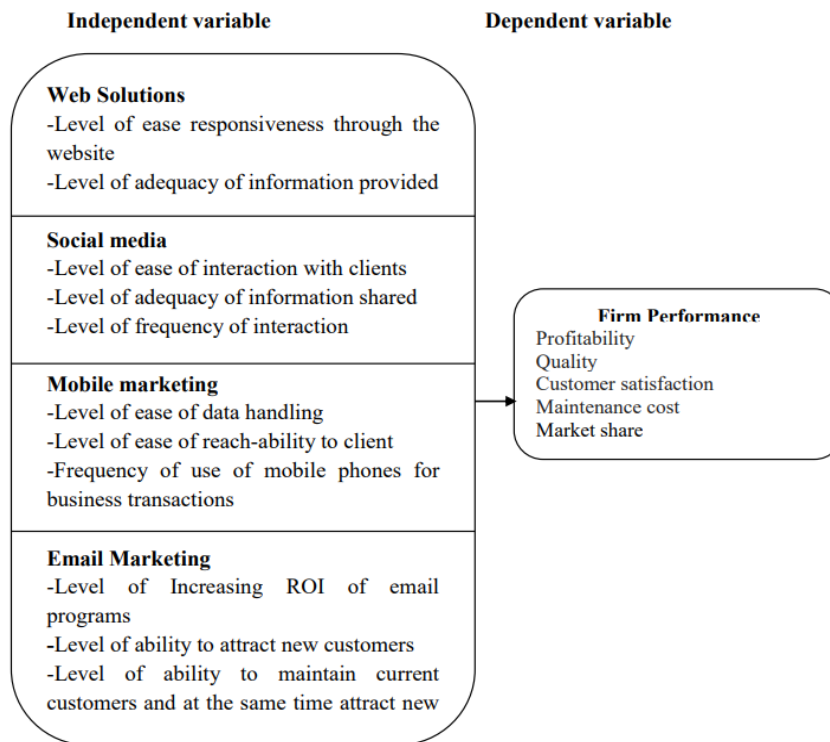


Figure 2: Conceptual framework (Jabareen, 2008).

6. Methodology

6.1 Description of participants of the study

Key stakeholders, prospective clients, and people who have connected with the firm through digital marketing will all be included in the research on the influence of Vincitore Real Estate Development LLC Organisation in Dubai. A representative and diverse research sample will be selected by purposeful selection (Palinkas et al., 2015).

Executives and marketing from Vincitore Real Estate Development LLC will participate in the research. The company's digital marketing strategies are created, implemented, and overseen by these people. In the research, the CMO, marketing managers, and experts in digital marketing will talk about the digital marketing methods used at Vincitore Real Estate Development LLC's Dubai real estate projects. They could talk about the company's digital marketing objectives, approach, methods, assets, challenges, and achievements, as well as how it affects business operations. Prospects for digital marketing for Vincitore Real Estate Development LLC will also be important players (Li, 2022). These might include users of the company's website, posts on social media, online forms for inquiries, and online advertising campaigns. These participants will talk about how digital marketing influences their purchases, their opinions of brands, how they engage with digital material, and how they make decisions. It will be easier to assess Vincitore Real Estate Development LLC's digital marketing strategy

for attracting and retaining clients if you are aware of how it influences client perceptions, preferences, and decision-making (Roopa, & Menta Satya, 2012).

Internal and external stakeholders of Vincitore Real Estate Development LLC who may have knowledge of the impact of digital marketing will be included in the study. Competitors, agents, and experts in the Dubai real estate market may fall under this category. Real estate agents and industry professionals may talk about the latest advancements in digital marketing for real estate. Competitors in the Dubai real estate industry could provide benchmarking data and insights on digital marketing tactics. Forty participants will be carefully chosen from various participant categories in order to guarantee a diverse variety of perspectives, experiences, and ideas on how digital marketing has changed Vincitore Real Estate Development LLC Organisation in Dubai. By using purposeful sampling, you can make sure that the participants are both valuable research ideas and representative of the target community. Ethical concerns such as informed consent, privacy, and procedure will be thoroughly addressed in order to guarantee the study's validity and reliability (Sanjari et al., 2014).

