

Research on Reshaping the Communication Power and Brand Building of Real Estate Self Media

Ye Shuwei¹, Ma Luyao², Gao Ancheng^{3*}

¹Voice of Zhejiang News Center, Zhejiang Media Group, Hangzhou, People's Republic of China

²Huafa Group East China Region Shanghai Business Unit, Shanghai, People's Republic of China

³Gao Ancheng, China Jinmao Group's South China region, Guangzhou, People's Republic of China

(Corresponding Author) Email address: guangyan19@163.com

Abstract—With the rapid development of new media technology, real estate self media, as an important channel for information dissemination, is facing challenges such as weakened communication effects and insufficient brand influence. This article analyzes the current situation and challenges of real estate self media, and proposes a series of innovative strategies aimed at reshaping its communication power and strengthening brand building. Research has pointed out that key measures such as clarifying brand positioning, optimizing content quality, strengthening user experience management, making reasonable use of social media tools, and collaborating with opinion leaders are crucial for enhancing the communication effectiveness and brand influence of real estate self media.

Keywords— Real estate self media, reshaping communication power, brand building.

I. INTRODUCTION

In the context of the digital age, the way and speed of information dissemination are changing at an unprecedented pace, and various industries are actively exploring communication strategies that adapt to the new media environment. The real estate industry, as an important pillar of the national economy, has also undergone a transformation in its information dissemination methods from traditional media to new media. Real estate self media, as an important product of this transformation process, not only carries the important functions of transmitting real estate information, interpreting industry policies, and analyzing market dynamics, but also plays an irreplaceable role in shaping industry image and guiding consumer decision-making. “The booming development of self media platforms has attracted a large number of self media practitioners to engage in content creation, and has established mature profit and operation models”^[1], With the increasingly fierce market competition and diversified audience demands, real estate self media is facing challenges such as declining communication power and insufficient brand influence. Therefore, reshaping the dissemination power of real estate self media and strengthening brand building have become the key to enhancing its competitiveness in the market and achieving sustainable development.

II. ANALYSIS OF THE CURRENT SITUATION OF REAL ESTATE SELF MEDIA

The development of real estate We Media is accompanied by the rapid progress of China's Internet technology and the vigorous development of the real estate market. From the original forum and blog, to the later microblog, WeChat official account, to today's short video platform, live broadcast, etc., the form and content of the real estate We Media continue to evolve, and its influence is growing.

(1) Development history of real estate self media

As early as the 1990s, the Internet had just started, and the combination of real estate and the Internet was still very limited. With the rapid development of Internet technology at the beginning of the 21st century, especially after 2000, the rise of portal websites such as Sina, Sohu, Netease, etc. has provided new channels for the dissemination of real estate information. During this period, some real estate practitioners began to use these platforms to publish news, information, and professional knowledge related to real estate, and the embryonic form of real estate self media gradually took shape. Around 2005, with the rise of blogs, some experts, scholars, and practitioners in the real estate field began to share their insights and experiences through blog platforms, and real estate self media began to enter a rapid development stage. After 2010, the rise of Weibo further promoted the development of real estate self media. Many real estate practitioners, institutions, and media have opened Weibo accounts to publish news, information, and comments related to real estate, attracting a large number of fans' attention.

In recent years, with the popularity of mobile Internet and the rise of short video platforms, real estate We Media has ushered in new development opportunities. Short videos have become the new favorite of real estate information dissemination due to their intuitive, vivid, and easy to spread characteristics. Many real estate practitioners, institutions, and media have begun to use short video platforms to publish real estate related content, such as property introductions, home buying strategies, market analysis, etc., further expanding the dissemination channels of real estate self media.

(2) The main types of real estate self media

There are various types of real estate self media, which can be roughly divided into the following categories based on their content, form, and audience:

News and Information: News and information self media mainly release news, policies, market trends, and other information related to real estate. This type of self media usually has strong timeliness and authority, and can provide buyers with the latest real estate market information. For example, real estate portals, professional media and microblogs and WeChat official account set up by government agencies are all news and information we media.

Real estate review category: Real estate review self media mainly reviews and analyzes real estate projects in the market, providing reference for home buyers. This type of self media usually has strong professionalism and objectivity, and can comprehensively evaluate the geographical location, traffic conditions, supporting facilities, and layout design of real estate projects. For example, microblog, WeChat official account, etc. set up by real estate experts, scholars and practitioners belong to the We Media of Real Estate Review.

