



Modern Property Marketing Strategy: Combining Conventional and Digital Approaches

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ABSTRACT

Property marketing today requires a more adaptive approach as digital technology develops. Although many companies are starting to combine conventional and digital marketing strategies, there is still a gap in the understanding of how this integration can be done effectively. This study aims to explore the application of a combination of conventional and digital marketing strategies in the property industry and to identify the challenges faced in its implementation. This study uses a qualitative approach by conducting in-depth interviews with 5-10 participants who have more than three years of experience in the property industry. Data is collected to analyze the advantages and disadvantages of each approach. The results showed that conventional marketing, such as brochures and exhibitions, is effective in reaching local audiences and building personal relationships, but has limitations in reaching a wider market. In contrast, digital marketing allows access to a larger audience and efficiency in measuring results. The combination of these two approaches provides competitive advantages, such as increased market reach and lead conversion. The main challenges faced in this integration include the high cost of conventional marketing, the difficulty of maintaining message consistency, and the need for more resources to manage both strategies simultaneously. This study concludes that the integration of conventional and digital marketing can provide a more holistic and effective solution in facing competition in the property industry. By utilizing the strengths of both approaches, property companies can achieve optimal marketing results and increase competitiveness in an increasingly complex market.

Keywords: digital marketing, social media, marketing strategy

INTRODUCTION

Property marketing is one of the important elements in the success of property development and sales (Hendriyanto et al., 2024; Ndungu et al., 2020; Reed, 2021). In the highly competitive property industry, an effective marketing strategy is key to attracting consumer attention and increasing sales. Along with technological advances and changes in consumer behavior, the way property marketing has also undergone a significant transformation. Property marketing is no longer limited to conventional methods such as brochures, banners, and property exhibitions, but is increasingly moving towards digital marketing that is more dynamic, efficient, and measurable (Aulia & Briliana, 2017). This creates both challenges and opportunities for property marketers in creating the right marketing strategy to meet the needs of the growing market.

Conventional marketing that has been used in the property industry, such as print ads, banners, brochures, and property exhibitions, still has a place in the hearts of consumers, especially among the more traditional and less tech-connected audiences (Briandana & Dwityas, 2020; Lim & Mohd Suki, 2020). Nonetheless, conventional marketing has its

limitations, both in terms of market reach and effectiveness in measuring results. According to Kotler et al. (2017), conventional marketing is still considered effective in building long-term relationships with clients, especially in a property market that requires a personal touch. However, with changes in consumer trends that are increasingly leading to the use of technology, property marketing strategies are now increasingly leading to the use of digital platforms.

On the other hand, digital marketing, which involves the use of social media, SEO (Search Engine Optimization), paid advertising, and email marketing, allows property companies to reach a wider and more technologically connected audience. Digital marketing provides flexibility in reaching audiences in various locations and increases the ability to target consumers based on demographics and interests. According to Chaffey (2019), digital marketing enables more efficient measurement and provides more detailed data regarding consumer behavior, which can be used to optimize marketing campaigns. Therefore, more and more property companies are starting to combine conventional and digital marketing to create a more holistic and efficient strategy.

Although many property companies are starting to combine conventional and digital marketing, there has not been much in-depth research on how this integration is carried out effectively and the challenges that arise in its implementation (Caliskan et al., 2021; Javaid et al., 2024). This research gap is important, especially given the need to understand how property marketers can harness the power of both approaches to achieve optimal results.

Conventional marketing that has been used in the property industry, such as print ads, banners, brochures, and property exhibitions, still has a place in the hearts of consumers, especially among more traditional and less technologically connected audiences. However, conventional marketing has limitations in terms of market reach and effectiveness in measuring results. On the other hand, digital marketing, which involves the use of social media, SEO (Search Engine Optimization), paid advertising, and email marketing, allows property companies to reach a wider and more technologically connected audience.

This research aims to explore how property marketers, particularly property agents, marketing managers, and property developers with more than three years of experience, implement a combination of conventional and digital marketing in their marketing strategies. The research will delve deeper into the advantages, disadvantages, and challenges faced by property marketers in combining these two approaches. A total of 5 to 10 participants who have experience in both types of marketing will be interviewed to gain an in-depth understanding of the implementation of both strategies in the field.

