

Digital Transformation Strategy in Property Marketing: Literature Review

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Abstract. Property companies face challenges in staying relevant and competitive in the digital era. Digital transformation is essential for improving operational efficiency, enhancing customer experiences, and seizing new business opportunities, with digital marketing playing a key role. This research explores effective digital marketing strategies for property companies, focusing on social media, search engine optimization (SEO), content creation, and advanced technologies like VR, AR, and AI. Using a Systematic Literature Review (SLR), secondary data from journals, articles, and books were analyzed to identify trends and gaps in the field. Findings indicate that social media fosters customer interaction, SEO improves website visibility, and high-quality content, such as blogs and virtual tours, builds trust and engagement. Advanced technologies like VR and AR provide immersive buyer experiences, while AI enhances personalization through customer data analysis. These strategies collectively offer property companies a competitive advantage in navigating digital transformation.

Keywords: Digital Transformation, Digital Marketing, Social Media, Quality Content.

1 Introduction

In today's rapidly changing digital age, digital transformation has become essential for many industries, including the property sector. Digital transformation involves incorporating digital technology into every facet of a business, fundamentally altering how companies function and deliver value to their customer [1]. By utilizing digital technology, property companies can increase operational efficiency, improve customer experience, and open up new business opportunities. One important aspect of digital transformation is digital marketing, which includes various strategies and tools to promote products and services online. Digital marketing allows property companies to reach a wider audience, optimize interactions with customers, and measure marketing results more effectively [2].

Property companies face various challenges in the digital era, including changes in consumer behavior, intensified competition, and rapid technological developments. Consumers today are

more likely to use the internet to find information about properties, compare prices, and make transactions [3]. Therefore, property companies need to adopt effective digital marketing strategies to meet the needs of modern consumers. Digital marketing not only helps in increasing a company's visibility in cyberspace, but it also enables companies to build more personalized and interactive relationships with customers.

Literature review on digital marketing in property companies shows that there are various strategies that can be applied to achieve marketing goals. According to [4] the use of social media, SEO (Search Engine Optimization), content marketing, and email marketing. Social media, such as Facebook, Instagram, and LinkedIn, provide an effective platform to promote properties and interact with potential buyers. SEO allows companies to improve their website's ranking in search results, making it easier for consumers to find [5]. Content marketing, through the creation of relevant and engaging content, can help attract and retain consumer attention. Meanwhile, email marketing can be used to send personalized information to potential customers and increase conversion rates.

Digital marketing is the practice of promoting products or services using digital channels to reach consumers. Digital marketing theory includes various concepts and frameworks, such as Customer Journey, Marketing Funnel, and Digital Ecosystem. The Customer Journey describes the consumer journey from awareness to purchase, while the Marketing Funnel divides this journey into stages: Awareness, Interest, Decision, and Action. The Digital Ecosystem includes all digital platforms and tools used to interact with consumers, such as websites, social media, email, and SEO. These concepts help companies understand and manage interactions with consumers more effectively, as well as measure the results of their marketing efforts [6].

One of the most relevant digital marketing strategies for property companies is Search Engine Optimization (SEO). SEO is the process of optimizing a website to be more easily found by search engines like Google. This strategy involves various techniques, such as proper keyword selection, quality content creation, website technical optimization, and backlink building [7]. In the context of property companies, SEO allows the company's website to appear on the first page of search results when potential buyers search for properties or related services. This increases visibility and the opportunity to attract more visitors to the website, which in turn can increase the number of leads and sales. Effective SEO implementation helps property companies to compete better in a competitive digital marketplace [8].

Digital transformation in the property industry is not just about using the latest technology, but also about redesigning business processes to harness the potential of such technology. This includes the automation of marketing processes, the use of data and analytics to make better decisions, and the application of technologies such as virtual reality (VR) and augmented reality (AR) to provide customers with a more immersive visual experience [9]. For example, VR and AR allow potential buyers to take a virtual tour of the property they are interested in, without having to physically visit the location. This not only saves time and money, but also provides a more enjoyable and informative experience for consumers.

Digital transformation also includes the use of advanced customer relationship management (CRM) platforms, which enable companies to track and analyze interactions with customers more effectively. This enables companies to offer better and more personalized services to customers, and increase customer retention rates. The use of big data and analytics is also

becoming increasingly important, as it allows companies to understand market trends, consumer preferences, and the performance of marketing campaigns in greater depth [10].

