



# American Journal of Multidisciplinary Research and Innovation (AJMRI)

ISSN: 2158-8155 (Online), 2832-4854 (Print)

VOLUME 3 ISSUE 4 (2024)



PUBLISHED BY: E-PALLI PUBLISHERS, DELAWARE, USA

## From Likes to Earnings: The Lived Experiences of Real Estate Professionals Using Social Media Marketing

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### Article Information

**Received:** June 05, 2024

**Accepted:** July 09, 2024

**Published:** July 12, 2024

### Keywords

*Digital Tool, Real Estate Professional, Sales Agent, SOSIS Marketing Model, Cebu City Philippines*

### ABSTRACT

This study explores the lived experiences of licensed real estate professionals and agents who use social media in marketing properties that lead from “likes to earnings” in Cebu City, Philippines. Creating a prospective client and boosting sales listings for their promotional advertisements on social media is essential. The research provides the theory on the role of social media marketing and sales in the real estate market. It is based on the Social Media Engagement Theory (SMET) described by Kaplan and Heinlein, which emphasizes the role of user interaction or engagement on social media platforms. Moreover, the paper investigates social media user engagement and examines the interplay between social relations and digital tools. Although SMET has limitations, it is crucial as it guides social media marketing strategies and helps understand user behavior. The research is a qualitative method and uses interpretive hermeneutic research design principles to interpret the data. Furthermore, the study's findings show the implications of social media marketing, including the utilization of digital tools strategically, ethical conduct, and lifelong learning to maintain leads and targeted clients' buying behavior. Further, the SOSIS Marketing Model for real estate practitioners as an output of this study would greatly help improve the overall performance of both real estate practitioners and agents. In essence, this study helps recognize social media's engagement in the real estate industry with feasible implications for professionals in the sector to develop efficient marketing strategies.

### INTRODUCTION

Marketing real estate properties through social media has embraced a vital role in Cebu City, Philippines. This study meticulously examines the critical narrative of licensed real estate professionals and agents who employ social media in advertising properties to analyze the 'likes to earning' journey. The use of social media platforms by real estate agents has gained prominence, with different social media platforms being used to raise awareness, market, and sell properties to prospective clients. However, despite the burgeoning usage of social media marketing in the real estate sector, there needs to be more profound insight into the self-reported experiences and concerns of the actual practitioners and researchers. This is primarily due to its significance in building brands and customers and driving sales. The analysis positions Facebook and other social media platforms as a strategic channel for real estate agents, where clients and potential clients are found, property offerings are advertised, and profits are optimized through regular and adequate posts (Munirah & Ezdihar, 2022). The remaining aspects of social media marketing, such as interaction, customization, and electronic word of mouth (e-WOM), can also effectively influence customer brand awareness. Therefore, it recommended that real estate businesses develop an efficient social media strategy for collecting information and targeting customers for business and sales (Munirah & Ezdihar, 2022). This further underscores the importance of 'social media utilization' in the real estate business sphere, which allows agencies to benefit

from web traffic and actual interest in available properties (Manko, 2022). However, establishing potential client leads that provide information and improve sales listings through social media is discussed, taking the theoretical basis in Kaplan and Heinlein's Social Media Engagement Theory (SMET). This research proposes to explore the interaction between social relations and online media in the involvement of and influence on user content on real estate social media platforms.

Precisely, the main objective of this research is to delve into the application of social media. The key areas to be explored encompass raising market awareness, addressing critical market issues, achieving sales targets, and reviewing the prospects of social media in real estate promotion. Therefore, by scrutinizing the nature of social identities through the practitioners' subjective perceptions, the study will supplement the current knowledge and proffer insights into the implications and propositions for real estate professionals, marketers, and researchers. In the same vein, the study also strives to present the impact of social media marketing and the use of other related technologies for real estate specialists, thereby bolstering the marketing efforts within the field through research conducted using qualitative interpretive hermeneutic research design.

Further, the author's value in the piece is that she has been able to demystify the correlation between social media and exposure in the real estate sector in a manner that helps such practitioners the changes like property marketing, especially in the age of innovations. The

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higher the dependence on the company's promotional activities on social media platforms, the enhanced the need for deeper insights into users' engagement characteristics and influences on sales results. Therefore, as highlighted in the above scenario, it is essential for the research to undertake this study since, although the use of social media in the real estate industry is on the rise, there is limited information showing how professionals make use of social media platforms to achieve their marketing objectives. As this study focuses on the gap in the literature regarding the trends, experiences, and concerns of real estate professionals in using social media for marketing their properties, it thus brings several practical implications in the marketing and advertising of real estate properties in the age of social media. The study aims to fill these gaps and provide valuable insights for real estate practitioners to improve their performance, satisfaction levels, and clients'.

### LITERATURE REVIEW

Real estate brokers increasingly use social media (e.g., Facebook and LinkedIn) to market their properties, such as flats and houses, to enhance their sales listings. Research outlines the all-important function of social media platforms in real estate marketing, recommending that realtors adopt innovative and creative communications to attract potential buyers (Shi *et al.*, 2020). Tracking platforms such as Facebook and WeChat and exploiting target customers' behavioral and interest patterns makes it possible to launch precise marketing campaigns that align with customers' needs and expectations (Jose *et al.*, 2023). Research also suggests that social media marketing inputs' interaction, customization, and trendiness positively affect customer awareness in the real estate business. Therefore, it emphasizes the advantage of using social media to collect information, a more comprehensive reach of target customers, and complete sales (Tran *et al.*, 2023). Moreover, real estate professionals using social media marketing to attract group buyers or even during bulk property purchases is gradually trending (Emmanuel *et al.*, 2022). The real impact of visual social media marketing (VSMM) on the purchase intentions of customers in the real estate sector was supported by the media's reliance on electronic word of mouth (e-WOM) and reliability as the mediator and moderator, respectively (Al-Gasawneh *et al.*, 2023). The advancements in network information technology have furthered marketing strategies and geared them towards being highly precise through platforms such as WeChat and live broadcasts, thus making marketing goals more straightforward (Rowley & Keegan, 2019). Therefore, these results underline the central role of social media in amplifying customer relations, the level of satisfaction, performance, and business success (Liu, 2022).

On the contrary, real estate agents constantly use social media to advertise sales stories to attract buyers. Recent studies have shown how social media platforms effectively improve brand awareness and change customer buying

behavior in the real estate sector (Afroze, 2023). Thus, these platforms serve as intermediaries, simplifying bringing buyers and sellers together. Visual social media marketing often uses engaging, instructive, and remunerative content that strikes customer purchase decisions, with electronic word-of-mouth acting as a mediator and reliability as a moderator in this relationship (Tran *et al.*, 2023). Consequently, the effects of social media marketing, including interaction, trendiness, entertainment, customization, and electronic word of mouth, are positive and support customers' brand awareness in the real estate sector (Ahmad Al-Gasawneh *et al.*, 2023). The literature review on digital real estate marketing tools suggests that social media platforms are essential to old and new marketing strategies. Research shows that real estate is progressing digitally, and this means there is a need for a new marketing strategy that is creative (Salih & Dabagh, 2023). In addition, incorporating digital technology into real estate deals has improved operating efficiency and made the procedure less time-consuming (Wang, 2023). Social media channels like Facebook are the highest priority in marketing properties and building relationships with potential buyers (Lee Koroleva, 2022). In this regard, SMEs are facing challenges since they are using digital marketing tools slowly, with inconsistencies in the implementation due to cultural change and resource limitations (Munirah & Ezdihar, 2022). This review attempts to fill the knowledge excess for SMEs by establishing the most effective and necessary digital marketing tools to exploit digital technology in marketing (Peter & Vecchia, 2020). On the other hand, the study examines the pros and cons of real estate professionals' social media marketing using social media platforms. Social media sites consisting, including LinkedIn, Facebook, and Twitter, are instrumental in B2C and B2B sales, influencing the businesses' sales practices and customers' relationships (Wang, 2023). The effective utilization of new media, such as WeChat and short video platforms, to achieve narrowly defined customer criteria and improve customer experience will attain marketing objectives (Fischer, 2022). Nevertheless, there are some obstacles: uniformity of measures, negative feedback like ditches in transactions, and the risk of copying property lists, which can affect sales and commissions for the real estate industry (Lewis, 2022). The research findings, therefore, emphasize the usefulness of knowing the complexities of social media use in real estate for professionals.

