

Master Of Real Estate Management

Prepared by Dr. Ahmad Muhammad

MKT600
Digital Marketing Concepts

Lecture 2



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Chapter

02

Digital Marketing Channels



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Lecture Objectives



- ✓ To analyze the concept of digital marketing channels.
- ✓ To interpret the strategic role of digital marketing channels in the real estate sector.
- ✓ To analyze the classification framework of digital marketing channels according to the POEC model.
- ✓ To evaluate the areas of overlap between digital channels and hybrid categories.
- ✓ To critically compare the advantages and challenges of different digital marketing channels.
- ✓ To analyze the main digital marketing channels used in real estate marketing.
- ✓ To evaluate the effectiveness of email marketing in managing real estate customer relationships.
- ✓ To analyze affiliate marketing as a digital distribution channel and as a support mechanism for real estate entrepreneurship.
- ✓ To analyze the impact of social media on real estate consumer behavior.
- ✓ To evaluate the role of influencer marketing in building trust and digital reputation.
- ✓ To analyze the role of artificial intelligence applications within digital real estate marketing channels.
- ✓ To review and evaluate strategies for integrating digital marketing channels.
- ✓ To conduct an applied exercise focused on designing a digital real estate marketing campaign using digital marketing channels.

The Concept of Digital Marketing Channels



In the digital world, numerous marketing activities are carried out with the aim of reaching, informing, guiding, persuading, and mobilizing consumers around a product or brand. In academic literature, these activities are commonly referred to as digital marketing techniques, methods, tools, and channels. In this lecture, they will be addressed under the term digital marketing channels.

Digital marketing channels in today's business environment represent one of the most significant means through which organizations attempt to inform, persuade, and remind consumers—either directly or indirectly—of the organization and the products it offers.



These channels substantially contribute to achieving a set of marketing objectives, most notably:

- Increasing sales and creating a favorable climate for future growth.
- Preserving and enhancing market share.
- Building brand awareness and trust.
- Improving promotional effectiveness.
- Establishing a sustainable competitive advantage.
- Informing and educating the market.



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The Concept of Digital Marketing Channels



The Concept of Digital Marketing Channels



Overall, digital marketing channels distinguish the organization and its brands, as they embody the voice of the organization in the digital environment. They also enable the creation of interactive dialogues and the development of long-term relationships with customers, in addition to fostering knowledge exchange and building virtual communities.



These channels function as a managerial process through which the organization interacts and communicates with its target audience (including internal and external customers, current and potential clients, and all stakeholders). Marketing activities conducted through these channels primarily focus on encouraging the organization's audience to actively participate in its marketing initiatives, thereby contributing to the achievement of its strategic marketing goals.



Initially, organizations primarily focused on attracting customers to their websites, as digital marketing channels were essentially limited to these platforms. However, today a wide range of channels exists—such as email, virtual communities, and mobile applications—along with their use in identifying user locations and their continuous technical, aesthetic, and marketing development. These elements now constitute a central part of digital marketing channel strategies.

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**The General Framework for
Classifying Digital Marketing
Channels**





The General Framework for Classifying Digital Marketing Channels

When employing digital marketing channels, companies select those most suitable for their industry and target market. Consequently, the notion that all businesses should utilize every available digital marketing channel is not considered practical. There is no unified agreement on the exact number of digital marketing channels currently available, as researchers and practitioners have presented diverse perspectives regarding their types and classifications. Each researcher has defined these channels based on the application context of their study, with some classifications derived from case studies. Thus, one organization may adopt certain channels that another does not, depending on factors such as accessibility, necessity, and expertise in their use.



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The General Framework for Classifying Digital Marketing Channels

Despite the fundamental changes in the digital marketing landscape, a well-established framework continues to be widely adopted in marketing strategies: the POEC model. This framework can be applied to a broad spectrum of marketing practices, including social media marketing, search engine optimization and marketing, email marketing, print advertising, trade marketing, and many others.

The acronym POEC refers to three primary types of channels: Paid, Owned, and Earned. Although this framework is not new, it remains a foundational approach for any digital marketing strategy. By applying the POEC model, organizations can effectively design and guide their digital marketing strategies and tactics, enabling them to attract qualified customer opportunities more efficiently and achieve superior results.