In the face of the challenges and opportunities offered by the digital age, property companies need to develop a comprehensive and effective digital transformation strategy. Digital marketing plays a key role in this strategy, with various tools and techniques that can be used to increase visibility, engagement and customer satisfaction. This literature review shows that property companies that successfully adopt and implement the right digital marketing strategy will have a significant competitive advantage in the market. Therefore, investment in digital technology and development of digital capabilities is a must for property companies that want to survive and thrive in the digital era.

2 Research Methods

The research method used in this study is Systematic Literature Review (SLR). SLR is a structured and methodological approach to identify, evaluate and interpret all available evidence related to a specific research topic. The SLR process begins with formulating a clear and specific research question, followed by determining inclusion and exclusion criteria for literature selection. Next, a comprehensive literature search is conducted using academic databases such as Google Scholar, ScienceDirect, and JSTOR. Once the relevant literature was collected, a critical analysis of each source was conducted to assess its quality and relevance to the research topic [11]. Data from the selected literature was then synthesized to identify key themes, trends, and gaps in previous research.

The data source used in this research is secondary data sourced from journals, articles, and books. Academic journals provide the latest and in-depth research on digital marketing strategies and digital transformation in the property industry. Articles from conferences and industry reports provide practical insights and relevant case studies. Books provided a strong theoretical foundation and historical perspective on the development of digital marketing. By combining these various data sources, this research aims to provide a comprehensive overview of digital transformation strategies through digital marketing in property companies. This in-depth literature analysis is expected to produce evidence-based recommendations to help property companies adopt and implement effective digital marketing strategies.

3 Results and Discussion

Previous research on digital marketing transformation strategies in property companies shows various significant findings. First, a study by [12] found that effective use of social media can increase customer interaction and engagement. In this study, property companies that utilized platforms such as Instagram and Facebook managed to build active online communities and increase brand awareness. Social media also allows companies to display property portfolios in an attractive and interactive way, thus attracting potential buyers. Research conducted by [13] highlighted the importance of SEO (Search Engine Optimization) in the digital marketing strategy of property companies. They found that proper search engine optimization can significantly increase the visibility of a company's website in search results. This means that

potential buyers can more easily find information about the properties on offer. The results showed that companies that invested in SEO strategies experienced a significant increase in web traffic and conversion rates.

Study by [14] underscores the important role of quality content in digital marketing. Their research shows that creating informative and engaging content, such as blog articles, virtual tour videos, and infographics, can increase customer engagement and build trust. Relevant and valuable content also helps in improving SEO rankings, which in turn increases a property company's online visibility. Research conducted by [15] found that email marketing is still an effective tool in digital marketing. Property companies that use personalized and segmented email campaigns see a significant increase in response and conversion rates. Email marketing allows companies to send relevant information and special offers to potential customers, which can drive purchasing decisions.

[16] highlighted the importance of using data and analytics in digital marketing strategies. They found that property companies that use data analytics to understand customer behavior and preferences can better optimize their marketing campaigns. Data analytics allow companies to track ad performance, identify market trends, and customize their marketing strategies according to customer needs and wants. Study by [17] shows that the use of VR (Virtual Reality) and AR (Augmented Reality) technology in property marketing can provide a more immersive and immersive experience for potential buyers. This technology allows potential buyers to take a virtual tour of the property without having to physically visit the location, which not only saves time and costs but also increases customer satisfaction.

Research by [18] found that effective integration of CRM (Customer Relationship Management) in digital marketing strategies can increase customer retention and loyalty. CRM allows companies to track interactions with customers, manage leads, and provide personalized services. Thus, companies can build stronger relationships with their customers. Study by [19] highlighted the importance of mobile marketing strategies. They found that more and more consumers are using mobile devices to search for properties, so property companies need to ensure that their websites are responsive and optimized for mobile devices. Mobile marketing also includes the use of property apps that can provide real-time information to users.

Research by [20] shows that video marketing is becoming increasingly important in digital marketing strategies. Videos can be used to showcase properties in a dynamic and engaging way, which can increase the interest and engagement of potential buyers. Platforms such as YouTube and Vimeo provide great opportunities for property companies to reach a wider audience. Study by [21] highlights the importance of omni-channel marketing strategies. Their research found that property companies that integrate various digital marketing channels, such as social media, email, SEO, and content marketing, in one unified strategy, tend to achieve better results. An omni-channel strategy ensures message consistency and a seamless customer experience across all digital touchpoints.