In conclusion, a number of significant stakeholders, including potential buyers, consumers, industry experts, real estate brokers, and rivals, will be included in the research on the effects of digital marketing on Vincitore Real Estate Development LLC Organisation in Dubai. The insights, perspectives, and experiences of the participants will facilitate the evaluation of Vincitore Real Estate Development LLC's digital marketing strategies, comprehension of how digital marketing influences customer perceptions and decision-making, and knowledge of digital marketing trends and practises specific to the real estate industry. Purposive sampling and ethical considerations will be applied in the participant selection process to increase study validity and reliability.

6.2 Description of intervention and Data collection tool

6.2.1 Description of intervention

The purpose of this study intervention is to develop and implement a digital marketing strategy for the Dubai-based Vincitore Real Estate Development LLC Organisation. In order to address the research questions and accomplish the study's goals about the impact of digital marketing on the Vincitore Real Estate Development LLC Organisation, a plan will be developed in light of the study's findings.

Among the several techniques and methods that will comprise the digital marketing strategy are pay-per-click (PPC) advertising, social media marketing, email marketing, and search

engine optimisation (SEO) (Kritzinger & Weideman, 2013). These tactics are intended to increase internet visibility for Vincitore Real Estate Development LLC Organisation, increase website traffic, generate more quality leads, and eventually increase sales. The Vincitore Real Estate Development LLC Organization's digital marketing plan will only be successful if the business devotes enough time, funds, and other resources to its execution. The Chief Marketing Officer (CMO) will oversee the strategy's implementation, and the digital marketing team will provide support (Veleva & Tsvetanova, 2020).

6.2.2 DataCollection

Information for this inquiry will be gathered via a questionnaire. A survey will be used to collect data on how Vincitore Real Estate Development LLC has been impacted by digital marketing. The questions and objectives of the research will be made easier to answer by the way the questionnaire is created. The forty people who were selected will get the survey questionnaire through social media and email. The survey's questionnaire will include both free-form and multiple-choice questions. Closed-ended questions will be utilised to get quantitative data. The study team using Google Forms, enabling real-time data collection and analysis (Vasanth & Harinarayana, 2016), will create the questionnaire.

There will be four separate sections to the survey form. Participants' basic information, such as age and gender, will be captured in the first section (Martínez-Mesa et al., 2016). In the second section, participants will be asked about their experiences with digital marketing and how the Vincitore Real Estate Development LLC Organisation has utilised it. The effectiveness of the digital marketing campaigns implemented by the Vincitore Real Estate Development LLC Organisation will be the subject of data collection in the third segment. These programmes were intended to increase the organization's online exposure and presence while also increasing website traffic, lead generation, and conversion rates. The fourth section will include data on the accomplishments and shortcomings of the Vincitore Real Estate Development LLC Organization's digital marketing initiatives.

6.3 Detailed and descriptive data collection

In order to get accurate and descriptive data from the selected participants for their study on the impact of digital marketing on the Vincitore Real Estate Development LLC Organisation in Dubai, the research team will employ a comprehensive and methodical approach. Information for this inquiry will be gathered via a questionnaire.

The survey research technique can be used to gather quantitative data that can help clarify a topic or phenomena. The survey research technique is essential to the study on the effects of digital marketing on the Vincitore Real Estate Development LLC Organisation in Dubai for a number of reasons. Firstly, a large sample size is used in survey research to gather enormous volumes of data. Forty participants will complete the survey in this study, yielding a substantial amount of data for analysis and interpretation in order to ascertain the impact of digital marketing on the Vincitore Real Estate Development LLC Organisation. The survey research approach also arranges for the gathering of data. The survey's questions will be concise, pertinent, and easy to understand. Standardisation guarantees data dependability and validity while lowering bias (Kabir, 2016). Thirdly, variables and connections are measured in survey research. The digital marketing efficacy of Vincitore Real Estate Development LLC Organisation as well as participant views and preferences are measured in this study through the use of rating scales, Likert scales, and other quantitative tools. (2014) Revilla et al. This makes it possible to use statistical analysis to evaluate the significance and strength of variable correlations, so exposing the impact of digital marketing on the organisation.

Regression, correlation, and descriptive statistics can be used to evaluate quantitative data from survey research in order to identify trends, patterns, and associations. In addition to helping draw pertinent findings and trustworthy inferences about the influence of Vincitore Real Estate Development LLC Organization's digital marketing, these statistical analytics have the ability to confirm or refute research hypotheses. The survey research technique and quantitative data in this study are supported by empirical evidence and data-driven insights. Research on the effects of digital marketing on businesses, particularly in the cutthroat real estate sector, is extensive and necessitates empirical data to back up theories. Empirical evidence may be obtained through survey research and quantitative data collecting to bolster digital marketing and real estate development literature.