This research is relevant to the paradigm shift in property marketing, which now requires marketers to be able to utilize both - conventional approaches that still have value in local markets and older audiences, and digital marketing that offers higher effectiveness and wider reach. The results of this study are expected to provide new insights in designing a more effective property marketing strategy that combines the strengths of these two approaches. The findings of this study are also expected to provide practical recommendations for property companies in managing and optimizing both types of marketing simultaneously.

As stated by Tuten & Solomon (2017), it is important for companies to integrate digital marketing into their strategy to stay relevant in the ever-changing market. Therefore, the combination of conventional and digital marketing is expected to provide a competitive advantage for property companies in reaching a wider target audience and increasing their marketing effectiveness. This research will also contribute to the existing literature by presenting empirical data on how these two approaches can complement each other in the context of property marketing.

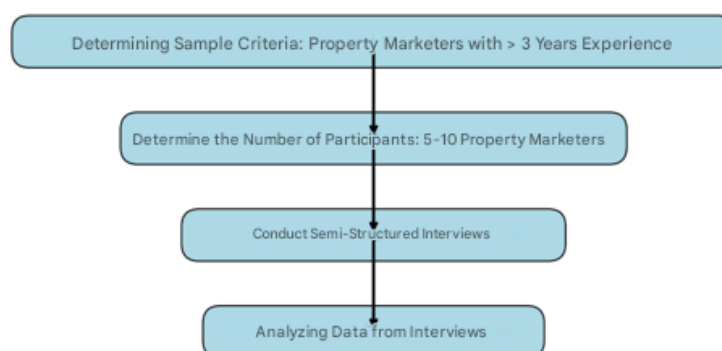
RESEARCH METHOD

This research uses a qualitative approach with case study and descriptive methods, which aims to understand in-depth phenomena related to property marketing, especially in combining conventional and digital marketing strategies. The phenomenological approach was chosen to explore the experiences and perceptions of property marketers in managing these two marketing strategies, providing insights into how they perceive and respond to changes in the property market.

The data used in this research consists of two types, namely primary data and secondary data. Primary data was obtained through in-depth interviews with property industry players, such as marketers, property agents, and developers who have implemented both types of marketing (conventional and digital). Interviews were conducted directly or through digital platforms. Meanwhile, secondary data was obtained from relevant literature, including journal articles, industry reports, books, and publications that discuss property marketing and the application of conventional and digital marketing strategies in the property sector.

The data collection process was conducted through semi-structured interviews using open-ended questions, which allowed participants to respond freely and in depth. Direct observation of marketing activities carried out by property companies was also conducted to provide a more complete picture. In addition, documentation of marketing materials both conventional (banners, brochures) and digital (social media campaigns, online advertisements) were collected as additional reference materials. The sample in this study consists of agents, marketing managers, and property developers who have more than 3 years of experience in the property industry and have implemented a combination of conventional and digital marketing strategies. A total of 5 to 10 participants will be interviewed to gain an in-depth understanding of the implementation of both strategies.

Research Sample Selection Process Diagram



Data collected from interviews and observations will be analyzed using thematic analysis techniques to identify the main themes that emerge and match them with conventional and digital marketing theories. The triangulation process will also be carried out by comparing data from various sources, such as interviews, observations, and documentation, to ensure the validity and consistency of the findings. To ensure reliability, this research will repeat interviews with several participants to test the consistency of the findings.

This research is limited to property marketers in specific regions or companies that have adopted both digital and conventional marketing strategies, and does not compare with companies that use only one of the two approaches. Using this qualitative methodology, the research aims to explore in depth how property professionals implement and assess the combination of marketing strategies, as well as the challenges and opportunities faced in the process.

