



# Rising Popularity of Webinars **in Indian Real Estate**

— Trends, Insights & Gaps —

*A Survey by*

**360** REALTORS  
**π**

Commitment | Honesty | Reliability



# FOREWORD

Presently, across the world, lockdowns are suspended and normalcy is getting restored. With government incentives towards capital injection coupled with our grit & efforts, we are hopeful that soon we would be able to offset the economic losses due to the slowdown.

However, there can be no denying the fact that the new normal is not going to be same. Meetings, face-to-face interactions & property exhibitions would be largely avoided in this post-COVID world. At a time when the traditional brick & mortar-based offline models will be greatly curtailed, realtors need to adapt to the digital realities.



**As the rules of marketing are in flux, webinars are emerging as a popular tool amongst realtors to market and sell their products.**

Webinars have already existed in the industry from quite some time. However, their popularity got a shot in the arm during the mandatory lockdown period as most of the developers and realtors leveraged the medium to ramp up their digital marketing.

To further scrutinize the efficacy of webinars in real estate marketing, we have surveyed on 414 respondents from the industry,

For an industry which has largely remained offline, the overnight flight towards going digital is not without hiccups.

Home purchase is generally perceived as a high involvement decision & conducting most of the customer interactions over the web is a little challenging. However, the lockdown period demonstrated that real estate, like any other asset class, can be smoothly transacted over the web. All it requires is an engaging and transparent platform that can reach out to target audience, pique their interest effectively, address the pain areas & facilitate smooth transactions.

which includes developers, marketers, sales professionals, channel partners & real estate journalists across India. The survey findings yield the growing significance of webinars, besides numerous other essential metrics. It can render useful insights for realtors, developers & marketers about how to strategize & leverage webinar marketing in the future.