6. Data Analysis

The finding from the given survey is as follows:-

Age

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	18-30	19	47.5	47.5	47.5
	31-40	12	30.0	30.0	77.5
	41-50	9	22.5	22.5	100.0
	Total	40	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	20	50.0	50.0	50.0
	Male	20	50.0	50.0	100.0
	Total	40	100.0	100.0	

How familiar are you with Vincitore Real Estate Development LLC in Dubai?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not familiar at all	3	7.5	7.5	7.5
	Not very familiar	8	20.0	20.0	27.5
	Somewhat familiar	17	42.5	42.5	70.0
	Very familiar	12	30.0	30.0	100.0
	Total	40	100.0	100.0	

How effective do you think digital marketing has been for Vincitore Real Estate Development LLC in promoting their brand and services?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly effective	13	32.5	32.5	32.5
	Moderately effective	19	47.5	47.5	80.0
	Not effective at all	1	2.5	2.5	82.5
	Somewhat effective	7	17.5	17.5	100.0
	Total	40	100.0	100.0	

Have you personally engaged with any of Vincitore Real Estate Development LLC's digital marketing initiatives (e.g. visited their website, subscribed to their newsletter, filled out an online form, etc.)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	10	25.0	25.0	25.0
	Yes	30	75.0	75.0	100.0
	Total	40	100.0	100.0	

If you answered "Yes" to the previous question, please specify the digital marketing initiative(s) you engaged with and share your experience.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newsletter subscription	8	20.0	20.0	20.0
	Online form submission	8	20.0	20.0	40.0
	Other	8	20.0	20.0	60.0
	Website visit	16	40.0	40.0	100.0
	Total	40	100.0	100.0	

Which digital marketing elements do you find most appealing or effective in Vincitore Real Estate Development LLC's digital marketing campaigns?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Clear call-to-action (e.g. "Contact Us", "Learn More", "Book Now", etc.)	3	7.5	7.5	7.5
Clear call-to-action (e.g. "Contact Us", "Learn More", "Book Now", etc.), Personalized offers or promotions	1	2.5	2.5	10.0
Clear call-to-action (e.g. "Contact Us", "Learn More", "Book Now", etc.), Personalized offers or promotions, User-friendly website design	4	10.0	10.0	20.0
Clear call-to-action (e.g. "Contact Us", "Learn More", "Book Now", etc.), Personalized offers or promotions, User-friendly website design, Responsive customer service (e.g. chatbots, quick response time)	10	25.0	25.0	45.0
Clear call-to-action (e.g. "Contact Us", "Learn More", "Book Now", etc.), User-friendly website design	2	5.0	5.0	50.0

Clear call-to-action (e.g. "Contact Us", "Learn More", "Book Now", etc.), User-friendly website design, Responsive customer service (e.g. chatbots, quick response time)	1	2.5	2.5	52.5
Personalized offers or promotions	5	12.5	12.5	65.0
Personalized offers or promotions, User-friendly website design	1	2.5	2.5	67.5
Personalized offers or promotions, User-friendly website design, Responsive customer service (e.g. chatbots, quick response time)	1	2.5	2.5	70.0
Responsive customer service (e.g. chatbots, quick response time)	2	5.0	5.0	75.0
User-friendly website design	8	20.0	20.0	95.0
User-friendly website design, Responsive customer service (e.g. chatbots, quick response time)	2	5.0	5.0	100.0
Total	40	100.0	100.0	

How effective do you think Vincitore Real Estate Development LLC's digital marketing initiatives have been in improving their online presence and visibility?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Highly effective	18	45.0	45.0	45.0

Moderately effective	11	27.5	27.5	72.5
Not effective at all	1	2.5	2.5	75.0
Somewhat effective	10	25.0	25.0	100.0
Total	40	100.0	100.0	

Have you ever been driven to take action (e.g. request information, make an inquiry, schedule a viewing, etc.) as a result of Vincitore Real Estate Development LLC's digital marketing efforts?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	8	20.0	20.0	20.0
Yes	32	80.0	80.0	100.0
Total	40	100.0	100.0	