Further, ethical behavior in real estate operations is the basis of any successful practice, and social media is a powerful tool in shaping marketing strategies (Yawo *et al.*, 2023). Research points out the crucial role of ethical conduct in online business and calls for solid ethical principles for long-term operations (Anthony De Sa *et al.*, 2023). Unscrupulous conduct in sales may damage the company and clients, thereby highlighting the fundamental need for adherence to ethical conduct in salespersonship (Aya *et al.*, 2023). Furthermore, the literature review on social

media interaction misconduct enlightens the public about cyberbullying and disseminating fake news, suggesting preventive measures, including law enforcement and ethical upholding (Mahoney *et al.*, 2023). Ethical behavior is essential in many areas, protecting stakeholders and ensuring reliability and ethical behavior in a business environment. When used by real estate professionals in marketing, social media can be tremendously valuable for disseminating unethical and ethical practices in real estate operations. Research proves that ethical conduct in online business is essential and that illumination of moral philosophy is the surest way (Yawo *et al.*, 2023). Also, focusing on unethical sales practices, the study shows that ethical conduct is vital for salespeople since unethical sales tactics can harm companies and clients (Anand *et al.*, 2022). Moreover, the literature review on social media interaction misconduct stresses the existence of problems such as cyber harassment and the proliferate of fake news and, therefore, calls for preventive activities like law enforcement and ethical values (Robinson & McIntosh, 2022). Through the mindful use of social media tools, real estate professionals can influence the adoption of sound ethics and deter the downfall of unfair practices in the industry.

Real estate professionals use social media marketing as an essential tool to boost their credibility and build a good reputation. Using social media, professionals can create a reliable brand among their audience. Study shows that social media impacts consumer behavior (Disha Afroze, 2023), misinformation on social media platforms spreads (Kaur & Gupta, 2022), branding dynamics are reconfiguring due to social media (Machado *et al.*, 2022). Also, social media marketing aspects are unique for small and medium enterprises (Kanth & Prasad, 2). Through employing media like WeChat and short video platforms, real estate agents can pinpoint certain client groups, enhance the customer experience, and customize marketing strategies individually (Liu, 2022). This all-inclusive literature review highlights the importance of social media presence in developing a professional image and credibility for real estate agents. Web-based social networks is crucial for real estate practitioners to enhance their credibility (Alrubaian *et al.*, 2019). Building confidence around the brand can be achieved through social networks that positively affect consumer behavior (Goyal, 2018). However, social media platforms are quick to spread misinformation, making it harmful to the credibility of the news (Cromity, 2012). Research highlights the importance of credibility assessment characteristics on social media, such as corroboration and clout, to maintain a reliable online life (Kind, 2015). Using best practices from scholarly literature is how professionals can use social media tools to engage and sustain users and improve credibility (Briscoe *et al.*, 2015). Real Estate Professionals indicate that sound quality management practices significantly impact clients' delight. Customer focus, as well as continuous improvement, bring positive effects on the handling of complaints

as well as service provision. Besides, management and communication promote a positive organizational climate, and empowered engagement and motivation improve employee involvement and morale (Rallang & Ernell Bautista Gutierrez, 2024). Social networking sites remain useful for Philippine real estate professionals as tools for increasing market targets for property listings. Prevalent social media such as Facebook, Instagram, and LinkedIn create immediacy with customers in the local and international market, creating easiness in sharing property information and status. Furthermore, through social media groups and influencer marketing, which narrows the reach to the audience to be targeted, the promotions are more effective, and thus, the sales cycles faster (Soriano, 2021). Due to the social media presence, Philippine real estate agents increase the properties' circulation to the appropriate target audiences. Social media such as TikTok, Facebook, Instagram, and Twitter provide professional marketing means to the desired audience by advertising properties to potential customers locally and internationally. Through social media platforms, transactions are conducted through real-time contact with the clients, hence shortening the time for inquiries and, therefore, quick closure of transactions. In addition, the digital transformation brought tools such as extensive data, machine learning, and AI to boost the efficiency of decision-making and real estate operations (Gumasing & Niro, 2023).

Social media is becoming necessary for real estate professionals to employ it extensively for their lead-generation activities (Robinson & McIntosh, 2022). Social media channels allow interactive communication, feature property value, and use consumer engagement to impact the decisions of potential buyers (Lewis, 2022). Social media has altered the approach consumers use during marketing, thus highlighting the need to accommodate the new communication channels for effective advertising (Rowley & Keegan, 2019). Nonetheless, the real estate industry prioritizes partnerships to achieve enhanced marketing methods, facilitate professional development, provide training, cover the need for job retraining, and market diversification (Gharbi & al-Tamimi, 2020). Utilizing social media as a digital tool in real estate can tremendously affect the number of leads by demonstrating engaging calls to action, customized retentions, and testimonials, eventually leading to success in real estate deals and closing deals (Meirelles, 2020). Furthermore, social media is essential in increasing business performance, particularly in the real estate market. Social media is critical as it improves business performance, especially in the real estate industry. Also, social media marketing is emerging as a trending medium for real estate professionals to share details about sales to utilize its best features while trying to achieve sales quotas and optimize efforts (Riley, 2023). Because of this, social media can help professionals elevate their visibility, acquire the right audience, and periodically refine the relevant data, resulting in long-term business

improvement (Emmanuel *et al.*, 2022). Precisely, social media marketing plays a role in reputation building, generating referrals, and creating exciting posts and, as a result, improves the overall marketing plans for real estate (Fischer, 2022).

The development of real estate and social media research also underlines the expanding role of digital platforms in achieving the highest level of communication efficiency (Dumpe, 2015). The studies underline how essential social media has become, especially for Facebook and Twitter, as it changes marketing strategies and how consumers deal with real estate agents. Real estate agents are advised to use these platforms to engage content regularly for high engagement and sales (Sittler *et al.*, 2016). However, social media diffusion could be higher in the real estate sector, showing the need for professionals to understand how to benefit from online marketing tools for better customer communication and brand advertising. The research highlights social media's potential to transform real estate marketing and communication, providing a new way to promote properties and talk to buyers. Additionally, the research on real estate and social media indicates that the Internet is becoming a critical factor in the industry. Research suggests that for the successful utilization of social media, companies must understand how to improve customer communication (Tsakiridou & Karanikolas, 2019). The report highlighted that social media can considerably influence customer perceptions and offer professionals ways to promote properties online. Therefore, a new digital era in real estate management is coming (Dumpe, 2015). In addition, the transforming attitudes in real estate management show that social network services and other cutting-edge methods are central to customer communication and removing information duplicity (Jung *et al.*, 2013). The survey report also implies that social media's current presence in some regions may be minimal. However, it will likely be of great importance in the future, used extensively by businesses as a marketing and communication tool (Sittler *et al.*, 2016).