**Ankit Kansal**  
Founder & MD, 360 Realtors



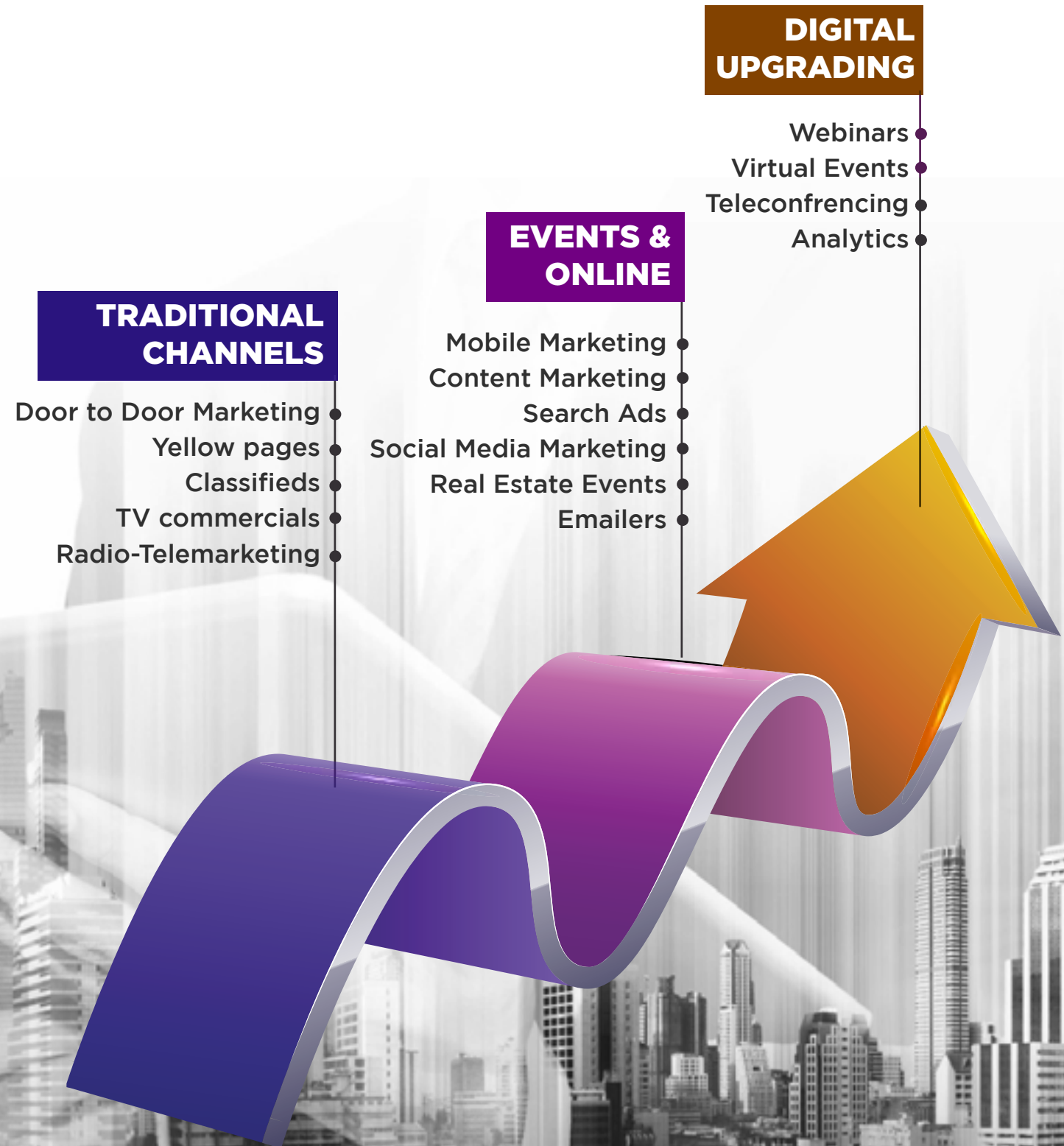


# INTRODUCTION

- The recent crisis has proved that Real Estate can be transacted over the web as developers, advisories, marketers & the most important component in a Real Estate value chain, the buyers, are showing signs of technological adoption.

On the back of thriving digital innovations & technological adoption, the dawn of a new era is visible in Indian Real Estate, flagged off by progressive & forward-looking management

styles, wider adoption of remote working cloud software & proactive digital innovations driving most of the human interactions.



As major developers are altering their business model and upgrading their digital capabilities to facilitate seamless property transactions, webinars are playing a pivotal role in marketing, promoting & selling properties. They are offering a

content-rich and value-driven platform to reach out to a large number of potential buyers in real-time, elucidate them about current opportunities in the market & address their queries in a personalized manner.

# The Rising Popularity of Webinars in Modern Marketing

Amidst such evolving trends & ascending momentum seen in online Real Estate, webinars (& related software) are emerging as one of the go-to platforms to engage with various stakeholders, employees, channel partners & of course, customers.

