

AWARENESS AND USERBILITY OF DIGITALIZED MARKETING PLATFORMS OF REAL ESTATE PROPERTIES IN NIGERIA

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ABSTRACT

Digitalized marketing which is an offshoot of technology has become the expected way of conducting many aspects of businesses some businesses exist purely online. Real Estate Marketing is one of such aspect of businesses that will command greater result on various digitalized marketing platforms. The expectation of any prospective property investor is to have wide options to choose from when sourcing for properties. The use of internet / digitalized marketing can provide a meeting point for prospective clients by connecting properties to buyers or renters within a short frame of time and with little expenses. Various marketing platforms ranging from individual websites to company and corporate platforms have greatly enhanced the real estate marketing profession online. The need to obtain the best out of these various platforms has lead to the study of this paper. This study aims to identify available online search platforms for real property marketing in Nigeria. A survey on frequency of visit on property listing platforms were conducted on certain properties from ESVARBON registered surveyors in Nigeria. A total of 281 responses were analyzed. The findings of the study show that 89% of the respondent visit Facebook platform most makes it the highest visited platforms reason were that most of them have a Facebook account which is accessible easily. Recommendations are that estate firms should consider placing advert of listing platforms on the face book platform in order to publicize the platform.

KEYWORDS: *Digitalized / Internet Marketing, Real Estate, Estate Surveyors, Face Book*

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