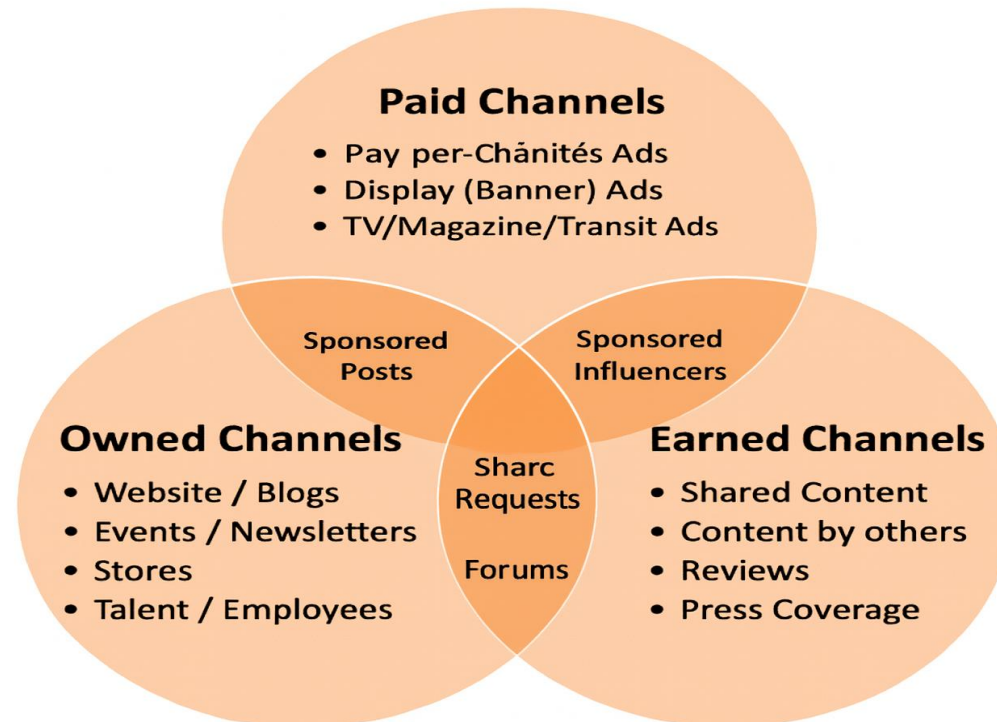
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The General Framework for Classifying Digital Marketing Channels





The General Framework for Classifying Digital Marketing Channels





Paid Channels: These represent sponsored or paid advertisements executed by organizations across various platforms. Digital examples include Facebook ads, Google ads, LinkedIn sponsored posts, banner ads, display ads, and YouTube video ads. Traditional examples include newspaper, radio, and magazine advertisements. At their core, paid channels are any medium in which an organization pays to gain visibility or reach an audience with whom it has no prior relationship—essentially, “strangers.”



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The General Framework for Classifying Digital Marketing Channels





2. Owned Channels: These encompass content produced and controlled by the organization. Examples of digital owned channels include websites, electronic newsletters, and blogs. Traditional examples include physical stores, trade show booths, printed newsletters, and even employees (as they represent the organization and its brand). Owned channels are typically directed toward current or potential customers.

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The General Framework for
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Channels





3. Earned Channels: These consist of content related to the organization, its services, or products, but created and disseminated by others. Digital examples include shared posts, customer-generated content, reviews, and referrals. Non-digital examples include news articles written based on press releases or independent coverage by journalists. Essentially, when an organization earns the attention of fans or advocates to the extent that they voluntarily “talk” about the brand, this constitutes earned channels.



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The General Framework for Classifying Digital Marketing Channels



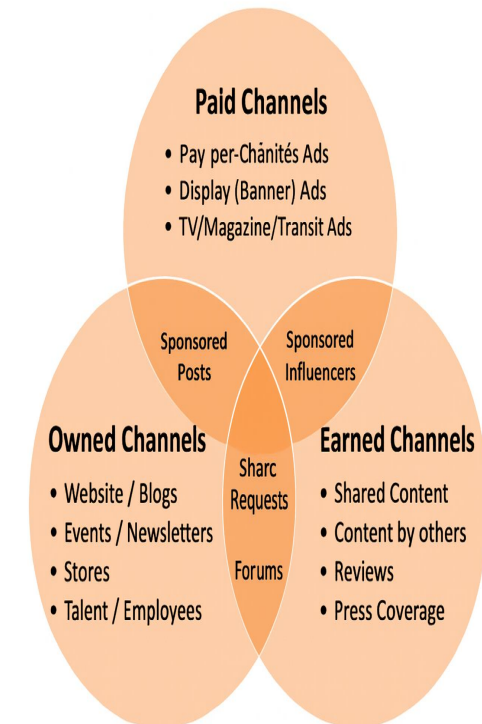


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Hybrid and Overlapping Categories

While the definitions above appear straightforward, it is important to note that certain channels do not fit neatly into a single category; rather, they may overlap or combine characteristics of multiple types:

- **Sponsored or Boosted Social Media Posts:** These represent a blend of paid and owned channels. Paying to display the post to a targeted audience classifies it as paid, while the content itself is owned since it originates from the organization's account.
- **Paid Influencers:** Posts by compensated influencers fall into a hybrid category combining paid and earned channels. Without payment, influencer recommendations are considered earned; however, once influencers are remunerated, these earned channels effectively become paid (with an earned dimension).
- **Requests for Social Media Shares:** These can represent a mix of earned channels (shared posts) and owned channels, particularly if the requesting organization drafts or prepares the content of the post.