Social media marketing is becoming a standard tool for real estate professionals to strengthen their reach (Brucker, 2022). This strategy allows agents to connect with clients and other realtors, leading to the acquisition of clients and referrals and, hence, general confidence in the sales of properties. By harnessing social media platforms like Facebook, real estate practitioners can swiftly promote listings, emphasize sales, and establish personal brands (Riley, 2023). Also, social media marketing creates a conducive environment for continuous product promotion, engaging potential customers, and creating social proof of property marketing and deal closures (Fischer, 2022). Social media applications in real estate marketing match the changing landscape of corporate promotions, underlining the need to keep up with modern communication means for business development (Liu, 2022). Nonetheless, social media marketing is the foundation for success in real estate overall. Through

media, real estate professionals can cast a wide net, interact with clients, and curate credibility (Hou, 2018). These platforms enable retailers and sellers to carry out quick listing promotions, focus on sale campaigns, and brand building, acquiring customers who might be future referral clients (Robinson, 2012). It is to the point that it promotes the products to customers who are targeted to purchase the properties, and thus, they may socialize what they gather through marketing (Burton & Rutherford, 2007). Social media, along with real estate, inseparably goes with improving corporate advertising techniques, concentrating on applying modern communication for business development. Furthermore, a few research articles point out that the role of human capital and technology in real estate marketing partnerships requires regular professional development and training as one of the critical factors (Lewis, 2022). Interestingly, the review of environmental, social, and governance measures (ESG) in the commercial property sector also identifies the research gaps about social and governance factors, emphasizing the fact that ESG requirements are constantly evolving and a need for more learning in these areas (Robinson & McIntosh, 2022). The individual research papers together paint a picture of the integral role of professionalism in the real estate marketing of social networks.

Likewise, social media marketing has potential consequences and risks to real estate professionals as they use marketing they need to sell or profit from property listings. The negative impact of fake news on social media is expressed in the ability of such information to negatively influence numerous trust-building processes, which in turn can have a range of undesirable outcomes for customers and businesses (Munirah & Ezdihar, 2022). Also, as the market explored, the real estate sector is highly aggressive, and to stand out, the company needs something unique to advertise and promote it. For this, the company cannot find a better option than Facebook. Furthermore, the fact that Jordanian real estate companies rely more on Visual Social Media Marketing (VSMM) further discusses the role of Electronic Word of Mouth (eWOM) and reliability in moderating the customer purchase intention, thereby showing how consumption and marketing of real estate sales through social media requires attention to details (Ernayani *et al.*, 2021). These issues indicate the potential in the marketplace for real estate agents to either enhance profits or experience negative consequences as they adapt to the digital environment. Real Estate professionals tactfully manage social media issues by promoting properties on Facebook, WhatsApp, and other platforms. They prioritize creating quality content over quantity to enhance brand recognition and consumer attitude (Zamani & H. Andrew Schwartz, 2017). Using specific words from tweets related to business and technology for real estate can significantly predict results and enhance basic models. This strategic approach is crucial in preserving brand identity and value in Social Media Marketing (SMM) complex and challenging task.

The regular use of social media for property promotion and client engagement is shifting real estate agents to the digital world, altering consumers' attitudes and opening new avenues to reach potential buyers (Tsakiridou & Karanikolas, 2019). Nevertheless, many social media exchanges occur in a relatively unstructured way. Thus, such issues as misunderstanding about the features of properties or disputes over the details of property descriptions may occur, leading to extra time to be spent and, thus, negative impacts on overall customer satisfaction levels (Soriano, 2021). However, there are limitations to real estate, especially in the digital platform, as will be discussed in the subsequent section. Unwanted behaviors such as scams and posting fake content may harm the target beneficiaries – potential customers. Due to the decentralized and regionalized nature of the market in the Philippines, obtaining data and information is not as simple as one might expect, and that is why some consumers and certain professionals may feel uncertain about the real estate market. In addition, this aspect makes technology change dynamic and costly to respond to, which may be a pushover for small firms and individual practitioners (Gumasing & Niro, 2023).

### Synthesis of the Review of Related Literature & Studies

Social media marketing has revolutionized real estate by enhancing sales listing visibility, enabling group buying, and leveraging sales stories and digital tools. Real estate professionals and agents use platforms like Instagram and Facebook to showcase property listings with high-quality images and virtual tours, reaching a broader audience. Group buying features on social media allow multiple buyers to collaborate and negotiate better deals, enhancing market dynamics. Often shared via short videos or posts, sales stories build emotional connections and trust with potential buyers. Additionally, digital tools such as analytics, targeted ads, and chatbots streamline operations, providing agents with valuable insights and enhancing customer engagement, ultimately driving sales and client satisfaction.

For real estate professionals and agents, trust, and credibility are not just important; they are the cornerstones of lead generation and sales. Swift responses and explicit, concise information foster initial trust and keep potential clients interested. Agents can extend their reach and ensure timely interactions by utilizing various communication channels like email, social media, and instant messaging. Credibility, built on transparent dealings, expertise, and reliable information, further cements client trust. These elements work in tandem to enhance lead generation by attracting and retaining potential buyers, ultimately driving successful sales and nurturing long-term client relationships.

Furthermore, effective social media marketing in real estate demands significant expertise from practitioners and agents. This expertise includes creating visually appealing and engaging content, understanding platform algorithms, and utilizing targeted advertising to reach the

right audience. Agents must also be skilled in interpreting social media analytics to refine their strategies and improve engagement. Furthermore, expertise in storytelling helps agents connect emotionally with potential buyers, while knowledge of digital tools enhances operational efficiency. Mastery of these areas ensures that agents can maximize their online presence, attract more leads, and ultimately close more sales in the competitive real estate market. Ethical conduct and the strategic use of social networks are crucial for real estate professionals and agents in building credibility. Upholding ethical standards, such as honesty, transparency, and fairness, fosters trust with clients and peers. Leveraging social networks, agents can enhance their reputation by consistently sharing valuable content, engaging with their audience, and demonstrating expertise. This digital presence, combined with ethical behavior, positions agents as trustworthy authorities in the market. Positive client testimonials and professional endorsements on social platforms further solidify their credibility, leading to stronger relationships and sustained success in the competitive real estate industry.

Finally, Real estate professionals and agents face several challenges in social media marketing. Nonetheless, these can be turned into opportunities with the right mindset in dealing with negative feedback, maintaining a consistent content strategy, and keeping up with platform changes are all part of the game. Negative experiences such as public criticism or unfavorable reviews can harm an agent's reputation. Overcoming these challenges requires a proactive approach: addressing negative feedback constructively, ensuring a steady flow of quality content through a well-planned calendar, and staying up to date about social media trends and algorithm updates. By engaging positively with followers, leveraging analytics to refine strategies, and continuously adapting to new tools and features, agents can turn these challenges into opportunities for growth and enhanced market presence.

### Theoretical Framework

This study is enthused by the Social Media Engagement Theory (SMET) by Kaplan and Heinlein and bolstered by the Theory of Planned Behavior (TPB) by Ajzen, the Social Exchange Theory by George Homans, and the Consumer Behavior Theory by Engel *et al.* and the Ethical Decision-Making Theory by James R. Rest as sub-theories. These theories are predicated on the idea that people rationally and thoughtfully choose to engage in particular actions by weighing the information at their disposal. So, consumer buying behavior is stimulated by contemporary marketing methods utilized by sellers.

The Social Media Engagement Theory (SMET) of Kaplan and Heinlein relates to the notion that individuals become involved with the content on social media service through agile engagement and interaction. This may involve likes, comments, shares, and other types of interactions that enable users to convey their reactions and thoughts about the content they come across. An important element of Social Media Engagement Theory

is that users experience a sense of social presence or “connectedness” with both the content and other users on the platform. This may create a sense of community and belonging among users and foster trust and credibility in shared information. Another critical aspect of social media engagement theory is the role of social influence (New Castle University, 2020). Thus, active engagement of real estate professionals on social media can lead to increased sales.

In Social Media Engagement Theory (SMET), Kaplan and Heinlein (2010) suggested that variables define how active a user is on different social media sites. The theory suggests that social relations among users and the technological facets of the social media platform are the two primary variables affecting user engagement. Personalization, honesty, availability of social resources, an essential mass of social understandings, danger perception, and technological aspects are all characteristics of social relations. However, SMET has restrictions, such as its reliance on only one social media site (Facebook) and its inability to assess variations in user involvement. Furthermore, the theory does not account for social media’s societal significance, which some individuals suggest has unfavorable results like increased separateness and cyberbullying. Despite these threats, SMET is a vital expansion to social media research, and it may be utilized to inform both the creation of new social media platforms and the performance of new social media marketing strategies.