If you answered "Yes" to the previous question, please specify the action you took and share your experience.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Make an inquiry	5	12.5	12.5	12.5
Make an inquiry, Schedule a viewing	2	5.0	5.0	17.5
Other	5	12.5	12.5	30.0
Request information	10	25.0	25.0	55.0
Request information, Make an inquiry	3	7.5	7.5	62.5

Request information, Make an inquiry, Schedule a viewing	9	22.5	22.5	85.0
Request information, Make an inquiry, Schedule a viewing, Other	1	2.5	2.5	87.5
Request information, Other	1	2.5	2.5	90.0
Request information, Schedule a viewing	1	2.5	2.5	92.5
Schedule a viewing	3	7.5	7.5	100.0
Total	40	100.0	100.0	

Do you follow Vincitore Real Estate Development LLC on social media platforms for updates and promotions?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	7	17.5	17.5	17.5
Yes	33	82.5	82.5	100.0
Total	40	100.0	100.0	

If you answered "Yes" to the previous question, which social media platform(s) do you follow Vincitore Real Estate Development LLC on?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Facebook	4	10.0	10.0	10.0
Facebook, Instagram	1	2.5	2.5	12.5

Facebook, Instagram, LinkedIn	4	10.0	10.0	22.5
Facebook, Instagram, Twitter	6	15.0	15.0	37.5
Facebook, Instagram, Twitter, LinkedIn	4	10.0	10.0	47.5
Facebook, Twitter, LinkedIn	1	2.5	2.5	50.0
Instagram	5	12.5	12.5	62.5
Instagram, LinkedIn	1	2.5	2.5	65.0
Instagram, Twitter	1	2.5	2.5	67.5
Instagram, Twitter, LinkedIn	1	2.5	2.5	70.0
LinkedIn	3	7.5	7.5	77.5
Other	6	15.0	15.0	92.5
Twitter	2	5.0	5.0	97.5
Twitter, Other	1	2.5	2.5	100.0
Total	40	100.0	100.0	

How likely are you to engage with Vincitore Real Estate Development LLC's digital marketing content by liking, commenting, sharing, or interacting in any other way?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	5	12.5	12.5	12.5
Not likely at all	1	2.5	2.5	15.0
Not very likely	3	7.5	7.5	22.5
Somewhat likely	12	30.0	30.0	52.5
Very likely	19	47.5	47.5	100.0
Total	40	100.0	100.0	

In your opinion, what are the successes of Vincitore Real Estate Development LLC's digital marketing efforts?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Boosted conversions (e.g. sales, bookings, etc.)	2	5.0	5.0	5.0
Generated more leads	6	15.0	15.0	20.0
Generated more leads, Boosted conversions (e.g. sales, bookings, etc.), Improved brand awareness	2	5.0	5.0	25.0
Generated more leads, Boosted conversions (e.g. sales, bookings, etc.), Other	1	2.5	2.5	27.5
Improved brand awareness	4	10.0	10.0	37.5
Increased website traffic	9	22.5	22.5	60.0
Increased website traffic, Generated more leads, Boosted conversions (e.g. sales, bookings, etc.)	9	22.5	22.5	82.5
Increased website traffic, Generated more leads, Boosted conversions (e.g. sales, bookings, etc.), Improved brand awareness	5	12.5	12.5	95.0
Other	2	5.0	5.0	100.0
Total	40	100.0	100.0	

In your opinion, what are the areas where Vincitore Real Estate Development LLC's digital marketing efforts could be improved?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better targeting of audience	11	27.5	27.5	27.5
	Better targeting of audience, Enhanced user experience on website	1	2.5	2.5	30.0
	Better targeting of audience, More engaging content	1	2.5	2.5	32.5
	Better targeting of audience, More engaging content, Enhanced user experience on website	6	15.0	15.0	47.5
	Better targeting of audience, More engaging content, Enhanced user experience on website, Improved customer service	10	25.0	25.0	72.5
	Better targeting of audience, More engaging content, Enhanced user experience on website, Other	1	2.5	2.5	75.0
	Enhanced user experience on website	1	2.5	2.5	77.5
	Improved customer service	1	2.5	2.5	80.0
	More engaging content	4	10.0	10.0	90.0
	More engaging content, Enhanced user experience on website	1	2.5	2.5	92.5
	More engaging content, Enhanced user experience on website, Improved customer service	1	2.5	2.5	95.0
	Other	2	5.0	5.0	100.0
	Total	40	100.0	100.0	

The aforementioned tables show that every responder agreed that digital marketing had a favourable effect on Vincitore Real Estate Development LLC. Online real estate property marketing is advantageous since it is easier to access. Nowadays, most individuals choose to use the internet since it is a faster, easier, and more complete alternative than other options. When searching for a real estate agent in Dubai, buyers may come across Vincitore Real Estate Development LLC. They may choose to read reviews and check-up information about the business on websites related to the real estate sector. Vincitore Real Estate Development LLC must use effective digital marketing methods if it is to succeed in the digital world in terms of attracting and interacting with new clients as well as building and preserving a strong online reputation.