Based on the overall research results above, this study shows that digital marketing transformation strategies are very important for property companies to remain competitive and relevant in the digital era. The use of social media and search engine optimization (SEO) is key in increasing customer interaction and engagement and increasing company visibility. Property companies that utilize social media platforms effectively can build active online communities

and attract potential buyers through engaging and interactive content. In addition, investing in the right SEO strategy can significantly increase web traffic and conversion rates, making property information easier for potential buyers to find. The research also highlights the importance of quality content creation in digital marketing. Informative and engaging content, such as blog articles, virtual tour videos, and infographics, can increase customer engagement and build trust. This increased engagement not only helps in improving SEO rankings but also contributes to creating stronger relationships with customers. In addition, personalized and segmented email marketing remains an effective tool to increase response and conversion, provide relevant information, and drive purchasing decisions.

The use of data and analytics in digital marketing strategies has proven to be very important. By understanding customer behavior and preferences through data analytics, property companies can better optimize their marketing campaigns, tailor strategies according to customer needs and wants, and track ad performance effectively. VR (Virtual Reality) and AR (Augmented Reality) technologies can provide an immersive and immersive experience for potential buyers, allowing them to take a virtual tour of the property without having to physically visit the location, which increases customer satisfaction. This research confirms that the integration of effective CRM, mobile marketing, and video marketing is a critical component of a successful digital marketing strategy. An effective CRM can increase customer retention and loyalty by tracking interactions and providing personalized service. A mobile marketing strategy is important to reach consumers who are increasingly using mobile devices to search for properties. In addition, video marketing offers a dynamic and engaging way to showcase properties, increasing the interest and engagement of potential buyers. Thus, property companies that successfully adopt and integrate these various digital marketing strategies will have a significant competitive advantage in the market.

3.1 Optimizing the Use of Social Media and SEO in Digital Marketing

Traditional marketing strategies are no longer enough to reach an increasingly connected audience online. Companies in various industries, including property, must adopt a digital marketing approach to stay competitive. Two key components of an effective digital marketing strategy are the use of social media and search engine optimization (SEO). Both play an important role in increasing visibility, interaction and engagement with customers. Social media has become a key platform for companies to interact with their customers. Platforms such as Facebook, Instagram, LinkedIn, and Twitter allow companies to reach a wider audience at a relatively low cost compared to traditional advertising. Social media allows property companies to promote property listings, share quality content, and build relationships with potential buyers [22].

Social media is an effective tool for increasing brand awareness. Through consistent and high-quality posts, companies can build a strong online presence. Attractive property visualizations, client success stories, and customer testimonials are some examples of content that can be shared to capture the attention of the audience. Instagram, for example, is perfect for sharing interesting property images and videos, while LinkedIn can be used to build credibility through articles focusing on industry trends and market analysis. One of the key advantages of social media is its ability to encourage two-way interaction between companies and customers. Commenting, direct messaging and review features allow customers to interact directly with property

companies. This provides an opportunity to answer questions, resolve issues, and build a more personalized relationship with customers. In addition, these interactions can provide valuable insights into customer needs and preferences, which can be used to improve marketing and customer service strategies.

Social media also offers a range of paid advertising options that can be highly effective if used correctly. Facebook Ads and Instagram Ads, for example, allow companies to target audiences based on demographics, interests, and behaviors. With targeted ad campaigns, property companies can reach potential buyers who are most likely to be interested in their listings. In addition, these platforms provide powerful analytics tools to measure ad performance and adjust strategies in real-time. SEO is the process of optimizing websites and online content to rank higher on search engine results pages (SERPs). Effective SEO can increase the visibility of a property company's website, attract more organic traffic, and ultimately increase sales prospects. SEO covers a wide range of techniques, from keyword optimization to backlink building.

The first step in SEO is to conduct keyword research to identify terms and phrases used by potential buyers when searching for properties online. Tools such as Google Keyword Planner, SEMrush, and Ahrefs can help in finding relevant keywords with high search volumes and low levels of competition. Once the main keywords are identified, they should be strategically incorporated into the website content, including page titles, meta descriptions, headings, and article content [23].