Additionally, the Social Media Engagement Theory (SMET) accounts for the role of technology as the underlying platform needed to facilitate social interactions among users that are globally and temporally distributed. The rise of social media comes mainly from the advancement of technology to develop a unique user involvement that enables users to connect in new ways that were never before possible. The user experience being discussed in this study defines experience as the details of firsthand involvement or observation of an event. When experience is defined as a noun, referring to the content stemming from direct participation, two critical factors form the user experience in social media: the experience derived from the social interactions and the experience derived from the technical features (Di Gangi & Wasko, 2016). The fundamental tenet of the Social Media Engagement Theory (SMET) is that increased user involvement results in increased platform utilization. Usage is characterized as the regularity with which a person contributes to, retrieves from, and explores material on a social media platform. Users’ participation in various activities increases the social media platform’s value to the company and other users, leading to the co-creation of value (Kankanhalli *et al.*, 2005; Li & Bernoff, 2008).

The Planned Behavior Theory (TPB) of Ajzen (1991) is a widely applied behavioral model. It helps in understanding how the behavior of people can change. Regarding social media involvement, real estate professionals’ opinions

can significantly impact whether or not they plan to use social media for marketing. Their optimistic outlooks, such as the conviction that likes and exchanges on social media contribute to career success, may raise involvement and, in turn, income. The model assumes that behavior is planned and predicts deliberate behavior (Ajzen, 1991). The Theory of Planned Behavior propounds that every decision a person makes is influenced by three distinct factors: behavioral beliefs (expectations about the likely outcomes of the behavior), control beliefs (perceptions regarding factors that might help or hinder the behavior), and normative beliefs (views about the social norms accepted by others). Behavioral beliefs commonly result in a favorable or a negative attitude against particular conduct; normative assumptions lead to perceived societal pressure or arbitrary norms, and control beliefs trigger perceived behavioral control. Usually, the greater the favorable behavior, subjective norm, and perceived control, the stronger the person’s intention to perform the behavior in question (Ibrahim *et al.*, 2018). The person’s intention to engage in an action determines whether or not they do it (affected by the importance the person attributes to the activity, how simple it is to carry out, and what essential others think about it) and the conviction that the behavior is under their control (Ryan & Carr, 2010).

The Social Exchange Theory (SET) by George Homans is based on the notion that a relationship between two people is created through cost-benefit analysis. In other words, it is a statistic designed to assess how much work a person puts into a person-to-person interaction. Data from weighing the benefits and drawbacks of a relationship may be used to determine whether someone is investing excessive effort in their connection. The theory is unique because it does not necessarily measure relationships on emotional metrics. Instead, its methodical procedures rely on logic and mathematics to identify balance within a connection. The theory can be employed to assess friendship dynamics and measure love relationships (Tulane University School of Social Work, n.d.).

Social Exchange Theory (SET) is based on the idea that social behavior results from an exchange process. According to this theory, people weigh their social relationships’ potential benefits and risks. They will terminate or abandon the relationship when the risks outweigh the rewards. The exchange is meant to maximize gains and cut down on expenses. Although most partnerships involve some giving and receiving, this does not imply that the exchanges are always equal. According to social exchange, our decision to maintain a social association is influenced by how much we value the advantages and disadvantages of each relationship (Cherry, 2023). Given that all social media are dependent on users providing content, an understanding of the motives of why individuals participate appears fundamental. Social exchange theory originated from sociology studies exploring exchange between individuals

or small groups. The theory mainly uses a cost-benefit framework and a comparison of alternatives to explain how human beings communicate, form relationships and bonds, and form communities through communication exchanges (Ginee, 2021). Nonetheless, by this theory, it is of the real estate agents' motivations and actions when using social media for marketing can be better understood through an analysis of costs, rewards, reciprocity, economic rationality, and trust that can shed light on the complexities of social transactions that occur on these platforms and how they affect real estate agents' financial performance.

The Theory of Consumer Behavior was created by (Engel *et al.*, 1968) is a multifaceted topic of study that investigates a range of factors impacting people's consumption patterns and purchasing decisions. It includes elements like the uptake of mobile payments, models of compensating consumer behavior, and the impact of individual creativity, anxiety, trust, and grievance resolution. Nonetheless, theories like the theory of planned behavior (TPB) and the theory of interpersonal behavior rationally balanced to expand a detailed perception of consumer buying behavior decision. Research has also explored the impact of social media activities on predicting consumer behavior, with ensemble models showing high precision in classifying consumer behavior. The moderating effect of e-purchasing experience on customer behavior in electronic commerce has also been investigated. The literature also includes studies on the psychology, planned behavior, and customer satisfaction perspectives on consumer behavior prediction, especially regarding online buying.

The Ethical Decision-Making Theory serves as an extension of Kohlberg's stages of moral development. Instead of small-scale activities, the theory concentrates more on people's cognitive features while making ethical decisions. Rest promotes the employment of a four-part model, which we can use to analyze ethical issues. James R. Rest, a famous psychologist, stands out nearly as his invaluable moral development and ethical reasoning theory contributions are known widely. His influential work, "Moral Development: The Article on "Moral Reasoning and Ethical Decision-Making," appears to be one of Rest's (1986) famous works. It deals with diverse elements of moral judgment and moral reasoning. The essential components included are moral sensitivity, moral judgment, moral motivation, and moral character that reflects principled conduct in various contexts of decisions. These components are always helpful with every real estate practitioner's decision to market their properties. The ethical dilemmas integrated throughout the career of sales agents and professionals must always be given priority.

In the digital age, social media is essential in business, especially in the real estate industry. Real estate professionals and agents rely on social media marketing to place listings, interact with possible clients, and improve the visibility of their brands. Nevertheless, while

social media is rapidly becoming ubiquitous, this can pose ethical dilemmas for marketers aiming to balance business interests and morally acceptable practices. The ethical decision-making theory proposed by James R. Rest is the basis for this study. It explores how real estate professionals handle the practices to maximize their sales and income. Rest's model establishes a cognitive framework that defines how people form perception, judgment, motivation, and actions in their ethical conduct on social media platforms. When ethical decision-making theory is applied to the real estate industry, the study opens up the discussion on the moral aspects and practical issues that professionals have to deal with while leveraging social media for business development.

According to Mortensen's Communication Theory, Barnlund and West's Transactional Model of Communication considers communication within a complex network of interactions. Instead of the linear models that perceive communication as a one-way process, this model brings in the dynamic and reciprocal nature of communication channel efficacy between the sender and the receiver. In this model, communication is shown to be a continuous exchange where both parties send and receive messages concurrently, which are processed and decoded based on the individual's context, experience, and perception. Furthermore, Barnlund and West identify the role of feedback in communication in which feedback loops permit clarification, modifications, and shared understanding among participants. The Transactional Model revolves around communication interactions and relationships, highlighting the co-creation of meanings and shared knowledge through communication exchanges.

The Transactional Model of Communication which Barnlund and West introduced, provided a foundation to unravel credibility mechanisms alongside the efficiency in real estate marketing. Beyond emphasizing the dynamic and reciprocal nature of communication interactions, this model is about making explicit that encoding and decoding messages are the two parts of the communication process. In this sense, the theory of the interactional communication model in social media marketing shows the dynamic nature of communication where the property people and their audience will interact by exchanging communications, feedback and responses. Credibility and efficiency are vital in the Transactional Model of Communication by Barnlund and West. They may consider when a real estate professional uses social media marketing. In the context of two-sided matching interactions, credibility allows for maintaining stable matches over time, ensuring individual rationality, and preventing group deviations (Kurino, 2019). In that respect, while scoring efficiency assessment, the credibility theory is used to check the reliability of the scoring calculations, both for individuals and teams. Furthermore, in an environment where production is competitive, the credibility of promises between firms is connected to future competitive rents, which impacts

efficiency and the concentration of competitive rents at the top (Powell, 2019). Due to the dynamic nature of communication interactions, credibility is formed through transparency, authenticity, and expertise, thus creating trust and reliability between audiences. Feedback loops, a vital part of this model, are also significant in improving communication efficiency, allowing specialists to modify their campaign strategies according to target audience reactions and stats. Real estate specialists can hone their communication style, improve content delivery, and optimize social media campaigns by actively seeking and responding to reviews and comments. So, they are the ones who appreciate the input of their audience. Lastly, in social media marketing, real estate professionals need help to validate themselves and improvise on their communication channels. By employing tactics that emphasize honesty, genuineness, and promptness in their social media interactions, real estate experts can develop credibility, trust, and other factors that are key to their successful social media strategies. Hence, with the help of digital marketing channels, real estate professionals have been able to get ahead of the competition and feel the atmosphere of success.