RESULT AND DISCUSSION

Conventional marketing, despite its limitations in terms of wider reach, still has significant advantages in building personal relationships with local and traditional audiences (Alzubi, 2023). Strategies such as the use of brochures, banners and property showcases are often more effective in attracting the attention of consumers who prefer direct interaction and physical marketing materials (Quesenberry, 2020; Smith & Hanover, 2016). These methods are particularly useful in creating trust with clients who tend to feel more comfortable with the more personalized and tangible approach often found in conventional marketing. Nonetheless, the main challenge facing conventional marketing is the high cost required to print marketing materials and organize events such as property exhibitions. In addition, market reach is limited to the local area, which hinders the company's ability to effectively reach a wider audience.

Conventional marketing remains highly effective in building long-term relationships with clients. Another advantage is that, for most consumers, traditional marketing has a higher level of trust, which is difficult to build using only digital marketing. Conventional marketing also gives companies the opportunity to create a more immersive, hands-on experience for clients, which is much needed in property transactions that often involve large investments and long-term decisions.

Meanwhile, digital marketing offers a clear advantage in terms of wider reach, allowing property companies to reach a younger and more tech-connected audience. The use of social media platforms such as Facebook, Instagram, and LinkedIn, as well as the implementation of SEO (Search Engine Optimization) and paid advertising, opens up opportunities to reach a larger and more segmented audience. Digital marketing allows marketers to be more targeted and efficient, as they can tailor messages to audiences based on their demographics, interests, and online behavior. One of the biggest advantages of digital marketing is the ability to measure and monitor campaign effectiveness directly, which provides real-time insights that can help maximize the results of any marketing effort.

While digital marketing is extremely beneficial in reaching a wider audience, there are challenges in tailoring content to an audience that is unfamiliar with technology. Many consumers, especially older ones, may feel less comfortable or more skeptical of this marketing method, which may reduce their level of trust in digital advertising. In addition, digital marketing has limitations in terms of personalization that can only be achieved by conventional methods, such as direct interaction through property showcases or face-to-face meetings.

A mix of conventional and digital marketing is proven to optimize the strengths of each approach. By combining these two strategies, property marketers can leverage the advantages of digital marketing to reach a younger, more tech-connected audience, while still maintaining the personal relationships built through conventional marketing with more traditional audiences. For example, the use of banners and brochures can introduce properties at a local level, while social media and digital advertising can extend that reach to a more global audience.

The integration of these two approaches is not without its challenges. One of the main challenges is the high cost of conventional marketing, which can put a strain on a company's marketing budget. In addition, there are difficulties in maintaining message consistency between the two strategies, which requires more careful coordination to ensure that messages delivered through conventional and digital media do not conflict. Another challenge faced is managing two marketing channels simultaneously, which requires more resources, both in terms of manpower, time, and operational costs.

This research involved five participants who have more than three years of experience in the property industry and have implemented a combination of conventional and digital marketing strategies. Based on the interview results, all participants stated that the use of conventional marketing such as brochures, banners, and property exhibitions remain an important part of their strategy. However, they also recognize that digital marketing is very effective in expanding market reach and increasing lead conversion. Digital marketing makes it easier to measure and evaluate campaign results, and allows them to reach a wider audience, especially a younger and more tech-connected audience. Table 1 shows the interview findings from each participant which provides a more detailed picture of the implementation of these two marketing strategies.

Table 1. Interview Results of the Research Sample

NO	Participants	Year	Application of Conventional Marketing	Implementati on of Digital Marketing	Combined Effectiveness	Key Challenges
1.	Property Agent A	5	Brochures, banners, property exhibitions	Social media advertising, SEO, paid advertising	Increase market reach and lead conversion	High cost of conventional marketing
2.	Marketing Manager B	6	Property exhibition, print advertisement	Social media, email marketing, digital advertising	Effective for expanding audiences, especially young audiences	Difficulty maintaining message consistency between conventional and digital
3.	Property Developer C	8	Banners, property	Google Ads, social media,	Increase the number of leads	Requires more time and resources for management of both

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			exhibitions, brochures,	email marketing	and sales conversions	
4.	Property Agent D	4	Brochure, property exhibition	Social media, SEO, paid advertising	Delivering better results in local and global markets	Difficulty measuring the effectiveness of conventional marketing
5.	Marketing Manager E	7	Banners, brochures, print ads	SEO, social media, digital advertising	Increase brand recognition and boost sales	Challenges in choosing the right digital channel for the audience