Given these overlapping categories, the POEC model is sometimes referred to by alternative acronyms such as POSE or PESO (Paid, Owned, Shared, and Earned). It is therefore essential to recognize that certain channels may fall within more than one category simultaneously.

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Hybrid and Overlapping Categories





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Comparative Table of Digital Marketing Channels – POEC Framework

Channel Type	Definition	Digital Examples	Traditional Examples	Notes
Paid Channels	Media where the organization pays for visibility or access to a new audience	Facebook Ads, Google Ads, LinkedIn Sponsored Posts, YouTube Ads	Newspaper ads, radio commercials, magazine advertisements	Targets “strangers” with no prior relationship with the organization
Owned Channels	Content created and controlled directly by the organization	Websites, blogs, email newsletters	Physical store, trade show booth, printed newsletters, staff	Typically directed at current or potential customers
Earned Channels	Content about the organization created and shared by others	Customer posts, reviews, referrals, social media shares	News articles, word-of-mouth recommendations	Generated when others voluntarily talk about the brand
Hybrid Categories	Channels combining characteristics of more than one type	Boosted social media posts (Paid + Owned), Paid influencers (Paid + Earned), Share requests (Owned + Earned)	—	Overlapping categories led to models like POSE or PESO

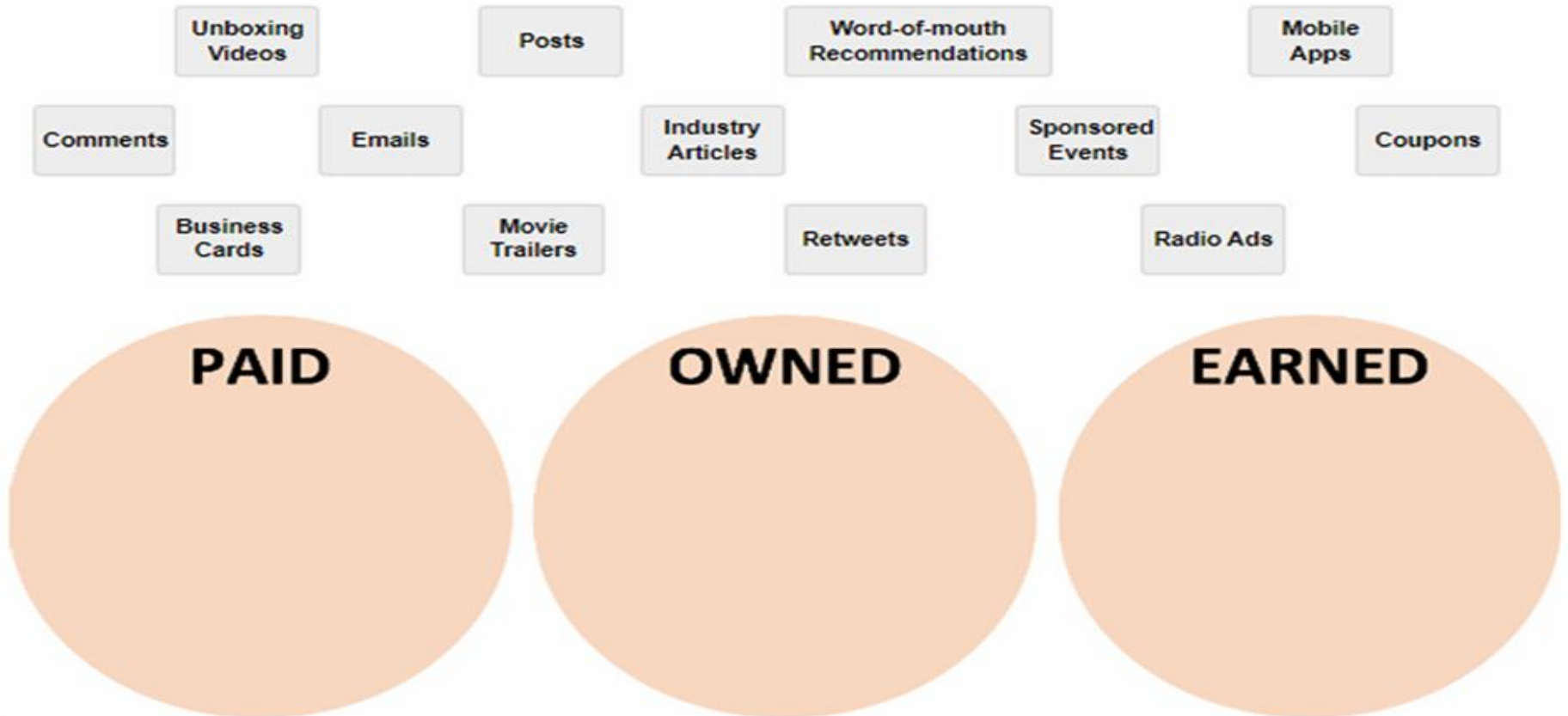


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Comparative Table of Digital Marketing Channels – POEC Framework

Let's try categorizing various types of Channels...