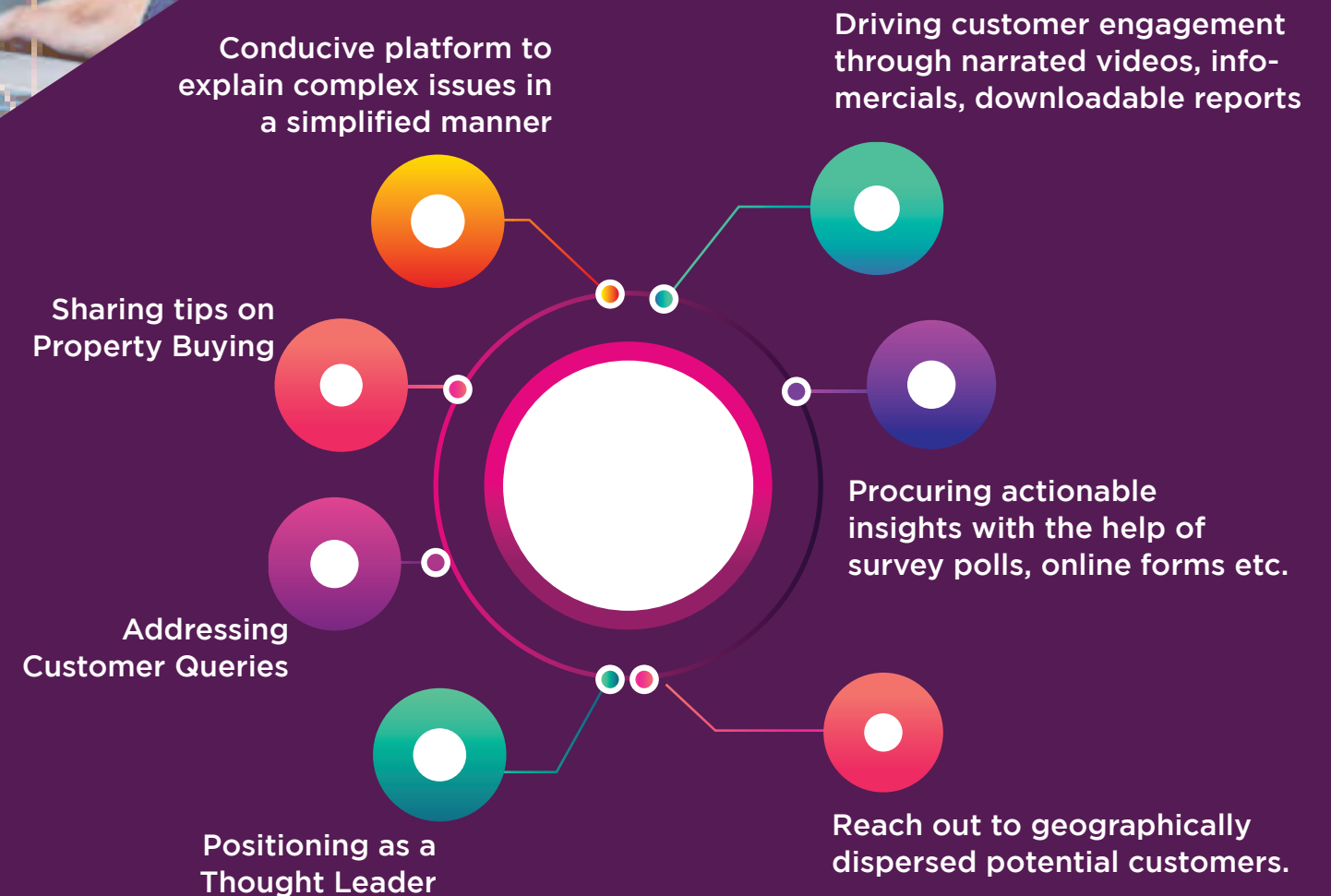
However, webinars are nothing new in Indian & international Real Estate. At the onset of the decade, the use of webinars began in modern Real Estate across both residential & commercial Real Estate, targeting buyers, sellers & channel partners.

Research in the past has yielded that on an average, buyers can remain engaged for around 40-45 minutes in a webinar.

This gives it an edge over traditional tools of digital marketing such as blog posts & videos. It also provides a conducive platform to the realtors to easily explain & elaborate complex topics to the viewers alongside sharing tips on property buying and addressing potential customer queries. Further, with the help of embedding numerous

complementary tools such as videos, infomercials, downloadable reports, survey polls, online forms & brochures, these webinars are made content-rich & value-driven.

“Through fruitful engagement, webinars can also aid the host to showcase their thought leadership skills to a wider audience.”