1. On-Page Optimization

On-page optimization involves tweaking website elements to improve their relevance and quality in the eyes of search engines. This includes proper keyword usage, quality content creation, and URL structure optimization. In addition, it is important to ensure that the website is mobile-friendly, has a fast loading speed, and is easy to navigate. Effective use of header tags (H1, H2, H3), creation of compelling meta descriptions, and image optimization with alt tags are also important parts of on-page optimization.

2. Backlink Building

Backlinks are links from other websites that point to the property company's website. Search engines see backlinks as a sign of trust and authority, so the more quality backlinks a site has, the higher it will rank in search results. Backlink building strategies can include guest blogging, collaborating with influencers, and creating shareable content (such as infographics or case studies). It is important to focus on the quality rather than quantity of backlinks, as backlinks from high-quality websites are more valuable than many backlinks from low-quality sites.

3. Social Media and SEO Integration

Effective integration between social media and SEO can yield better results than using either strategy alone. Content shared on social media can increase traffic to a website, which in turn can improve SEO rankings. In addition, social media can be used to build backlinks by sharing interesting and shareable content, which can then be linked to by other websites.

4. Use of Quality Content

Quality content is at the heart of a successful digital marketing strategy. By producing informative, relevant and engaging content, property companies can attract audiences and build trust. This content can also be optimized for SEO by including relevant keywords and ensuring good structure. When quality content is shared on social media,

it can attract more visitors to the website, increase the chances of getting backlinks, and ultimately improve rankings in search engines.

5. Measurement and Analytics

Measurement and analytics are critical components in optimizing social media and SEO strategies. Analytic tools such as Google Analytics, Facebook Insights, and Twitter Analytics can provide insights into the performance of marketing campaigns. This data can be used to identify what is working well and what needs improvement. By understanding metrics such as visitor numbers, conversion rates, and engagement rates, property companies can adjust their strategies to achieve better results.

While social media and SEO offer many benefits, there are some challenges that need to be overcome to optimize these strategies. The property industry is highly competitive, and getting high rankings in search engines or attracting attention on social media can be a challenge. To overcome this, property companies should focus on differentiating themselves from competitors. This can be done by offering unique and high-quality content, as well as using creative and innovative marketing strategies. Search engine algorithms and social media platforms are constantly changing, which can affect the visibility and performance of content. To stay relevant, property companies need to stay on top of the latest trends and adjust their strategies according to algorithm changes. This could involve regular monitoring of industry news, attending digital conferences, and participating in online marketing communities.

Managing effective social media and SEO campaigns takes time and resources. Property companies, especially small or medium-sized ones, may have limitations in terms of budget and manpower. The solution to this challenge is to prioritize tactics that deliver the best results and consider outsourcing some digital marketing functions to an experienced agency or freelancer. With the development of technology and changes in consumer behavior, social media and SEO will continue to evolve. Trends such as voice search, the use of AI in data analytics, and new social media platforms will shape the future of digital marketing. Property companies must be ready to adapt to these changes and continue to optimize their strategies [24].

Voice search is becoming increasingly popular with the adoption of devices like Google Home, Amazon Alexa, and Apple's Siri. To stay relevant, property companies need to optimize their content for voice search. This includes using conversational keywords and ensuring that important information is easily accessible through these devices. The use of AI in data analytics will be increasingly important in understanding customer behavior and optimizing marketing campaigns. AI can help in identifying trends, predicting customer needs, and providing more precise recommendations. Property companies that utilize this technology will have a competitive advantage in managing and targeting their audiences more effectively.

With the rise of new social media platforms such as TikTok and Clubhouse, property companies need to explore new ways to reach their audience. TikTok, for example, can be used to create short, attention-grabbing video content, while Clubhouse can be used for discussions and webinars that engage audiences directly.

Optimizing the use of social media and SEO in digital marketing is a very important strategy for property companies to stay competitive in the digital era. Social media allows direct interaction with customers and increases brand awareness, while SEO helps increase website visibility and attract organic traffic. By combining these two strategies, property companies can

achieve better results in their digital marketing. However, it is important to keep monitoring the latest trends and developments, and adjust strategies accordingly. Thus, property companies can continue to optimize the use of social media and SEO to achieve their marketing goals.