In this research, interviews were conducted with five participants consisting of property agents, marketing managers, and property developers who have more than three years of experience in the property industry and have implemented a combination of conventional and digital marketing. From the interviews, it can be concluded that conventional marketing, despite its limitations in terms of wider reach, still has significant advantages in building personal relationships with local and traditional audiences. Strategies such as the use of brochures, banners, and property exhibitions are often more effective in attracting the attention of consumers who prefer direct interaction and physical marketing materials. These methods are particularly useful in creating trust with clients who tend to feel more comfortable with the more personalized and tangible approach often found in conventional marketing. Nonetheless, the main challenge facing conventional marketing is the high cost required to print marketing materials and organize events such as property exhibitions. In addition, market reach is limited to the local area, which hinders the company's ability to effectively reach a wider audience.

However, conventional marketing remains highly effective in building long-term relationships with clients. Another advantage is that, for most consumers, traditional marketing has a higher level of trust, which is difficult to build using only digital marketing (Rabby et al., 2022; Veleva & Tsvetanova, 2020). Conventional marketing also gives companies the opportunity to create a more immersive, hands-on experience for clients, which is much needed in property transactions that often involve large investments and long-term decisions.

Meanwhile, digital marketing offers a clear advantage in terms of wider reach, allowing property companies to reach a younger and more tech-connected audience. The use of social media platforms such as Facebook, Instagram, and LinkedIn, as well as the implementation of SEO (Search Engine Optimization) and paid advertising, opens up opportunities to reach a larger and more segmented audience. Digital marketing allows marketers to be more targeted and efficient, as they can tailor messages to audiences based on their demographics, interests, and online behavior. One of the biggest advantages of digital marketing is the ability to measure and monitor campaign effectiveness directly, which provides real-time insights that can help maximize the results of any marketing effort.

However, while digital marketing is extremely beneficial in reaching a wider audience, there are challenges in tailoring content to an audience that is not familiar with technology. Many consumers, especially older ones, may feel less comfortable or more skeptical of this marketing method, which may reduce their level of trust in digital advertising. In addition, digital marketing has limitations in terms of personalization that can only be achieved by conventional methods, such as direct interaction through property exhibitions or face-to-face meetings. The combination of conventional and digital marketing was considered highly effective by all participants. The combination of conventional and digital marketing proved to optimize the strengths of each approach. By combining these two strategies, property marketers can leverage the advantages of digital marketing to reach a younger, more tech-connected audience, while still maintaining the personal connection built through conventional marketing with a more traditional audience. For example, the use of banners and brochures can introduce properties at a local level, while social media and digital advertising can extend that reach to a more global audience.

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CONCLUSION

This research aims to examine how property marketers combine conventional and digital marketing strategies in an effort to achieve more effective marketing goals. Based on interviews with 5-10 participants who have more than three years of experience in the property industry, it can be concluded that both approaches have their own advantages and disadvantages, but they complement each other and provide significant benefits when applied together. Conventional marketing, while limited in terms of broad market reach and measurement efficiency, remains effective in building personal relationships with local audiences and more traditional clients. This approach provides added value in terms of trust and proximity to customers. Meanwhile, digital marketing offers greater reach, cost efficiency, and the ability to measure results directly. By utilizing platforms such as social media, SEO, and paid advertising, property companies can reach a younger and more tech-connected audience.

The combination of conventional and digital marketing is proven to give property companies a competitive advantage. The main advantage of this approach is its ability to expand market reach, increase lead conversion, and strengthen brand recognition. However, the main challenges faced in integrating these two approaches are the high cost of conventional marketing, the difficulty in maintaining message consistency between the two strategies, as well as the need for greater resources to manage both simultaneously. Overall, this study shows that the combined use of conventional and digital marketing provides a more holistic and effective solution in facing competition in the property industry. Therefore, property companies are advised to integrate these two strategies wisely to achieve optimal marketing results.

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