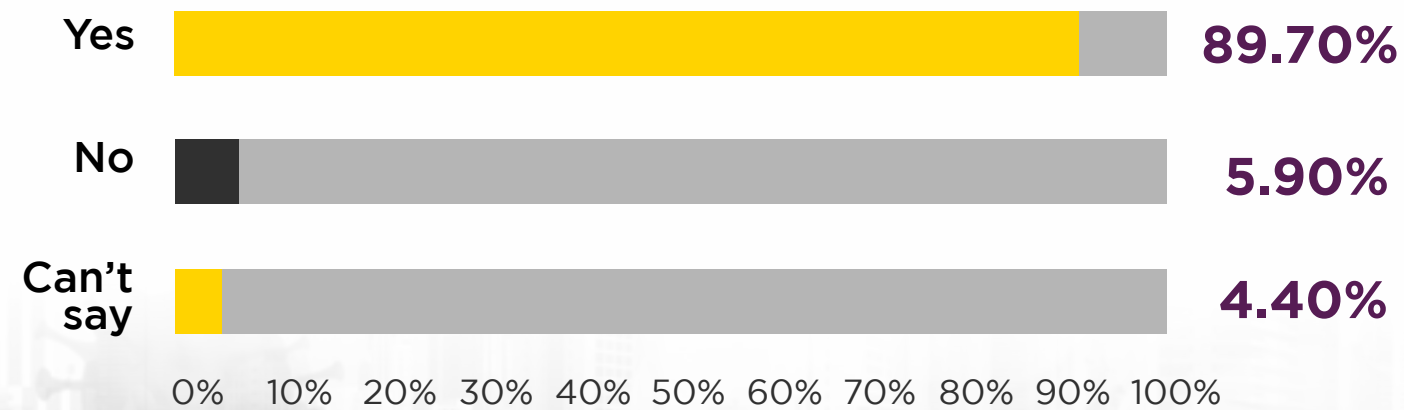
# The Rising Popularity of Webinar in a Post-COVID World

In a post-COVID world, webinars have fortified their position as an effective tool in the sales & marketing of Real Estate products. Today when people are mostly avoiding physical interactions, webinars are providing an effective alternate platform to reach out to customers and at the same time maintaining social distancing. Not only will webinars be used for generating quality leads and

engage the existing pipeline, but they will also contribute towards brand building & maintaining the market share, crucial levers to foster growth, once the process of economic recovery starts. As traditional face-to-face marketing channels are losing steam in a post- COVID world, webinars will continue to fill the existing marketing gap.



## Are Webinars Important to Market & Sell Real Estate

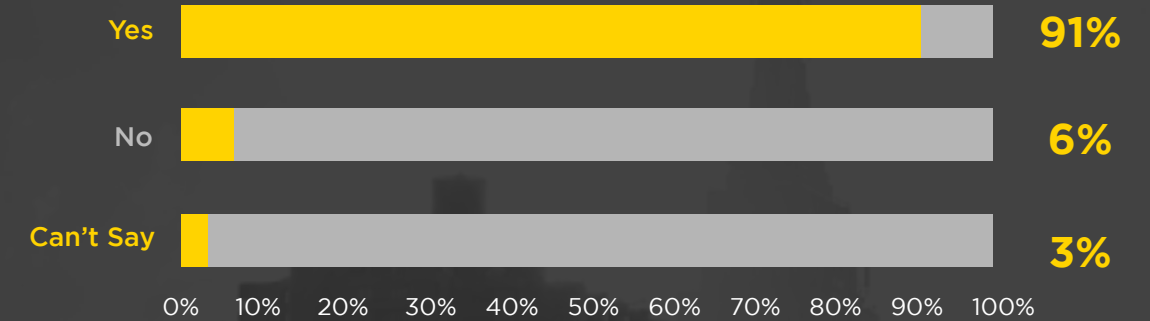


The growing importance of webinars was further confirmed in the 360 Realtors' survey report,

wherein 90% of the respondents indicated their importance. Likewise, 91% of the respondents

demonstrated that in a post-COVID world, their importance will continue to gain momentum.

