

TO STUDY MEANS OF MARKETING COMMUNICATION STRATEGIES USED BY REAL ESTATE DEVELOPERS IN INDIA DURING THE COVID 19 PANDEMIC

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ABSTRACT

The Covid 19 pandemic brought life to a standstill, but like water finds ways to flow out and reach its own level, so is the case with business houses, which have learnt to carve a way out of this pandemic to thrive and succeed. In the Real Estate sector, there has been a steady movement towards adoption of digital tools. Industry experts foresee a complete shift towards digital platforms whether it is in the process of search or shortlisting of properties. The biggest lesson learnt during this season of extended lockdown is that the only thing constant is change. Wisdom lies in adapting to change and turning towards technology is one such change. What is more heartening is that there is enough evidence that several real estate developers have registered good sales because of having shifted gears towards digital platforms? In this do or die situation, developers have innovated digital walkthrough videos of projects and attracted the attention of their prospective clients. The research will study the different marketing communication strategies adopted by developers through digital channel during lockdown period.ie websites, Facebook & Instagram account.

KEYWORDS: *Digital Tools, COVID 19, Real Estate Developers, Digital Platforms, Lockdown Period, Marketing Communication Strategies*