Simply drag and drop the following words into the appropriate categories. (You can drop the same word into multiple categories, if appropriate.)





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Integrating Paid, Owned, and Earned Channels

When used together, paid, owned, and earned channels can generate remarkable results. Marketers can strategically combine them in the following ways:

- **Paid Channels to Promote Owned and Earned Channels:** This strategy helps audiences discover your owned assets and/or earned conversations. Example: In a public transportation advertisement (paid channel), you can showcase a customer review (earned channel) and include a link to your website (owned channel).
- **Paid and Owned Channels to Generate and Stimulate Earned Channels:** This approach aims to present content capable of sparking public dialogue. Example: Boosting a post (paid/owned) from your social media page (owned channel) to encourage your target audience to discuss or comment on it (earned channel).
- **Owned Channels to Host Earned Conversations:** This method can be applied to collect ideas or feedback from your audience. Example: Enabling comments (earned channel) on your blog (owned channel), or hosting a contest or competition (earned channel) through your social media account (owned channel).
- **Earned Channels to Listen to Audience Conversations:** This approach provides insights into what your target audience likes, wants, or needs. Example: Monitoring social media conversations (earned channel) related to your brand, competitors, or industry, or offering real-time customer support to understand what works and what does not.



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Benefits and Challenges of the POEC Channels Types

Channels Type	Benefits	Challenges
Paid Channels	• Immediacy: Marketers can get their media in front of target audiences much more quickly and efficiently. • Control: Because paid media is created by the brand and distributed through specific channels, the messaging is controlled and usually, cannot be changed or edited. • Wider Reach: Marketers can access larger audiences much more quickly and effectively. • Trackable: Most paid media systems can measure the behaviours of the audience and report on the media's performance.	• Noise: Since people are bombarded with so many ads, it can be challenging to get your audience's attention. • Low Response Rates: Due to ad blockers and ad saturation, response rates continue to decline. • Less Credibility: While easy to promote, paid media can sometimes be perceived as spam or inappropriate.



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Benefits and Challenges of the POEC Channels Types

Channels Type	Benefits	Challenges
Owned Channels	• Brand Control: Since this media is developed and distributed by the brand, it represents the media that brands control the most. • Ability to Change: Brands can quickly create and adapt media to meet the ever-changing needs and interests of the audience. • Efficient Processes: Brands can ensure that these processes are efficient and match the structure(s) of their organizations and audiences. • Longevity of Content: Brands can make sure that this media is available / accessible for longer periods of time.	• Relevance: If the brand does not know its audience well, the media may be perceived as irrelevant or uninteresting. • Mistrust: Many people do not trust communications that come directly from brands. • Difficulty in Scaling: It takes time and resources to organically build and grow a large audience.



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Benefits and Challenges of the POEC Channels Types

Channels Type	Benefits	Challenges
Earned Channels	• Most Credible: Posts written and shared by others carry the most credibility. They tend to be perceived as the most believable, authentic, genuine, and truthful. • Wider Reach: Getting others to share content with their own networks can exponentially increase a brand's reach and exposure.	• Lack of Control: Brands cannot control what others say about them. • Negative Virality: Negative posts spread faster than positive ones and have the potential to go viral. • Hard to Track: When others post, it may be difficult to know who is hearing about your brand.



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The Principal Digital Real Estate Marketing Channels

The principal digital real estate marketing channels can be identified as follows:

- Website Marketing
- Email Marketing
- Affiliate Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Content Marketing
- Mobile Marketing
- Social Media Marketing
- Influencer Marketing
- Artificial Intelligence (AI)



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E-mail marketing

With e-mail marketing, e-mails containing marketing messages are sent to the target audience. It is possible to say that the return rate of e-mail marketing is high because businesses communicate with the consumer through the e-mails that the masses who want to have information about the brand or product share with the business. The first thing the business should do in e-mail marketing is to create a member list consisting of e-mails. It is a priority that this list is up-to-date, that the content of the message sent is correct, and that emails are sent taking into account data security and legal regulations. E-mail marketing, which is very cost-effective compared to many marketing methods, ranks second after search engines among online marketing tools. Determining who reads the e-mails sent and who clicks on the links in the e-mail shows the efficiency of the e-mail.



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E-mail marketing



Three methods are used when implementing email marketing:

- 1. E-mail newsletter:** Sending e-mails to consumers who sign up for a newsletter with information about news and developments about the product and brand. The aim is to establish a strong bond with the consumer rather than sales.
- 2. Suggestion email:** Sending e-mails to consumers who have shared their e-mail address with the business for any reason, with content about products and campaigns that may be of interest to them.
- 3. Direct e-mail:** These are e-mails that mobilize a consumer to purchase a product regardless of any membership or registration and offer personalized discounts. Within the scope of relationship marketing, e-mails celebrating the birthday of the consumer and including a discount coupon at a certain rate for the birthday can also be considered within the scope of direct e-mail.