Buying Guide Category: Homebuying guide self media mainly provides knowledge and skills related to buying a house, helping buyers better understand the buying process and precautions. This type of self media usually has strong practicality and guidance, and can provide practical housing advice for homebuyers. For example, microblogs and WeChat official account opened by real estate institutions, media and experts belong to the category of We Media for House Purchasing Guidelines.

Interactive Community Category: Interactive community self media mainly provides a platform for real estate related communication, allowing homebuyers to share their purchasing experience and exchange insights. This type of self media usually has strong interactivity and participation, which can stimulate the interest and enthusiasm of home buyers. For example, real estate forums, WeChat groups, QQ groups, etc. belong to interactive community self media.

(3) Market competition pattern of real estate self media

The current real estate self media market is fiercely competitive, with various self media platforms and content creators emerging one after another. Due to limited market capacity and intense competitive pressure, many self media are facing challenges in survival and development. In the real estate self media market, some large real estate portal websites and media institutions occupy a large market share with their brand advantages, content resources, and user base. These self media usually have strong content production and dissemination capabilities, and can provide comprehensive and authoritative real estate information for homebuyers. At the same time, some real estate self media operated by individuals and small teams have also gained certain attention and recognition in the market with their unique perspectives and professional knowledge. These self media platforms usually focus more on interaction and communication with their audience, and can provide more personalized and customized content and services. However, with the intensification of market competition, some real estate self

media are facing problems such as content homogenization and user churn. In order to maintain competitiveness and influence, these self media need to constantly innovate and upgrade, improve content quality and dissemination effectiveness.

III. THE NECESSITY OF RESHAPING THE DISSEMINATION POWER OF REAL ESTATE SELF MEDIA

The reshaping of the dissemination power of real estate self media is of great significance for brand building. By reshaping its communication power, real estate self media can enhance brand awareness, shape brand image, improve brand competitiveness, and better respond to the challenges brought by social media. This helps real estate companies stand out in fierce market competition and achieve sustainable development.

(1) The impact of social media on the real estate industry

With the rapid development of Internet technology, social media has become an indispensable part of people's daily life, and its influence has penetrated into various industries, including the real estate industry. Firstly, social media provides a broader channel for information dissemination in the real estate industry. Traditional real estate marketing mainly relies on newspapers, television, radio and other traditional media. Information dissemination is limited and costly. Social media platforms such as Weibo, WeChat, Tiktok, with their huge user base and efficient communication mechanism, enable real estate information to quickly cover a wider audience. Secondly, social media enhances the interaction between consumers and real estate brands. On social media platforms, consumers can easily obtain the latest updates on real estate projects and express their opinions and feelings through comments, likes, shares, and other means. This two-way interaction not only helps to enhance brand awareness, but also allows brands to gain a deeper understanding of consumer needs, thereby providing more personalized services and products. Furthermore, social media has brought new marketing methods to the real estate industry. Through social media platforms, real estate companies can use technologies such as big data analysis and precision marketing to achieve precise targeting of target customers and improve marketing effectiveness. Meanwhile, content marketing, emotional marketing, and other strategies on social media can effectively stimulate consumers' purchasing desire and improve sales performance.

(2) Challenges faced by the dissemination power of real estate self media

Although social media has brought many opportunities to the real estate industry, real estate self media still faces many challenges in terms of dissemination. Firstly, there is a serious homogenization of content. On social media platforms, there are numerous real estate self media platforms, but the content is often uniform and lacks innovation and uniqueness. This kind of content homogenization not only makes it difficult to attract consumers' attention, but may also lead to brand image blurring and reduce market competitiveness. Secondly, user

engagement is low, as the content of real estate self media is often professional and dull, making it difficult to stimulate consumer interest and participation. Lack of user interaction and feedback makes it difficult for self media to understand consumers' real needs and opinions, and thus unable to provide more accurate and personalized services. Furthermore, the dissemination channels are limited. Although social media platforms provide a vast space for real estate self media to spread, the dissemination effect of self media is often unsatisfactory due to platform rules and user behavior. For example, some platforms' content review and recommendation mechanisms may result in high-quality content being buried, while some users may ignore self media information due to information overload.