Testing out each of these steps in an online setting is going to take some time. The problem is that there are both irrational and reasonable factors to consider when choosing a place to call home. Even when someone has a thorough comprehension of everything, they may still make horrible judgements due to strong emotions. This is a result of the multitude of useful roles that humans play. An astute broker agent will, by direct questioning, objective observations, and inferring the client's hidden wants, meticulously review the search during the conversation. In the event that the results are not favourable, the agent may decide to modify the search plan or cease all communication with the subject. Participants in the research on the effects of digital marketing on the Vincitore Real Estate Development LLC Organisation in Dubai will comprise consumers, potential customers, and important stakeholders who have interacted with the business online. Deliberate sampling will be used to choose a research sample that is representative and varied.

8. Conclusion and Recommendation

The use of social media, internet marketing, and smart gadgets in the field of digital marketing has made it easier to quickly satisfy customer needs and increased competition. The real estate industry has faced several possibilities and challenges as a direct result of the widespread use of digital marketing and e-commerce. The conventional methods of carrying out transactions, along with the role of intermediaries and agents, are experiencing significant transformations. As a result, established organisations are competing more fiercely to offer better client experiences.

"Digital marketing" refers to promoting a company's products or brand using different digital and internet media. It sets itself apart from traditional marketing by utilising the channels and techniques that allow businesses to evaluate marketing initiatives and quickly and accurately determine their effectiveness. Word-of-mouth advertising, which is a sluggish and ineffective tactic, is the foundation of traditional marketing. Digital marketers often analyse metrics like page views, frequency and length of visits, conversion rates, content efficacy, and other criteria related to digital marketing. Digital marketing channels may be employed in a multitude of ways, the most common being over the internet. However, a wide range of other media are also utilised, such as podcasts, digital television and radio channels, electronic billboards, mobile instant messaging, wireless text messaging, mobile apps, and so on. The phrase "digital marketing" is a marketing strategy that utilises a variety of digital platforms and modern technology to increase the effectiveness of marketing plans and strategies' engagement, implementation, and management. The ultimate goal is to satisfy the organization's objectives and raise the degree of satisfaction experienced by consumers. Customers may now access information at any time and from any location, thanks to the widespread use of digital media, independent of their actual location. Throughout the ancient era, the knowledge that was accessible about business was limited to specifics.

The internet has rapidly expanded as a platform for information access, news, entertainment, business, and social interaction because of the rise of digital media. The broad accessibility of digital media has led to this development. There is a vast array of information sources from which customers are exposed. These sources encompass not just the messaging disseminated by companies about their own brands, but also the thoughts and perspectives of different media channels, friends, relatives, and co-workers. Historical evidence has repeatedly demonstrated that people tend to place more trust in their fellow customers than in businesses. The contemporary consumer seeks for companies and brands they can trust companies they already know, relevant and personalised interactions, and tailored goods and services that practically address their own needs and preferences. The great majority of consumers utilise a diverse range of digital platforms and devices, each of which has its own set of user interfaces, protocols, and specs. Furthermore, individuals utilise these technologies for a wide range of goals and in a number of ways.

Recommendations

The purpose of the real estate industry's study on digital marketing is to improve the convenience and usability of digital platforms. The field of digital marketing for businesses has grown significantly in the past 20 years. However, the effectiveness of digital marketing hinges on the degree of engagement that service providers can deliver to their clientele.

This research aims to assess the utilisation of digital marketing tactics by the Dubai-based Vincitore Real Estate Development LLC Organisation. Social media marketing, website optimisation, online advertising, and communication via smart devices are some of these tactics. The current research clarifies the manner in which digital marketing enhances an organization's marketing goals and performance. Furthermore, the research delves into the challenges and prospects presented by digitalization for the real estate sector.

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