## Will Importance of Webinars Rise ?

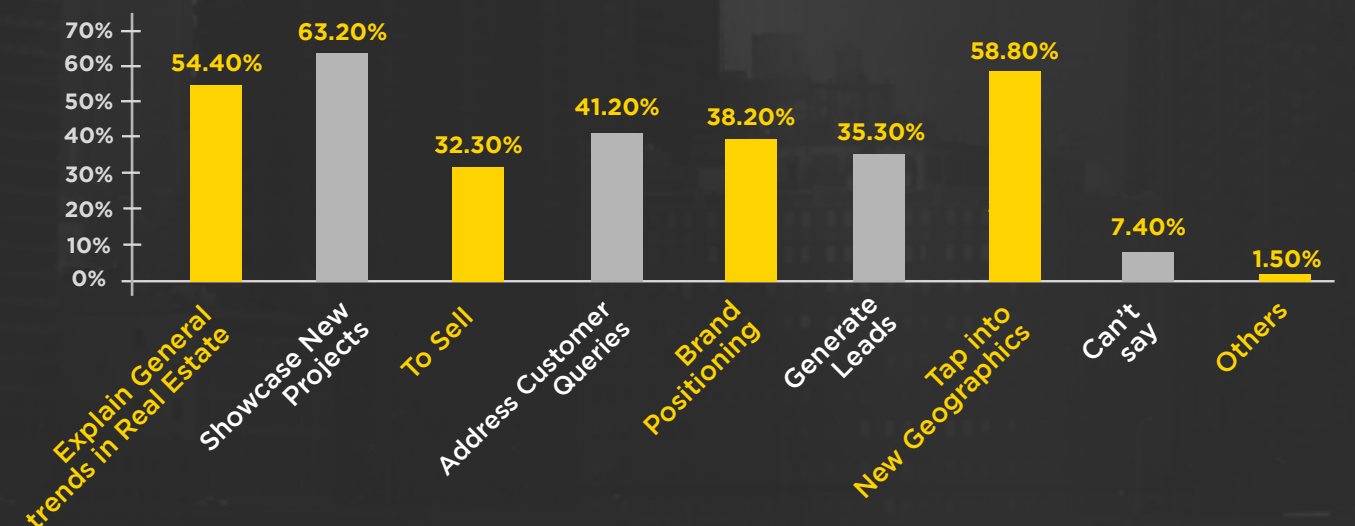


- Over half of the respondents believe that webinars are an effective medium to elaborate general trends in real estate.

Likewise close to two-third respondents have conveyed that they can be used for showcasing new products. 59% of the respondents have suggested that it enables in tapping into new geographies and markets.

Little less than one-third of the respondents believe that webinars can be useful in selling properties. Similarly, over 35% suggested that they can generate leads.