There is perhaps only one drawback of e-mail marketing. That is that the e-mails fall into the spam folder of the consumers in the target audience. In this case, the e-mail cannot reach the target audience, and e-mails that fall into the spam folder can be interpreted as fraud.



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Key Considerations for Email Marketing



- **Timing and Frequency:** This refers to when messages are sent and how often a marketer initiates email outreach. It is essential to determine the optimal sending time based on dedicated analyses. Moreover, the number of sends should be carefully managed, as over messaging may dilute the message's impact.
- **Subject Line Field:** The subject line is a crucial formal element that enables the recipient to grasp the message's content at a glance. It also signals respect for the customer and their time, an aspect that becomes especially important for recipients who receive numerous emails daily.
- **Email Title (Within the Message):** Distinct from the subject line, the email title appears inside the body of the message. It should be formatted so that it clearly stands out from the main text, thereby re orienting the reader to the topic.
- **Message Length:** The message should focus on conveying the intended points clearly and concisely, in order to avoid reader fatigue and the consequent risk of the message being ignored.
- **Organization's Brand Mark (Logo):** The organization's logo is typically placed at the top left of the email. It plays a significant role in reinforcing the organization's brand image in the minds of recipients, while also conveying professionalism and credibility.



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Key Considerations for Email Marketing



- **Use of Visual Aids:** Visual elements such as tables, figures, and charts can communicate substantial information without resorting to lengthy paragraphs. These visuals, however, should remain simple and easy to interpret.
- **Inclusion of Hyperlinks:** Embedding hyperlinks allows readers to access additional information on specific topics within the email or to navigate to related destinations (e.g., the organization's website or Facebook page). Overuse should be avoided, as it may undermine the message's clarity and purpose.
- **Animations and Effects:** Elements such as emoticons or visual and audio effects can enhance appeal and engagement. Nevertheless, excessive use may detract from the message's formality.
- **Personalization:** Messages should be tailored to the characteristics of users and recipient groups. As the number of recipients grows, messages tend to become more general, and vice versa. Segmenting recipients into groups and lists can help strike an appropriate balance.



- **Leveraging Existing Customers to Reach New Ones:** Current customers can be encouraged to refer others by including features such as “Send to a Friend” forms or “Tell a Friend about the Site” prompts within the email.
- **Feedback Mechanisms:** Provide an open channel for inquiries and explicitly welcome questions within the message, thereby encouraging engagement and fostering dialogue.



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Key Considerations for Email Marketing



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Affiliate marketing



Today, products are sold through digital channels. These digital channels may belong to the person selling the product or they may be the website of another independent person. Thanks to these websites, also referred to as marketplaces, businesses have the opportunity to sell their products outside their own websites. While the marketplace undertakes the promotion of the product, it is the product owner business that must deliver the product upon order. Affiliate marketing is a digital channel where businesses market their products without any store, website or social media account. With this method, which offers great support especially to SMEs (small and medium-sized enterprises), the products of unknown businesses are delivered to consumers with the confidence provided by well-known marketplace brands. examples in the world include temu.com, ebay.com and amazon.com. In this method, which is used as a kind of distribution method, the marketplace receives commission on the sales made.

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Affiliate marketing



The following steps are taken to realize the affiliate marketing process:

- **Stage 1:** Businesses make agreements with marketplaces where their products will be promoted and sold.
- **Stage 2:** The products to be sold in the marketplace are determined.
- **Stage 3:** The commission rate to be given to the marketplace per sale is determined.
- **Stage 4:** The marketplace starts to promote the product that the business has given it to sell with advertisements both on its own site and outside its own site.
- **Stage 5:** After each sale, the marketplace collects the predetermined commission rate.



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Affiliate marketing



Affiliate marketing, which is realized by applying these stages, has become attractive for both seller businesses and marketplaces that receive commissions, as it enables the sale of the products that the business only keeps in its warehouse without any other effort and cost. There are three types of payment methods in affiliate marketing and they are expressed as follows:

- **Pay-per-sale:** The business that sells the product gives a certain percentage of the sales price of the product to the affiliate as a commission after the sale by the affiliate.
- **Pay per lead:** The purpose of this method is the affiliate's effort to attract potential customers for the business that owns the product. By encouraging the customer to take actions such as filling out a form or signing up for an e-newsletter, the affiliate receives payment from the business based on a pre-existing agreement.
- **Pay-per-click:** The affiliate incentivizes customers to visit the website of the product owner through its own marketing platform. With this method, which contributes to the increase in the site traffic of the product owner, the affiliate receives payment based on a pre-existing agreement for each click that customers make on the affiliate's website to be redirected.