3.2 Utilization of Quality Content, Data Analytics, and Latest Technology

In the increasingly competitive world of digital marketing, property companies must find ways to differentiate themselves and grab the attention of potential buyers. One of the most effective ways to achieve this is through the utilization of quality content, data analytics, and the latest technology. These three elements are interrelated and can work together to create a more powerful and effective marketing strategy. This article will take an in-depth look at how property companies can utilize quality content, data analytics, and the latest technology in their digital marketing efforts.

Quality content is the backbone of any successful digital marketing strategy. Good content not only captures the audience's attention but also builds trust and credibility. For property companies, quality content can be blog articles, virtual tour videos, infographics, e-books, and more. This content should be informative, relevant, and appealing to the target audience. Blog articles are one of the most commonly used forms of content in digital marketing. Well-written articles can help property companies increase their visibility on search engines through SEO optimization. Using the right keywords, writing long and in-depth content, and providing answers to common questions that potential buyers may have are some strategies that can improve SEO rankings. In addition, useful and informative blog articles can help build a company's authority in the real estate industry, which in turn increases customer trust [25].

A virtual tour video is a highly effective tool to attract potential buyers. With today's technology, property companies can create videos that show the property in detail, providing an experience as if the prospective buyer is on site. Not only do these videos provide a clearer visual picture of the property, but they can also be accessed anytime and anywhere, making it easier for potential buyers to make an initial assessment without having to physically visit the location. Other visual content such as infographics can also be very useful in conveying complex information in an easy-to-understand manner. E-books and whitepapers are long-form content that can be used to educate audiences on various aspects of the property market. For example, an e-book on first home buying guides or a whitepaper on property market trends can add value to potential buyers and help them make better decisions. This content can also be used as a tool to collect leads, by offering a free e-book or whitepaper in exchange for contact information.

Data analytics plays an important role in understanding customer behavior and optimizing marketing campaigns. By analyzing data from various sources, property companies can gain valuable insights into what is working and what is not, and adjust their strategies accordingly. Customer behavior analysis involves monitoring and analyzing the actions taken by potential buyers on websites or other digital platforms. This includes tracking the most visited pages, time spent on each page, and actions such as filling out forms or clicking on specific links. By understanding these patterns, property companies can identify the parts of their website that are most engaging or that may need improvement. For example, if many visitors leave a particular page without taking further action, it could be an indication that the page needs to be optimized.

Segmentation is the process of dividing an audience into smaller groups based on certain characteristics such as demographics, behavior, or preferences. Using data analytics, property companies can create more specific audience segments and target them with more relevant messages. Personalization, on the other hand, involves tailoring content and communications to meet the individual needs of each segment. For example, personalized email marketing can include property recommendations based on previous preferences or send relevant content based on location or stage of purchase. Predictive analytics uses statistical techniques and machine learning algorithms to predict future outcomes based on historical data. In a real estate context, predictive analytics can be used to forecast market trends, identify potential buyers who are most likely to make a purchase, or determine which properties will be in demand in the future. With these insights, property companies can make more informed decisions and allocate their resources more effectively.

New technologies such as Virtual Reality (VR), Augmented Reality (AR), and Artificial Intelligence (AI) are increasingly being used in property marketing. These technologies not only enhance the customer experience but can also provide a competitive advantage for companies that use them. VR and AR are highly effective tools in property marketing. VR allows potential buyers to take a virtual tour of the property, providing an experience as if they were on site. This is especially useful for potential buyers who are far away or have time constraints. AR, on the other hand, can be used to add virtual elements to the real world, for example by displaying how furniture would look inside a particular room. This technology not only enhances the visual experience but also helps potential buyers to make more informed decisions.

AI is being used in various ways to improve property marketing. AI-powered chatbots can provide 24/7 customer support, answer common questions, and even assist in the sales process. AI can also be used to analyze customer data and provide more accurate and personalized recommendations. For example, AI can predict which properties best suit the needs of a prospective buyer based on their preferences and previous behavior. IoT is a network of connected devices that can collect and share data. In the context of property, IoT can be used to collect data on property conditions, such as temperature, humidity, and security. This data can be used to provide potential buyers or property owners with further insights into the real-time condition of the property. In addition, IoT devices can improve operational efficiency and reduce costs by automating certain tasks, such as energy management and property maintenance.

