

聚典房产燕郊市场营销策略研究

摘 要

近几年在政策的调控下房地产市场呈现稳定发展的态势，但随着消费升级的带来，房地产市场迭代升级和多元化发展成为必然趋势。房地产市场的升级带来的是房地产行业的竞争加剧，各品牌之间的营销战加剧。此次研究以聚典房产燕郊市场营销策略为主要研究对象，开篇概述了 PEST 理论、SWOT 理论等内容，并基于此，展开说明了三河市聚典房产企业目前的经营状况，进行了 SWOT 分析、营销市场分析。经过对市场的细致划分、市场的准确定位、营销市场等全方位的分析，剖析三河市聚典房产有限公司在营销中存在的问题，对这些存在的问题背后原因进行深入的剖析。从而针对性的提出改进措施，帮助三河市聚典房产有限公司更好的开展营销，通过营销带动品牌更好的发展。

关键词：聚典房产；营销策略；4PS 营销

ABSTRACT

In recent years, under the control of policies, the real estate market has shown a stable development trend, but with the upgrading of consumption, the iterative upgrading and diversified development of the real estate market has become an inevitable trend. The upgrading of the real estate market brings about the intensified competition in the real estate industry and the intensified marketing war among brands. This research takes Yanjiao marketing strategy of Judian real estate as the main research object, and proposes pest theory, SWOT theory, 4Ps marketing theory and other contents at the beginning. On this basis, it analyzes the marketing status, SWOT analysis, marketing environment analysis and market positioning of Sanhe Judian Real Estate Co., Ltd. Through the analysis of market segmentation, market positioning, marketing environment and other aspects, this paper analyzes the problems existing in the marketing of Sanhe City Judian Real Estate Co., Ltd., and deeply analyzes the reasons behind these problems. In order to put forward targeted improvement measures, to help Sanhe City Judian Real Estate Co., Ltd. to better carry out marketing, through marketing to drive the better development of the brand.

Key words: Poly house property; marketing strategy; 4PS marketing

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