### Research Questions

This study explores the experiential focal points faced by the selected real estate professionals (brokers and sales agents) in using social media marketing to promote and sell real estate properties in Cebu City, Philippines.

Specifically, it sought to answer the following questions:

1. What are the informants' experiences in using social media platforms to create awareness of, and build sales listings?
2. What are the crucial experiences of the informants in using social media marketing in facing market challenges?
3. How does the use of social media marketing lead to the attainment of the selling objectives?
4. What essence and meanings may be captured from the response of the informants?
5. What formulated themes may be made based on the responses?
6. What social media marketing model may be made based on the findings of the study?

## MATERIALS AND METHODS

### Research Design

This qualitative study utilizes the interpretive phenomenological analysis using hermeneutic research design to explore the experiential focal points of the selected real estate professionals (brokers and PRC-accredited sales agents) face using social media to promote and sell properties in Cebu City, Philippines. In-depth and personal interviews were crucial for establishing this study since they helped the researcher gather insights and viewpoints to shape the objective.

### Research Locale

The study was conducted among the selected employees

of the identified reputable and successful real estate brokerage firms in Cebu City, Philippines, such as Leuterio Realty & Brokerage, Bachelors Realty & Brokerage, Cebu Grand Realty & Brokerage, Land Asia Realty & Development, Cebu Globenet Realty, and Realty Options & Brokerage—all of these firms located in Cebu City, Philippines. The study was undertaken from January 2024 to April 2024.

### Research Informants

The research informants in the study were six (6) real estate brokers and another seven (7) PRC-accredited sales agents in the selected real estate brokerage firms in Cebu City. Using the purposive sampling technique, thirteen (13) real estate brokers or sales agents from the estate brokerage entity were interviewed from the prepared open-ended guide questions that underwent content validation by the experts. The inclusion criteria in choosing the appropriate research informants were 1) at least 22 years old; 2) the real estate professionals must have a license from the Professional Regulations Commission [PRC] while the sales agent must be accredited by the PRC also, and been in the real estate industry for three (3) years at the time of the study; and utilized social media marketing for at least one (1) year.

### Data Collection

In collecting the data, the researcher will ask for permission and the availability of the informants' time and explain everything to the informants about the nature of the study. The informants' full cooperation, willingness, and participation were prioritized as the researcher followed the ethical standard in conducting this research study. More so, the researcher asked whether to have an interview or to answer the prepared open-ended questions. With the informants' permission the researcher will personally communicate and carry the prepared questionnaire to them. The target informants who responded positively to the request were given a copy of the Informed Consent Form [ICF] to obtain comprehensive information about the study and the procedures. Afterward, the informants were requested to affix their signature on the ICF form, signifying their participation permission. The proponent will further inquire about the convenient time of the target informants when the data is available.

Furthermore, during the proceedings each item in the questions was thoroughly explained so that informants got the nature and aim of the questions. The researchers promised the informants that they would keep findings confidential and not use personal information or any other reason. Also, the personal information of the informants' was used to profile the data gathered responses. They were given a thorough explanation and supplied with a questionnaire before being interviewed or answered the questionnaire. Meanwhile, the research informant will be assigned codes or pseudonyms to de-identify and protect their privacy. The researcher transcribed the informant's responses, coded them, and arranged them in common themes.

Any records and documents about this study will be saved on the personal laptop of the proponent, and only she and the adviser will have access to it. The researcher will delete the information one (1) year after submitting and approving the final report from St. Paul University Surigao Graduate School of Professional Studies.

### Data Analysis

After gathering the proceedings of the interviews and their responses with the target research informants, transcribing the records will be done to extract the verbatim statements. The researcher collected data and made it into concrete information. However, the researcher used the Colaizzi's method to interpret and analyze data in this phenomenological study, which included these seven steps: 1) reading and re-reading (absorbing oneself in the original data); 2) initial coding (free association and exploring interpretation content); 3) developing emergent themes (focusing a portion of transliteration and review of notation made into themes); 4) finding for relation across emerging themes (extracting and integrating themes); 5) moving to the succeeding case (trying to bracket prior themes and being free from prejudice and impartiality to the originality of each new case); 6) examining for patterns across cases (finding patterns of shared higher-order qualities across and noting idiosyncratic instances); and 7) taking interpretations to deeper levels (Strengthening the analysis by utilizing parable and temporal significance, and by bringing other theories as a lens through which to view the analysis).

### Ethical Consideration

The researcher is deeply committed to upholding the ethical standards of beneficence, non-maleficence, justice, and autonomy, ensuring the utmost safety of the informants. Moreover, the researcher is unwavering in their adherence to health safety protocols during the orientation and interview proceedings, leaving no room for virus infection. Further, to protect the research informants from social, emotional, and psychological discomforts during personal interviews, the researcher will ask questions related only to the informants' professional activities in promoting and marketing real estate properties. The researcher constructed the guide questions with non-emotional language and avoided personal questions to prevent feelings of awkwardness and self-consciousness. Before seeking their willingness to participate, the researcher will conduct a comprehensive one-on-one with the target research informants. This orientation ensures they are fully informed about the study's objectives and procedures, empowering them to decide about their participation. The researcher thoroughly explained the Informed Consent Form (ICF) before being asked to sign. Notably, during this orientation, it will be made clear that their involvement is entirely voluntary and that they have the right to decline or withdraw at any time without incurring fees or adverse effects.

## RESULTS AND DISCUSSION

The researcher conducted multiple stages of coding and recoding throughout this study. The subsequent sections will present the themes in the following order: (1) enhanced marketing and sales, (2) targeted and strategic advertising, (3) flexibility and efficiency in the real estate market, (4) the experience of the necessity to provide funds and to technically equipped in technology (5) the experienced in the rise of competition (6) the experienced in prioritizing ethical conduct (7) the utilization of web-based social network and effective communication, and (8) social media marketing competencies and expertise added with extra mile services. Theme 1, 2, 3, 4, and 5 answer Research Question 1 about experiences in using social media marketing; Theme 6 addresses Research Question 2 about crucial experiences in facing market challenges in social media marketing; Theme 7 addresses the Research Question about experiences in the attainment of selling objectives in social media marketing; and Theme 8 give essence and meanings of the informants' experiences.

### Research Question 1: Themes 1, 2, 3, 4, and 5

#### Theme 1: Enhanced Marketing and Sales

Social media platforms empower brokers and agents to create awareness, build sales listings, and close client deals, significantly boosting real estate sales.

#### Theme 2: Targeted and Strategic Advertising

Utilizing social media to target specific audiences through advertising attracts highly relevant clients, making marketing efforts more effective and practical.

#### Theme 3: Flexibility and Efficiency in the Real Estate Market

By leveraging social media, brokers and agents can work flexibly, choosing their workplaces and schedules while efficiently reaching their target markets with minimal effort.

#### Theme 4: The Experienced of the Necessity to Provide Funds and to Technically Equipped in Technology

Brokers and agents face increased costs and the need to enhance their tech skills due to the necessity of subscribing to applications that improve the presentation of their listings and maintain a competitive edge.