(3) The importance of reshaping communication power for brand building

Faced with the opportunities and challenges brought by social media, real estate self media urgently needs to reshape its communication power to enhance brand image and market competitiveness. The importance of reshaping communication power for brand building is mainly reflected in the following aspects. Firstly, reshaping communication power can help enhance brand awareness. By optimizing content quality, innovating communication methods, and expanding communication channels, real estate self media can more effectively attract consumers' attention and increase brand exposure. Secondly, reshaping communication power can help shape brand image. Real estate self media can create a positive, professional, and trustworthy brand image through publishing high-quality content, actively responding to consumer feedback, and participating in social media topic discussions. Furthermore, reshaping communication power can help enhance brand competitiveness. In the fiercely competitive real estate market, communication power has become one of the key factors for brands to stand out. By reshaping its communication power, real estate self media can more accurately target customers, provide more personalized services and products, thereby enhancing the brand's market competitiveness.

IV. RESHAPING STRATEGY FOR THE DISSEMINATION POWER OF REAL ESTATE SELF MEDIA

In the current digital age, real estate self media is facing unprecedented opportunities and challenges, such as "the credibility of self media is an important issue that hinders the healthy development of China's media environment"^[2]. In order to stand out in the fierce market competition, reshaping communication power has become an important task for real estate self media. This article will explore strategies for reshaping the communication power of real estate self media from four aspects: identifying target audiences and positioning, developing suitable marketing strategies, content creation and sharing, and interactive communication and user participation.

(1) Determine the target audience and positioning

Before reshaping its communication power, real estate self media first needs to clarify its target audience and positioning. The target audience is the core of self media communication activities, and positioning is the key to establishing a unique image for self media in the market. The target audience of real estate self media usually includes home buyers, investors, real estate practitioners, and related industry professionals. These audience groups have different needs and interests, so self media needs to develop personalized communication strategies for different audiences. On the basis of clarifying the target audience, real estate self media needs to be accurately positioned. Positioning should not only consider the needs and interests of the audience, but also combine the resources and advantages of self media itself. For example, self media can be positioned as a professional and authoritative real estate information platform, or as a service platform that provides personalized home buying advice.

(2) Develop appropriate marketing strategies

Developing suitable marketing strategies is an important means for real estate self media to enhance their communication power. The formulation of marketing strategies needs to consider the characteristics of self media, the needs of target audiences, and changes in the market environment. Real estate self media needs to utilize multiple channels for dissemination to expand brand awareness and influence. In addition to traditional social media platforms (such as Weibo, WeChat, etc.), we can also consider using short video platforms (such as Tiktok, Kwai, etc.), live broadcast platforms, professional real estate websites, etc. Multi channel communication helps us to cover a wider audience and improve the communication effect. Content marketing is one of the core strategies for real estate self media to enhance their communication power. By creating high-quality and valuable content, self media can attract more target audience attention and improve brand loyalty. Content marketing needs to focus on the innovation, practicality, and professionalism of the content. Cooperative marketing is an important way for real estate self media to expand their market and enhance brand influence. Self media can establish cooperative relationships with real estate developers, financial institutions, decoration companies, etc. to jointly carry out marketing activities.

(3) Content creation and sharing

Content creation and sharing are key links in reshaping the dissemination power of real estate self media. High quality content can attract the attention of more target audiences, enhance brand awareness and influence. In terms of content creation, real estate self media needs to focus on innovation, which is not only reflected in the form of content, but also in the theme and viewpoint of the content. Content quality is an important guarantee for reshaping the dissemination power of real estate self media. Self media needs to ensure the authenticity, accuracy, and authority of content. When writing content, in-depth research and analysis are required to ensure the accuracy and reliability of information. Content sharing is an effective means for real estate self media to expand their

influence. Self media can share their created content on multiple social media platforms and channels to attract the attention of more potential audiences. When sharing content, it is important to choose the appropriate timing and method to increase its exposure and dissemination effect.

(4) Interactive communication and user participation

Interactive communication and user participation are important aspects of reshaping the dissemination power of real estate self media. Through interactive communication, self media can establish a closer connection with the audience and enhance brand loyalty; Through user participation, self media can understand the needs and feedback of the audience, providing valuable references for content creation and marketing strategies. Real estate self media needs to actively interact and communicate with the audience, and can communicate in real-time with the audience through social media platforms such as comments and private messages; It is also possible to enhance interaction with the audience by organizing online or offline events. User participation is an important way to enhance the dissemination power of real estate self media. Self media can encourage audiences to participate in content creation and sharing activities, such as initiating topic discussions, collecting user stories, etc. Through user participation, more real and valuable user feedback and demand information can be collected, providing strong support for content creation and optimization of marketing strategies. Establishing user communities is an effective means for real estate self media to enhance brand loyalty and user stickiness. Self media can create an exclusive user community or forum, providing a platform for audiences to communicate, share, and learn.