As long as it is applied correctly, it is possible to get efficiency from affiliate marketing. Therefore, affiliate marketing provides benefits to businesses. One of these benefits is the elimination of the time and money expenditures that marketing research will reveal in order to reveal the potential target audience. There is also a financial benefit as fixed and variable expenses such as renting a store, paying bills for its operation, having an atmosphere that will attract customers, employing sales personnel, etc. are minimized. Finally, since it is recommended by the sales partner, it can save labor by not making an idle effort to attract customers.



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Affiliate marketing





Social media can perhaps be considered as the most remarkable virtual socialization networks of the last 20 years. Users enjoy spending their free time on many social networks such as Facebook, X, Instagram, etc. Therefore, it is not possible to have no marketing where consumers spend so much time. Accordingly, all marketing activities on social networks are considered as social media marketing. Many activities for businesses, goods and services, brands, campaigns and news are carried out on social media to create a positive perception on consumers.

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Social media marketing





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Forms of Social Media



Researchers have classified social media according to multiple criteria, most notably the historical phases in their development. The following is a concise overview of social media forms as identified in the research literature:

- **Social Networks:** Websites that enable users to connect with friends and acquaintances by creating a personal profile and then adding contacts. Users can share photos, videos, text posts, and links on their profiles for their friends to see. Prominent examples include Facebook, LinkedIn, and Google+.
- **Blogs:** Function as digital journals that allow blog owners to share their ideas by publishing posts. Visitors are often able to comment on these posts. One of the most well-known platforms for creating personal blogs is Blogger.
- **Microblogging Platforms:** Sites that enable users to publish short posts on their personal accounts. Other users can follow an account to view its updates. Examples include Twitter—which traditionally allowed tweets of up to 140 characters—and Tumblr.
- **Media-Sharing Sites:** Platforms that allow users to share multimedia content, such as videos, photos, and presentations. Users create personal profiles, which others can follow to view shared content. Examples include YouTube (video sharing), Flickr, Instagram, Pinterest (photo sharing), and SlideShare (presentation sharing).



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Forms of Social Media



- **Wikis or User-Generated Content Sites:** Collaborative content platforms where users contribute to and develop content across diverse domains. Open encyclopedias are among the most important sources of information, often containing the information users seek. Organizations have recently begun leveraging these sites in their marketing activities by creating their own content and embedding links to their websites. Examples include Wikipedia and WikiTravel.
- **Bookmarking Sites:** Platforms that allow users to share links and organize them into folders for easier management and retrieval, effectively serving as a repository of favorites. Users can also benefit from links shared by others and browse recent web content through these links. Examples include Delicious and StumbleUpon.
- **Social News Sites:** Platforms that facilitate the sharing of news items or links to articles and other web content, while allowing users to vote on submissions. Posts and links are displayed in an order that reflects the number of votes received. Examples include Reddit and Digg.



- **Discussion Forums:** Sites that enable members to engage in discussions, propose ideas, and exchange opinions with one another around specific topics. Forums typically include sub-sections dedicated to particular subject areas. An example is Yahoo Groups.
- **Social Event Sites:** Platforms dedicated to promoting specific events and facilitating ticket sales. Organizations can publicize their events to increase attendance and engagement. An example is Eventful.

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Forms of Social Media





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Social media marketing

The concept of interaction comes to the forefront with social media. Accordingly, businesses have an alternative channel to achieve success in many areas such as advertising, opportunities, after-sales consumer communication, online reputation management, customer service and customer loyalty thanks to the interaction they create with their consumers. Three basic behaviors that affect purchasing with social media marketing can be discussed. Accordingly, firstly, there are behaviors that emerge with the guidance of electronic word-of-mouth marketing and opinion pioneers. Secondly, there are the behaviors that consumers, who are influenced by the consumption habits of their environment, perform in line with the information they obtain through social media. Third and lastly, consumers research the business on social media during the purchasing process and exhibit purchasing behavior by examining all kinds of complaints, satisfaction, comments and opinions about the business.



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Influencer marketing

A social media influencer can be defined as a person who has a large number of followers on various social media channels (Instagram, Tiktok, YouTube, X, etc.), regularly shares various posts, is admired by his/her followers with these posts, and is a member of a social media channel where his/her followers attach importance to his/her thoughts, opinions and information. A social media influencer is a kind of celebrity, but does not necessarily have to be a country and/or world-wide athlete, artist, etc. Therefore, a social media influencer can be any person living anywhere. They are individuals who correspond with their followers, respond to them, share posts that interest them and interact with them. The goal of the influencer is to share various visuals, photos, drawings, videos, etc. that will attract the most attention and be watched the most. Influencer, who earn income through social media businesses and sponsored brands, have become a profession that the new generation is excited and enthusiastic about.



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Influencer marketing

After providing basic information about social media influencers, it would be appropriate to define the concept of influencer marketing. Accordingly, influencer marketing can be defined as “reaching the target audience of the business quickly and easily by working with people who have a high number of followers and whose thoughts and opinions are important in digital media”. Since the influencer has a certain number of followers and has the power to influence its followers, if the followers of the influencer match the target audience of the business, it is possible for the followers of the influencer to buy the products of the business. We can talk about influencer marketing as a marketing and promotional activity designed in this direction. The purpose of the business here is to reach its potential consumers indirectly by promoting its products and services through the social media account owned by the influencer.