#### Theme 5: The Experienced in the Rise of Competition

The rise in competition compels brokers and agents to be highly active on social media, dedicating significant time to content creation and monitoring comments and reviews, leading to client poaching and dishonest customers. Social Media Marketing highlights sales listing, group buying, sales stories, and digital tools. The theme leads to story-based marketing strategies that utilize technologies and media platforms dynamism.

### Sales Listing

Highlights social media's role in the market, ensuring designer visuals, targeted advertisements, and user-friendly applications are emphasized in the real estate industry. It shows that in this situation, it becomes crucial for real estate professionals to have a better reach and more chances to find buyers. Pictures and concise explanations could better attract potential customers. When asked about sales listing, informant 10 shared:

As a licensed broker, social media platforms offer a powerful means to create awareness and build sales listings in the real estate industry. By showcasing listings with compelling visuals and detailed descriptions, utilizing targeted advertising to reach specific demographic, engaging with potential buyers (IDI 10 – SS 4).

When the same question was asked, informant number 4 stated that:

“Since I am not a techy person, I only use photo grid application because it's free. And when I have my commission, I subscribed canva application they have a vast template in real estate that are easy and presentable enough to be used in posting my listings. (IDI 4 – SS 1).”

Informant number 2 stated that:

“When I start real estate practitioner, we back 20 years ago some challenges may rise in the form of competition from existing practitioner but the situation right now is become increasingly worse than before that's why on my experience I build many sales listings my client buyers and to my colleagues. (IDI 2 – SS 2).”

Followed up with the same informant number 2 answer:

“The utilization of social media advertising is an essential tool for promoting listings for real estate property to generate more sales. (IDI 2 – SS 1).”

### Group Buying

Provides exceptional deals and privileges to demonstrate customer care and loyalty. In addition, it ensures successful deal closures by contacting interested buyers, reaching terms, and carrying out transactions. With social media's power and targeted group buying, practitioners can enhance marketing strategies, and the results improve in the real estate business. When asked about Group Buying, informant one (1) shared:

“I have the venue to showcase my listing I have the opportunity to share group deals to my clients also enable me to closed a deal with the help of social media (IDI 1 – SS 1).”

### Sales Stories

It implies that the real estate industry can significantly increase sales when practitioners integrate social media marketing and advertising into marketing plans. By selectively aiming at specific demographics and rebounding feedback, real estate agents can grab the attention of a relevant group, which may result in lucrative sales prospects. The effect of increased rates on inquiry numbers is of great importance, indicating that allocating

a budget for boosting is highly significant. In addition, the quality of leads is also essential because targeting a particular group of people makes it more possible to turn leads into sales. Storytelling is a great way to produce sales leads and involve potential buyers. When asked about sales stories, Informant number 6 stated:

“Through boosting on social media especially Facebook, I generated sales lead easily. And the higher the boosting rate the larger of number of client or prospect buyer will message (IDI 6 – SS 3).”

With the same question being asked, Informant number 10 shared:

“The utilization of social media advertising for real estate properties can generate valuable sales leads in a professional and effective manner: by leveraging the targeting capabilities of social media platforms, I can reach a highly relevant audience based on demographics, interest and location this targeted approach ensures that my add are seen by individuals who are actively interested in real estate, increasing the livelihood of generating quality leads (IDI 10 – SS 5).”

### Digital Tools

Online advertising and increasing visibility using platforms like Facebook boast the highest ROI for generating leads and connecting with buyers in real estate. Some positive experiences include winning clients on social media platforms and attracting more leads through social media advertisements. Similarly, there are harmful and positive concerns, like competition with other therapists and investing time in leads, only to receive “no” from most of them. Strategic allocation to advertising and targeting components can amplify the broadcasting of sales stories, improving engagement and quality opportunities. When asked about their positive experience with digital tools, informant number 9 stated:

“One of the best experiences that I had on social media was having a client share my properties being sold and resulting to a smoothly closed deal (IDI 9 – SS 5).”

With the same question being asked, informant number 11 shared:

“One of the best experiences I had in advertising on social media was gaining 12 leads and closing 6 of it as a sale on a single post (IDI 11 – SS 6).”

When asked about undesirable experience of digital tools, informant number 4 stated:

“Because of a demand in housing today a lot of people are also joining or practicing this business and for that if I posted in social media, it has a big chance that my client can buy their property in to other real estate practitioners. Other are liking your post but they secretly spying your comment sections (IDI 4 – SS 2).”

With the same question asked, informant number 9 shared:

“One of the undesirable experiences that I had in social media marketing was investing too much time for a prospect only to back out on the transaction. (IDI 9 – SS 4).”

**Research Question 2: Theme 6****Theme 6: The Experienced in Prioritizing Ethical Conduct**

Real estate practitioners prioritize ethical conduct to leverage social networks for credibility.

Real estate professionals prioritize ethical conduct and leverage social networks for credibility. Ethics and social connections are a big deal for real estate business; experts demonstrate skills and a sense of trust by engaging with clients on social media. With this strategy, human connections from communities will be there, and the agents' professional development will also be gained.

**Ethical Conduct**

The practice in real estate comprises complying with the code of ethics and well-informed services offered. Driving oneself and heightening the goal achievement are essential. On the other hand, unscrupulous methods include dividing the commission to gain clients and stealing prospects on social media. Ethics of business plays an important role not only in setting ethical standards but also in avoiding unethical behavior in real estate. When asked about ethical practices, informant number 4 stated:

“Always follow apply the code of ethics in real estate practice. And be knowledgeable enough of the product and services that you are offering or promoting. (IDI 7 – SS 4).”

With the same question being asked, informant number 1 shared:

“Competition is all about negativity when spread to everyone the best competition is yourself just think to compete your current self and be twice as better as yourself now (IDI 1 – SS 1).”

When asked about unethical practices, informant number 2 stated:

“My experiences for unethical practices real estate professional some of them sharing their professional fee to the buyer or relative to convince them to buy her or his. (IDI 2 – SS 2).”

With the same question asked, informant number 9 shared:

“One of the unethical practices that I notice during the practice of social media marketing was my prospect getting stolen by another agent. The story was I posted as property and when I directly message them, he said he was already entertained by another agent. (IDI 9 – SS 5).”

**Leverage Network for Credibility**

Social media is critical in establishing a sound reputation and trustworthy brand among followers. This personality network can make one stay on top of the competition. It will help individuals attain credence and attract loyal fans with its ability to continually produce valuable content well-received by social media followers and demonstrate expertise. The link to life promotes the creation of connections that can support each other through difficulties and activity outcomes. The main

success factor in building web exposure is understanding how not to fake marketing. Therefore, it will have more credibility. When asked about leverage network for credibility, informant number 10 stated:

“In using social media marketing to face market challenges, I have gained several crucial experiences that have helped me navigate and overcome these obstacles like building a strong online presence. By consistently posting valuable content, engaging with followers and showcasing my expertise, I have been able to build credibility and trust among potential clients. This has helped me stand out in a competitive market and attract loyal following (IDI 10 – SS 5).”

With the same question asked, informant number 11 shared:

“Establishing yourself in social media was a very crucial experience for me as it was the deciding factor for me to bare positive results. Being able to understand how to market the property without giving too much on your post (IDI 11 – SS 6).”

**Research Question 3: Theme 7****Theme 7: The Utilization of Web-based Social Network and Effective Communication**

Effective communication and maximizing web-based social network marketing strategies can significantly enhance sales conversions for real estate brokers and agents.

Maximizing communication efficiency and credibility for lead generation and sales in real estate. Effective communication and credibility are essential for customer service, trust-building, and sales conversion in the real estate business. Implementing technology, best practices, and keeping customer promises are keys to leading lead generation and competition.

**Lead Generation**

It forms a significant and vital part of real estate marketing, entailing the presentation of facts via convincing calls to action, personal follow-ups, showcasing the property's value, and testimonials. These methods boost the success rate of customers' purchases and the probability of closing deals. Going beyond the required steps in client services builds confidence and helps close deals, keeping the financial processes smooth. When asked about leverage network for credibility, informant number 10 stated:

“Based on my experience in marketing real property through social media, closing more sales involves incorporating compelling calls to action, promptly and personally following up with leads, showcasing the value and benefits of the properties. Leveraging proof and testimonials and utilizing targeted advertising to reach a relevant audience. By implementing these strategies, I have seen an increase in successful sales conversions and higher likelihood of closing deals (IDI 10 – SS 8).”