## Benefits of Webinar

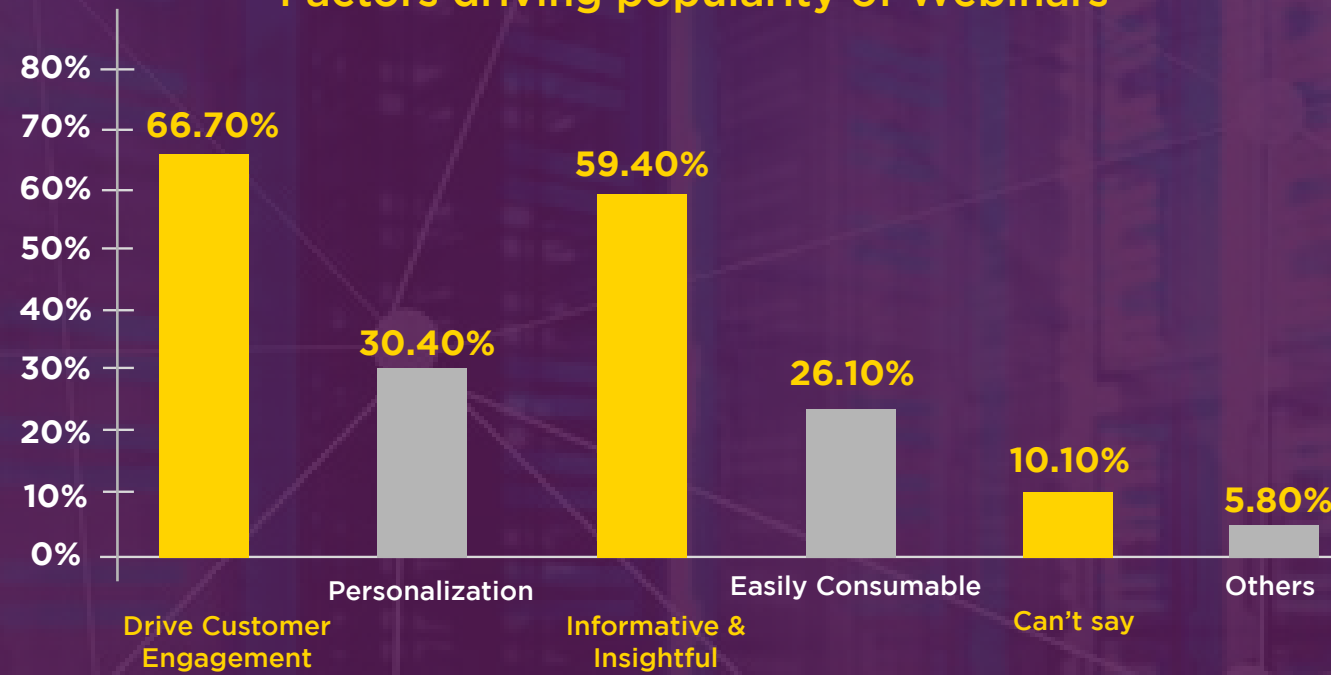


■ The growing popularity of webinars is rooted in multiple factors.

Two-third of the respondents suggested that webinars can drive overall engagement. Likewise, 30% believe they offer a personalized approach to the attendees. Over

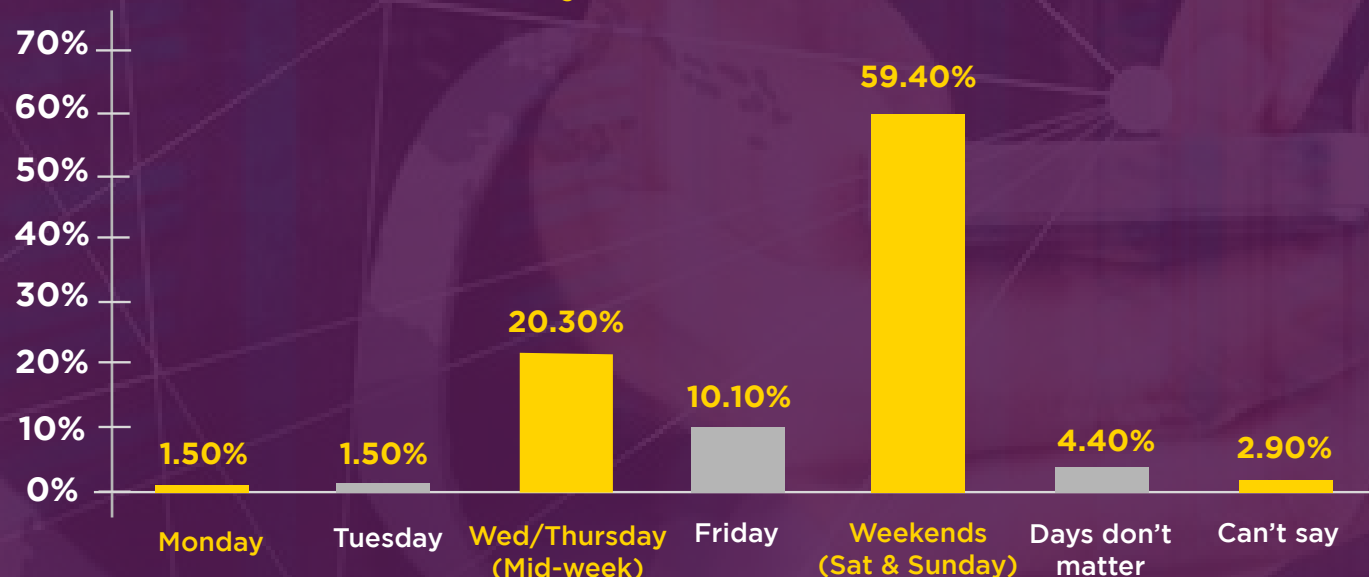
59% expressed that webinars are very insightful & informative, which is further resulting in their growing popularity.