V. THE PATH OF BUILDING REAL ESTATE SELF MEDIA BRANDS

In the digital age, real estate self media serves as an important channel for information dissemination in the real estate industry, and its brand building is of great significance for enhancing market competitiveness and increasing user trust. This article will explore in detail the path of building real estate self media brands from four aspects: clarifying brand positioning and core values, word-of-mouth marketing and user experience management, rational use of social media tools and functions, and cooperation with opinion leaders and brand alliances.

(1) Clarify brand positioning and core values

Brand positioning is the cornerstone of self media brand building, which determines the unique position and differentiated advantages of self media in the market. Real estate self media need to clarify their brand positioning and extract core values to form a unique brand image. The brand positioning of real estate self media should be based on the needs of the target audience and changes in the market environment. On the one hand, it is necessary to have a deep understanding of the needs and preferences of the target audience, including the concerns of homebuyers and the investment intentions of investors, in order to accurately position themselves. On the other hand, it is necessary to pay

attention to market dynamics, understand competitors' brand positioning and market strategies, and form competitive advantages through differentiated positioning. The core value is the soul of self media brands, which reflects the core competitiveness and unique value of self media. Real estate self media needs to extract its own core value and consistently integrate it into brand communication. The core value of real estate self media can include: providing accurate and timely real estate information to help users make wise purchasing decisions; Provide professional housing advice and after-sales service to enhance users' purchasing experience and satisfaction; Advocate for a culture of integrity and professionalism in the real estate industry, and promote the healthy development of the industry.

(2) Word of mouth marketing and user experience management

Word of mouth marketing and user experience management are important links in the construction of real estate self media brands. Through good word-of-mouth and user experience, the brand's trust and loyalty can be enhanced, thereby attracting more potential users. Word of mouth marketing is formed through word-of-mouth transmission between users, forming positive evaluations and recommendations for the brand. User experience is the overall feeling and evaluation of self media brands by users during their use. Real estate self media needs to pay attention to user experience management, and improve user satisfaction and loyalty through optimizing content quality, enhancing service quality, and improving user interaction.

(3) Reasonable use of social media tools and functions

Social media is an important platform for building real estate self media brands. By using social media tools and functions reasonably, brand influence can be expanded and user engagement can be enhanced. Real estate We Media needs to select appropriate social media platforms for brand building according to the characteristics and preferences of the target audience. For example, WeChat official account is suitable for publishing long text content and brand building; Weibo is suitable for short-term content dissemination and hot topic discussions; Short video platforms such as Tiktok and Kwai are suitable for displaying real estate environment and house type through video content. Social media platforms provide rich features such as live streaming, topic discussions, interactive Q&A, etc. Real estate self media can fully utilize these features to enhance user engagement and interactivity.

(4) Collaboration with opinion leaders and brand alliances

Opinion leaders have a wide influence and fan base on social media, and collaborating and partnering with them is an important strategy for building real estate self media brands. Real estate self media can establish cooperative relationships with opinion leaders in the real estate industry, expand brand influence through their recommendations and sharing, and cooperation methods can include inviting opinion leaders to write column articles, participate in live streaming activities, share home buying experiences, etc. Brand collaboration

refers to the joint promotion of products or services by two or more brands through cooperation. Real estate self media can collaborate with brands in related industries for joint promotion, such as partnering with financial institutions to provide home loan services, partnering with decoration companies to provide decoration design solutions, etc. Through brand collaboration, we can provide users with a more comprehensive service experience while enhancing the visibility and influence of our self media brand.

In summary, the construction of real estate self media brands is a systematic project that requires starting from multiple aspects such as brand positioning and core values, word-of-mouth marketing and user experience management, rational use of social media tools and functions, cooperation with opinion leaders, and brand alliances. By clarifying brand positioning, extracting core values, enhancing reputation and user experience, utilizing social media tools and functions reasonably, collaborating with opinion leaders and brand

alliances, real estate self media can gradually establish a unique competitive and market influential brand image. In the future development, real estate self media also needs to continue to pay attention to market dynamics and changes in user needs, continuously optimize brand building strategies and content forms to adapt to new market environments and development trends. Through continuous efforts and innovation, real estate self media is expected to stand out in the fierce market competition and become an important force in information dissemination in the real estate industry.

REFERENCES

- [1] Liu Yuli: Legal regulation of infringement of self media short video works, *media 2024* (14) : 75.
- [2] Li Siyu: We Media's credibility evaluation and cultivation - take scientific and technological official account as an example, *media 2024* (1) : 44