With the same question asked, informant number 11 stated:

“Doing the extra mile for my clients is my way to gain their trust because of it I always get to close sales. I help my clients do the paper works and processing on their finances (IDI – SS 9).”

### Sales In Real Estate

Social media performance has been collected more significantly, with outstanding features that have allowed businesses to reach sales quotas and achieve efforts. With the help of this high-powered weapon, visibility will increase, target the right audience, and data will be used for constant optimization, thereby contributing to the betterment of a business in the long run. Furthermore, social media marketing lays several bases for reputation, generating referrals, and posts for clients. When asked about leverage network for credibility, informant number 9 stated:

“Meeting my 6-month quota was easily made with the help of social media marketing by simply having a good grasp on the statistics and being active and also boosting the quota was easily reached without any hassle. (IDI 9 – SS 5).”

With the same question asked, informant number 10 stated:

“The use of social media marketing helps me achieve my selling objections by increasing visibility, targeting the right audience and leveraging data for continuous improvement it serves as a powerful tool in driving sales and contributing to the overall success of my real estate business (IDI 10 – SS 6).”

Also, informant number 11, shared thoughts about sales in real estate:

“One of the objectives that I have in social media marketing to create a reputable presence for prospect to rely on. By providing my client the best receive I am able to gain a better network my clients referrals and post (IDI 11 – SS 7).”

### Research Question 4: Theme 8

#### Theme 8: Social Media Marketing Competencies and Expertise with Extra Mile Services

Social media marketing competencies and expertise with extra mile services of Brokers and Agents contribute a massive role in building and engaging substantial networks to stay competitive in the real estate industry.

Real estate marketing on social media demands expertise to guide practitioners or agents effectively. The specialist in using social media in real estate suggests the appropriate venues to use, the method of content creation, the audience targeting, and the analysis of key performance indicators, assisting practitioners in complying with regulations, ethics, competition, and algorithms. The purpose of mentoring schemes is for the transmission of knowledge and the improvement of skills, taking into account the ever-changing character of social media and the mark of digital marketing.

#### Real Estate Marketing on Social Media

Emphasize those who have no networks to clients and

fellow real estate professionals. It has worked to procure clients and referrals, an additional factor that creates and increases confidence in selling properties. Social media marketing lets practitioners advertise their listings; rewarded for their sales volume, they will eventually sell more properties. It offers the ease of concentrating on other tasks, such as selling, which Facebook primarily uses for posting. Social media marketing not only assists businesses in interacting with prospective clients but also spreads products and services round the clock. Through growing exposure, enabling participation, creating social proof, and creating a powerful personal brand, social media marketing assists in property marketing, networking with potential clients, and ending successful deals. When asked about real estate marketing on social media, informant number 3 stated:

“My career has developed significantly with the help of social media as a person who has zero network during the start of my real estate journey. Social media help me gain clients and those clients refer me to their friends. (IDI 3 – SS 2).”

With the same question asked, informant number 4 shared:

“As a real estate professional there were vast number of practitioners that using social media marketing utilizes social media in promoting their listings. It boosts my confidents in selling properties because If I got lot of sales, I got an award. The that award can motivate me more and encourage to sell more properties (IDI 4 – SS 3).”

Informant number 3 asked again but in different question stated:

“In terms of generating sales in social media put me in a very comfortable space where I can really spend more time on other task while still generate result in the end, I mainly post in Facebook and boosting it so it is easy to hit my target market with less effort (IDI 3 – SS 3).”

With the same question asked, informant number 7 shared:

“It creates a remarkable impact when you close a deal thru your platform. And it creates an avenue to experience the possibilities in reacting out prospect buyers locally and internationally and it help to promote our products and services 24 hours a day and 7 days thus it provides a minimal time promoting compared to traditional way of promotion and social media is powerful just be mindful of your numbers. Because at the end of the day this is business and numbers are very important (IDI 7 – SS 5).”

In response to the identical question asked, informant number 10 provided:

“Social media marketing boosts my confidence in generation more sales by increasing exposure, facilitating engagement. Providing social proof, offering valuable data insight, and allowing me to establish a strong personal brand. These factors collectively market properties, connect with potential clients and ultimately close successful sales (IDI 10 – SS 6).”

Informant number 10 shared answered the same question: “With or without social media my confidence is at par. It

sounds boastful right? Let me qualify. Before this social media comes into life. I am traditional salesman and you know what in conducting face to face marketing sales in general I have to equip self with full confidence with an extra one in order to hit the quota. Integrating these new platforms and technology keeps my confidence high (IDI 13 – SS 7).”

### Generalization

This study explores the role and effect of social media marketing in real estate, mainly concentrating on listing sales, joint ventures, sales stories, and digital marketing tools. The running themes also show that social media platforms are the best marketplaces for information and product purchases in the real estate sector. They can succeed in this task by nothing less than incorporating designer visuals, targeted advertisements, and user-friendly applications into their marketing methodology, thus significantly broadening their audience and attracting more possible buyers. Stories of group bargaining and sales contributions convey an essential message that marketing strategies would only be effective with social media and its potential to reach out to specific destinations and to use public response to attract a target audience.

Digital tools such as online advertising, Facebook pages, and other platforms provide good ROI for lead generation and prospect meet-ups in real estate. The author delves into how success stories like booking new clients and leads from social media campaigns get spotlighted. At the same time, challenges such as competitors and time investment in leads with uncertain outcomes that come with the territory also get addressed. Foragers should aim to allocate strategies to advertising and targeting components to effectively increase sales stories and the quality of engagement in the real estate market.

The research highlights the value of ethical practices and exploring social networks for reliability in social network marketing for real estate. Through social media interactions, professionals can highlight their capabilities, gain more confidence, and develop a personal bond with clients, improving their professional advancement. Ethical activities, for example, applying codes of ethics, sharing a fee schedule openly and transparently, and having a strong online presence are the cornerstones of establishing a solid reputation in a competitive market and earning clients’ trust. Creating a robust online presence, as well as regularly publishing relevant content, serves to increase credibility and trust among clients. This results in the real estate market producing results.

Social media marketing for real estate requires the help of experts with experience and the ability to navigate the challenging world of digital marketing. In real estate, mentoring programs are a significant factor in passing knowledge, enhancing skills, and being up-to-date with the fast-changing social media trends. Social Media Marketing specialists in real estate provide content creation, audience targeting, and performance analytics knowledge, thus assisting realtors in complying with regulations, ethics, and algorithms. Using social media

platforms, practitioners can market listings, respond to clients’ queries, and grow their visibility, resulting in more sales and satisfying deals in the real estate market.

Social media advertising is an essential medium real estate professionals use to find prospective clients, boost sales volume, and protect their reputations. Real estate agents can strengthen their marketing strategies and lead to a successful career in a competitive environment by implementing ethical practices, social networking strategies, and digital tool use. Comprehending consumer behavior theories, networking with clients through social media, and adjusting to industry changes are only some of the critical factors for real estate marketers to succeed in the fast-paced environment of real estate marketing on social media.

### Implications

The study emphasizes the importance of social media in real estate for building awareness and creating sales listings, highlighting the need for visually attractive content, targeted advertising, and user-friendly applications to attract buyers and boost sales. Ethical conduct and credibility-building are crucial for trust and reputation, with practitioners urged to use social media to enhance their credibility. Effective communication, including persuasive calls to action and personal follow-ups, is essential for lead generation and sales success. The need for expertise in social media marketing and data analytics is underlined, along with the necessity of continuous learning and adaptation to stay competitive. Developing tailored social media marketing models is recommended by the researcher presented in Figure 1 below to improve the overall performance of marketing properties. Ensuring the availability of training and resources for agents to use social media effectively is crucial. Future professionals should leverage attractive graphics, targeted ads, and user-friendly apps to communicate with buyers, while ethical conduct remains essential for gaining client trust. On the other hand, future researchers should explore digital marketing dynamics, trends, and the impact of social media strategies on sales outcomes, focusing on ethical concerns and the long-term effectiveness of social media in lead generation and business growth.