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Influencer marketing

In addition to its many benefits such as product promotion, increasing sales, creating brand loyalty, and electronic word-of-mouth marketing, influencer marketing also has a number of challenges. First of all, it is critical for the business to find an influencer that represents its brand and it is very difficult to find such a person. This is because it is expected to find the most suitable influencer for the brand's image, identity and weight, and for this influencer to act in a way that will not harm the brand outside of social media. Another challenge is influencer fraud. The fact that almost anyone can become an influencer, and that some influencers are followed only by certain segments of the population, can cause businesses to be deceived by some people who are not actually influencers, causing the business to lose time, money and energy. It is a priority for businesses working with influencers to follow influencer marketing trends. Due to the fast consumption of digital consumers, falling behind the trending methods may cause the brand's efforts to be wasted.



Accordingly, today's influencer marketing trends can be listed as follows:

1. Working with influencers on popular social media channels
2. Easy-to-consume, time-saving video sharing
3. Including awareness messages that will contribute to corporate identity and create sympathy
4. Shape stories with people and scenarios and share them in video format



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Influencer marketing





Artificial intelligence is a system that imitates the thoughts, opinions and actions of humans and learns over time. What makes artificial intelligence attractive is that it can apply and improve what it learns from humans without the physical and social needs of a human being. Therefore, artificial intelligence directly contributes in many areas such as reasoning, decision making, searching, modeling and providing solutions. Today, ChatGPT, Gemini, Microsoft Copilot, Claude-3, Midjourney, Tailor Brands, 10Web IO, Opus Pro, Invideo, Gamma App, ElevenLabs and tl;dv are among the most known and used artificial intelligence tools.



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Artificial intelligence





In terms of marketing, artificial intelligence is a current and important digital marketing tool. With the help of AI, marketers can carry out marketing research activities in a shorter time and at a very low cost. Artificial intelligence offers valuable contributions to marketers in areas such as sales strategies, current market situation, market segmentation, price creation and revision, strengthening brand interaction, advertising and slogan suggestions, and customer satisfaction. As marketers integrate AI into their activities.



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Artificial intelligence





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Artificial intelligence

the following three elements are the basis for this integration:



1. Content creation: Artificial intelligence enables the production and dissemination of content such as visuals, videos, slogans, etc. that will attract the attention of potential consumers. This element, which also determines the channels where content will be presented and shared, increases operational efficiency.



2. Personalization: Based on consumers' shopping history, product and service tastes, their comments on digital channels, and their demographic structure, the company offers products and campaigns that are suitable for its target audience. Artificial intelligence, which quickly and accurately identifies the personalized needs of consumers, guides marketers on issues such as the number of consumers to be targeted and the likelihood of consumer purchases.

3. Chatbots: It is important to stay in close contact with the consumer to ensure customer satisfaction, build brand loyalty and realize the sales transaction as soon as possible. Chatbots respond to consumer questions and requests 24/7, enabling marketers to achieve their goals, especially in customer relationship management. Chatbots, which strengthen the consumer experience, are an artificial intelligence tool that guides the consumer on every subject the consumer wants to learn and shows the minimum attention the consumer needs by not leaving him unanswered.



Artificial intelligence has provided efficiency in marketing management. With its contribution to speed, security and interactivity, it provides quality and stability in marketing processes by producing the right product for the right consumer at the most appropriate time at the most appropriate cost, selling it at the most appropriate price and delivering it to the consumer at the most appropriate time. Artificial intelligence, which excites the whole world with its potential and perhaps a little frightening, is an area where current and high expectations are very high among digital marketing channels.



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Artificial intelligence





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Integration of digital marketing channels



In order to increase the benefits to be obtained from digital marketing channels, various combinations can be applied between the relevant channels to ensure that the channels work in coordination and effectively with the other channels they are combined with. First of all, it is possible to talk about multichannel marketing and omnichannel marketing strategies. In multichannel marketing, a large number of digital marketing channels such as e-mail, social media and SEO are used simultaneously but without any connection to each other. In omnichannel marketing, on the other hand, many preferred digital marketing channels are used in an interconnected way and provide a step-by-step experience to customers. An example of this strategy is when a consumer sees an advertisement on social media, then clicks on the relevant link to add the products they like to their cart on the website they visit, and then receives an e-mail to remind them of the products in their cart if they do not purchase the products they have added to their cart. It can be said that marketers today have adopted a omnichannel marketing strategy to provide a more effective customer experience.