While the utilization of quality content, data analytics, and the latest technology offers many benefits, there are some challenges that need to be overcome. Creating quality content that is relevant to the target audience requires a deep understanding of their needs and preferences. This can be a challenge, especially in the highly competitive property industry. The solution to this challenge is to conduct comprehensive market research and use data analytics to identify the most effective content topics and formats. In addition, it is important to continuously monitor and evaluate the performance of the content to ensure that it remains relevant and engaging to the audience. Managing large amounts of data from multiple sources can be challenging. It is important to have an effective system for collecting, storing, and analyzing data. In addition, companies must ensure that the data they collect is accurate and reliable. The solution to this challenge is to use advanced analytics tools and adopt best practices in data management. Also, it is important to comply with data privacy regulations to protect customer information [26].

Adopting the latest technologies such as VR, AR, and AI requires a significant investment in terms of time and resources. In addition, there is a learning curve associated with using these technologies effectively. The solution to this challenge is to start with a small pilot project and gradually scale up the implementation. In addition, it is important to train staff and ensure that they have the necessary skills and knowledge to use these technologies effectively.

To provide a clearer picture of how quality content, data analytics, and the latest technology can be optimized, here are some case studies from property companies that have successfully implemented these strategies. Property Company A uses a combination of quality content and data analytics to increase customer engagement and conversion. They started by creating informative blog articles and virtual tour videos of their properties. Using analytics tools like Google Analytics, they tracked the performance of this content and identified the most effective topics and formats. They also used the analytics data for segmentation and personalization, sending email marketing tailored to customer preferences and behavior. As a result, they saw a significant increase in website traffic and lead conversion.

Property Company B focuses on using the latest technology to enhance the customer experience. They adopt VR and AR to provide virtual tours of their properties, allowing potential buyers to explore the property in detail without having to visit the physical location. They also use AI to analyze customer data and provide more accurate and personalized recommendations. An AI-powered chatbot is used to answer common questions and provide 24/7 customer support. As a result, they managed to increase customer satisfaction and speed up the sales process. Property Company C uses IoT to collect real-time data on the condition of their properties. This data is used to provide potential buyers with further insights into the real-time condition of the properties. They also use this data to improve operational efficiency and reduce costs by automating certain tasks, such as energy management and property maintenance. As a result, they managed to reduce operational costs and increase the value of their properties.

Utilizing quality content, data analytics, and the latest technology is a highly effective strategy for property companies to stay competitive in the digital age. Quality content helps attract attention and build customer trust, while data analytics provide valuable insights into customer behavior and the effectiveness of marketing campaigns. The latest technologies such as VR, AR, and AI not only enhance the customer experience but also provide a competitive advantage. However, it is important to constantly monitor the latest trends and developments and adjust strategies accordingly. By doing so, property companies can continue to optimize the use of quality content, data analytics, and the latest technologies to achieve their marketing goals.

4 Conclusion

Digital transformation has become a necessity for property companies to stay relevant and competitive. Literature reviews on digital marketing strategies for property companies show that implementing the right strategies can provide significant benefits. The use of social media and SEO are two key components that can increase customer interaction and engagement, as well as the company's visibility online. By building an active online community through social media and ensuring the website is easily found through SEO, property companies can attract more potential buyers and increase sales opportunities. Quality content plays a very important role in digital marketing strategies. Informative and engaging content, such as blog articles, virtual tour

videos, and infographics, not only help in improving SEO rankings but also build customer trust and engagement. Personalized and segmented email marketing has also proven effective in increasing response and conversion. By leveraging data analytics, companies can better understand customer behavior and preferences, optimize marketing campaigns, and provide a more personalized and relevant experience.

New technologies such as VR, AR, and AI offer additional opportunities to enhance the customer experience and provide a competitive advantage. VR and AR allow potential buyers to virtually explore properties, while AI can be used to analyze customer data and provide more accurate and personalized recommendations. Effective CRM integration, mobile marketing, and video marketing are also important components of a successful digital marketing strategy. All this suggests that property companies that are able to adopt and integrate various digital marketing strategies will have a stronger position in the market. Thus, this study confirms the importance of digital transformation in the marketing strategy of property companies. In facing the challenges and opportunities in the digital era, companies must be ready to invest in technology and best practices to optimize interactions with customers and improve marketing results. By combining social media, SEO, quality content, data analytics, and the latest technology, property companies can achieve a significant competitive advantage and ensure sustainable growth in the future. Digital transformation is not just about following trends, but also about leading change and innovating to achieve long-term success.

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