### The Recommended SOSIS Marketing Model for Real Estate Practitioners

Based on the study’s results, a responsive SOSIS Marketing Model has been designed as a Social Media Marketing Model specifically for real estate practitioners. The model identifies five key elements: synergizing, optimizing, showcasing, integrity, and streamlining. Additionally, it explores the connections and relationships between the eight emergent themes captured from the study’s research questions and the SOSIS Marketing Model, as presented in the researchers’ work, “From Likes to Earnings: The Lived Experiences of Real Estate Professionals Using Social Media Marketing.” The framework is depicted in Figure 1, followed by a detailed discussion of each element in the SOSIS acronym.

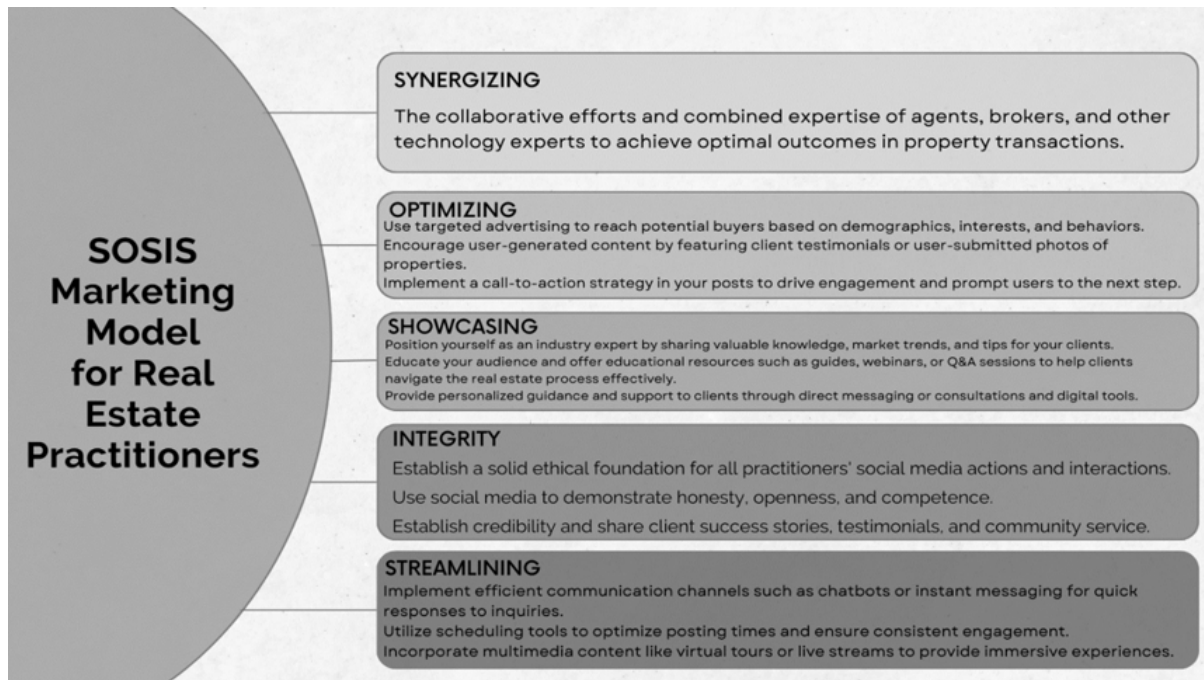


Figure 1: SOSIS marketing model for real estate practitioners

### SOSIS Marketing Model Consists of Five Elements Synergizing

As a real estate practitioner, synergized collaborative expertise in property transactions can have huge benefits. Experts can improve their assessments by including criteria for decision-making and structured data analysis (Ball *et al.*, 2003). Moreover, integrating the knowledge-based on agents, brokers, and technologist experts may increase the accuracy and effectiveness of social media property postings, particularly in the content website and real estate property beautification. On the other hand, a collaborative partnership of stakeholders is vital; thus, solid governance and good management of the decision-making processes lead to a successful means of realizing this model. Synergy-oriented collaboration contributes to effective decision-making, appraisals, and operational streamlining in real estate transactions, thus benefiting practitioners in various areas.

### Optimizing

For real estate practitioners, optimizing targeted advertising can be gratifying. Leveraging demographic data and using platforms that analyze users' ad interactivity can reach audiences ready to purchase. Establishing mechanisms that increasingly make websites track users' personal information and preferences, such as surveys or interactions with the ads, as well as model-based predictions sent to users based on their data and behavior (Gaikwad *et al.*, 2014), can strengthen practitioners' strategy. Within this post, practitioners can encourage users to share their experiences utilizing products and services and use call-to-action in the posts to get immediate results from social media users, increasing the conversion rate. Overall, practitioners can benefit from this kind of optimization

of their advertising means, aiming it at different audiences and achieving all the marketing goals possible. Real estate professionals can navigate the market landscape's complexities by embracing optimization principles and attain viable success in a rapidly evolving industry. With this, practitioners can position their target market and think of the best opportunity to increase their leads.

### Showcasing

Real estate professionals can benefit significantly by showcasing useful information, market trends, and suggestions to clients through tools such as e-commerce sites and expert systems with customer interaction and market understanding exhibitions (Sinyak *et al.*, 2021). Cooperating and being up to date with the market trends helps build credibility and trust among the clients, leading to broader market expansion, lower costs, and profit maximization. By staying informed about market trends and local regulations, practitioners can position themselves as trusted advisors who can guide clients through the intricacy of real estate transactions. Showcasing also extends to personalized service, where professionals customize their approach to meet each client's specific needs and preferences, fostering trust and loyalty. Real estate professionals effectively showcase their value proposition in a competitive market landscape through expertise, innovation, and client-centricity.

### Integrity

Integrity is the cornerstone of ethical practice for all practitioners, including real estate professionals. It means that we are free from corruption, honest, fair, and just. In social media, integrity is a crucial personality trait, an indicator of honesty, transparency, and competence,

thus helping us gain credibility and trust. Using client success stories, testimonies, transparent information, and openness regarding our community services can demonstrate our honesty, professionalism, and dedication to fidelity, thereby improving our image and drawing clients (Calancea, 2019). Integrity in social media operations and interactions is more than conforming to ethical values. It also creates a favorable image and builds trust among customers and community members.

### Streamlining

Using streamlining, for example, platforms with chatbots and instant messaging for strong and prompt communication can be an excellent asset for real estate agents when it comes to timely responses to inquiries. Scheduling tools can raise the audience's reach with real estate agents; thus, it helps ensure regular communication. Using multimedia technology like virtual tours or live video feeds would add more value to the user's experience, allowing for more "real" property tours. Such an approach can simplify communication, automate replies, and retain rapport in high-demand situations and crises, such as the pandemic (Duneva, 2021). Furthermore, they can apply communications through practical and modern channels to facilitate connections between stakeholders and maximize interactions, eventually gaining communication objectives.

### CONCLUSION

By integrating social media engagement theory principles, real estate professionals can better understand the complex relationship between social media likes and their earnings. Their lived experiences can provide valuable insights into effective social media marketing strategies, highlighting the importance of authentic engagement, strategic content creation, and adaptive networking to enhance their professional success and earnings. Social media advertising is essential for real estate professionals and agents to find prospective clients, boost sales volume, and protect their reputations. It can strengthen their marketing strategies and lead to a successful career in a competitive environment by implementing ethical practices, social networking strategies, and digital tool use. In addition, comprehending consumer behavior theory, networking with clients through social media, and adjusting to industry changes are critical factors for real estate marketers to succeed in the fast-paced environment of real estate marketing on social media.

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