**Factors driving popularity of Webinars**



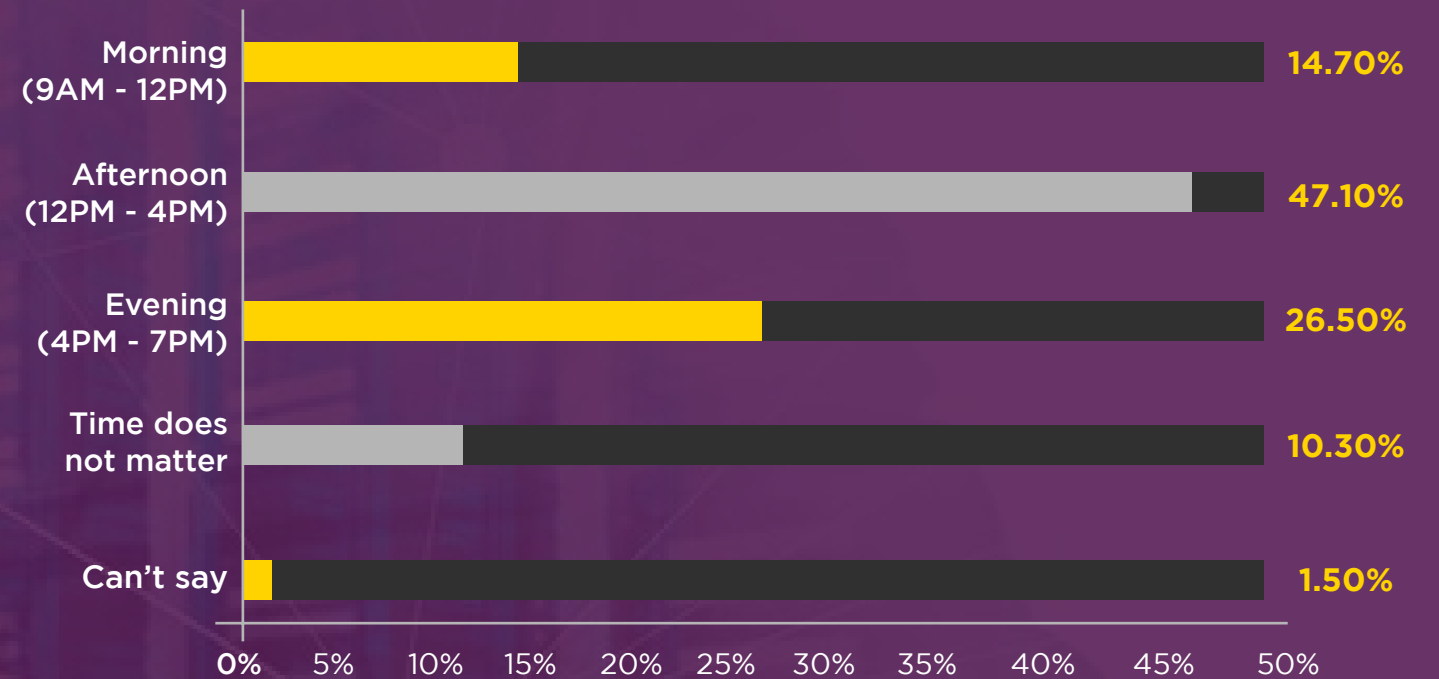
“ The survey further yielded the fact that weekends are the best days to host a Real Estate webinar.

**Best Days to Host Webinars**



■ Likewise, evenings (4 PM - 7 PM) are the best time slots.

**Best Time to Conduct Webinars**



**CONCLUSION**

In a new normal, webinars will continue to drive customer engagement and will be actively used by real estate advisories, developers & marketers. However, to make it more effective in terms of generating leads & improving conversions, it is essential to make them more interactive and engaging. Pure vanilla-type webinar sessions with a key focus on just selling a product might not augur very effective in the longer run.

As most of the developers and realtors already doing a lot of webinars, a possible risk of saturation can't be discounted. Hence to stand out, webinars need to be more customer-centric with a key focus on adding value to the customer. Likewise, they need to be designed in such a way that engages the customers effectively and offers them a personalized approach.



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