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Integration of digital marketing channels

The second issue to be addressed in the integration of digital marketing channels is data sharing and personalization across digital marketing channels. Through customer relationship management, customer data can be collected and customized social media posts or e-mail content can be created and sent to the consumer. In support of this, and to further strengthen it, artificial intelligence-supported tools can be used to analyze the consumer's online behavior and determine their expectations. In this case, it will be efficient to reach the consumer through the most appropriate digital marketing channel. An example of this would be reminding the consumer of a product that they have viewed on the mobile app via notification, e-mail or SMS and encouraging them to purchase it.





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Integration of digital marketing channels



Trying to make the consumer's shopping journey better by integrating digital marketing channels is the third issue to be addressed in the integration of digital marketing channels. The stages of the consumer's shopping journey can be expressed as follows with the integration of digital marketing channels:

1. **Interest:** The consumer's interest in the product is tried to be created and increased through influencer marketing, blog posts, etc.
2. **Purchase:** Through affiliate marketing, SEO, SEM, etc., the consumer is enabled to complete the purchase process.
3. **Loyalty:** In order to embody the consumer's loyalty to the product or brand, the consumer can be encouraged to purchase the product or another product of the relevant brand by providing personalized offers to the consumer, mobile app notifications and e-mail campaigns.

The above-mentioned issues that enable the integration of digital marketing channels provide a number of benefits. Accordingly, when consumers encounter and interact with the brand through different digital marketing channels, the likelihood of the consumer purchasing the product will increase relatively. In addition, if marketers use relevant content and visuals to maintain brand identity across all digital marketing channels, they will ensure that consumers experience a consistent brand experience. This increases brand credibility, customer loyalty and the positive impact of marketing strategies.



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Integration of digital marketing channels



Applied Exercise: Designing a Digital Real Estate Marketing Campaign Using Digital Marketing Channels



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02**Applied Exercise: Designing a Digital Real Estate Marketing Campaign Using Digital Marketing Channels**

Let us assume that this campaign is implemented across three progressive phases over a twelve month period. The first phase is dedicated to foundation and preparation, during which the primary objective is to cultivate initial awareness of the project. This is achieved by planting the seeds of curiosity through carefully crafted content disseminated across social media platforms. The project's story is articulated through short-form videos that highlight the architectural elegance and its harmonious integration with Riyadh's contemporary urban identity. At this stage, artificial intelligence tools are employed to analyze early audience responses in order to assess which project features attract the greatest interest—whether smart space design, advanced amenities, or the project's strategic location.

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The campaign then advances to the second phase: development and engagement. In this phase, preliminary booking opportunities are introduced, transforming passive interest into actionable intent. A major digital event is orchestrated through the launch of a comprehensive virtual tour of the project. Invitations are distributed via email to pre-registered prospects, while reach is enhanced through targeted advertisements on Facebook and Instagram aimed at individuals seeking residential opportunities in northern Riyadh. Furthermore, collaboration is established with credible influencers specializing in interior design and family-oriented lifestyles—not merely for promotional purposes, but to allow them to experience the virtual environment of the project and share personalized narratives illustrating how this residential development can meaningfully reshape everyday living patterns.

The third phase, conversion and reinforcement, focuses on prospects who are approaching a final purchase decision. At this stage, the accumulated data derived from previous interactions is leveraged to deliver highly personalized email communications. Each potential buyer is reminded of the specific unit that previously attracted their interest and is presented with a time limited exclusive offer. Simultaneously, artificial intelligence techniques are utilized to optimize search engine visibility, ensuring that the project ranks prominently for search queries such as “luxury apartments in northern Riyadh” or “new family residential developments.”



Throughout all phases, the project website functions as the campaign's central hub and operational core. Rather than serving as a static catalogue, the website operates as an interactive platform where prospective clients can explore virtual tours, calculate customized financing options through intelligent tools, and communicate directly with sales representatives via live chat. Through seamless integration, users who engage with an advertisement on Instagram are directed to a dedicated landing page showcasing the exact unit they previously expressed interest in.



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From a budgetary perspective, the campaign reflects strategic investment management. Assuming a total budget of five million Saudi Riyals, resources are allocated purposefully rather than arbitrarily. The second phase receives the largest share (40%), reflecting the peak period of engagement and conversion. Thirty percent is allocated to the awareness-building first phase, while the remaining thirty percent supports the third phase and ensures campaign sustainability. The largest proportion of expenditure is directed toward search engine marketing and content marketing, given their capacity to attract high-intent prospects. A reasonable portion is allocated to influencer marketing, with selection criteria based on audience alignment rather than follower count alone. Additional investment is directed toward artificial intelligence tools capable of optimizing budget deployment, automatically reducing spend on underperforming channels while maximizing return on investment across high-performing platforms.

The anticipated outcome extends beyond unit sales. The ultimate objective is the establishment of a strong digital brand presence that becomes synonymous with quality, innovation, and meticulous attention to detail. The campaign does not merely promote residential units; it markets a future-oriented lifestyle experience—communicated through digital channels until the client is convinced that what is being offered is not simply a house, but a dream home. This, fundamentally, represents the essence of integrated digital marketing within the contemporary real estate sector.





Thank You