

MS Research

**DIGITAL ADVERTISING OF REAL ESTATE IN
ISLAMABAD: ANALYZING THE STRATEGIES OF
SELECTED AGENCIES**



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Dedication

I DEDICATE MY THESIS TO MY MOTHER HUMA NADEEM (LATE)

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It is certified that I have read the MS thesis entitled “Digital Advertising of Real Estate in Islamabad: Analyzing the Strategies of Selected Agencies” submitted by Mr. Muhammad Asim Saddiqi, having registration number 495 FSS. MSMC/ F-21. It is my recommendation that this thesis is of sufficient standard to warrant its acceptance for local evaluation.

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Abstract

Real estate sector in Islamabad has experienced a rapid growth over the course of last two decades which has primarily boosted the country's economy and subsequently enhanced the overall growth of this sector. This growth is attributed to the underlying marketing strategies through digital media platforms encompassing Facebook, Instagram, Google ads and YouTube. These platforms generate business while enhancing brand awareness and product knowledge to the customer. This research study assesses the growth of leading three real-estate companies in Islamabad; i.e. Zameen.Com, Etimaad International and Sky Marketing by analyzing the varying trends through their digital media platforms. Qualitative method of research has been employed to assess the varying trends while comparative analysis has been drawn in terms of their spending to assess the growth of business in each company. Persuasion Theory and Agenda Setting theory has been employed to assess the growth of these companies through social media in terms of theoretical lens. This research study finds that employing digital marketing to promote their services online has a significant influence on the growth of the estate agent sector in Pakistan. Most effective platform for digital media marketing is email, affiliate marketing, websites, and social media. Each platform is linked with the other and plays an influential part in terms of client's convergence. This research study further highlights the effectiveness of digital platforms whilst indicating strategies to expand the volume of contemporary market of Pakistan's real-estate sector.

Keywords: Digital Media, Real Estate, Brand Awareness, Google Ads.

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List of Abbreviation

GDP	Gross Domestic Product
NAR	National Association of Realtors
ROI	Return on Investment
CPEC	China-Pakistan Economic Corridor
SEO	Search Engine Optimization
ELM	Elaboration Livelihood Model
CTR	Click through Rates
GOP	Government of Pakistan
KPI	Key Performance Indicator
CRM	Customer Relationship Management
GDPR	General Data Protection Regulation
SEM	Search Engine Marketing
CMS	Content Management System
UX	User Experience
UI	User Interface

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CHAPTER 1

INTRODUCTION

Real Estate is one the highest grossing Industries as it contributes the highest number financial earning to the Gross Domestic Production (GDP). Generally, the property business in overall Pakistan and in particular, Islamabad has been expanding over the course of last one decade which can be attributed to the usage of internet-based ads to reach out to potential buyers and tenants in the marketplace. Many businesses are employing innovative strategies to stand out in this highly competitive marketplace (Gul et al., 2021).

The ninth highest populated city and capital city of the country, Islamabad is surrounded many scenic landmarks that are becoming home some many state-of-the-art development projects, and word renowned business brands (Moatasim, 2023). The capital city is the destination for multiple reputable local and international groups of urbanites who have established different states of development in various areas of Islamabad. The originating land of Islamabad has a significant economic impact on Pakistan's real estate sector. In the monuments of the capital city and its surroundings, there is a steadily growing demand for both residential and commercial projects (Wahid, Mantell, & Mumtaz, 2021).

Developers and buying brokers for real estate are becoming more prevalent in the city. Islamabad City is home to some of the most famous and well- regarded real estate developments. The real estate industry, which has progressively expanded to become a substantial contributor to economic growth in Pakistan, consists of housing, constructing, retail, hotel, and renting out spaces for commercial or official purposes. Any country's economy might be built around real estate. There are more than 200 industries in Pakistan that depend on real estate, including those in cement, wood, construction, sanitary fittings, glass manufacture, steel, furniture, paint enterprises, plastics, electric fittings, cables, and electronics (A. Ahmed & Ahsan, 2011). The combined GDP contribution of the housing and construction industries to the country has consistently topped 9%. The real estate sector, which consists of housing, construction, retailing, hoteling, and renting of spaces for official or trading purposes, has gradually evolved into an important source of economic growth in Pakistan.

Real estate can be the backbone of any country's economy. In Pakistan, more than 200 industries depend on real estate's such as cement, timber, building, sanitary fittings, glass manufacturing, steel, furniture, paint companies, plastics, electric fittings, cables, and electronics (Falak, 2022). The combined contribution of construction and housing sectors to the country's GDP has been consistently higher than nine percent. Real estate offers a sustainable income source with potential for capital appreciation and diversification.

As GDP grows, value and worth of real estate also grows while providing a direct way to participate in the growth of economies. Successive governments have primarily overlooked the real estate sector in the past, and an absence of a proper regulatory framework stunted the sector's growth and potential. The incumbent government has now decided to finally pay heed to the sector and formulate a plan for its revival, ultimately elevating it to the industry level (Anwer, Hasan, & Saqib, 2020). Due to the area's strong demand for both residential and commercial buildings, it has a significant influence on Pakistan's real estate market. Real estate developers and marketing specialists now have many more job options in the city. The real estate industry in Islamabad is booming, with a constant buyers market and increased demand for modern office and residential structures. A survey indicates that there are more than 100 small and large real estate agents engaged in marketing, many of which have connections with prominent development companies that are both inclusive and exclusive (Altaf & Hussain, 2021).

Digital Marketing is the new era of revolution for the development sector. The enormous expanded field of digital communication has created new opportunities for real estate development through modifying the marketing strategies (Basimakopoulou, Theologou, & Tzavaras, 2022). The real estate industry is undoubtedly impacted by the modernized social media has created new business models using different social application for marketing purposes. Because it is a transaction-based industry with significant asset specificity and value, has a large number of market intermediaries (brokers and agents who connect sellers and buyers rather than buying or selling themselves), and is undergoing ongoing information technology-related changes, real estate is a promising setting for studying digital marketing (Naeem, Rana, & Nasir, 2023).

The researcher examine a real estate transaction to identify potential areas where IT may

alter how people buy and sell properties. The long-held information monopoly of real estate agents is allegedly being threatened by e-commerce, and e-commerce applications have the potential to significantly alter present real estate sector practices, including the elimination of agents. Even if they occasionally purchase or sell, these agents and real estate companies serve as market facilitators, bringing together sellers and buyers.

1.1 Evolution of Digital Media Platforms in Real-Estate Sector in Pakistan

In the past, telephonic conversations and advertisements in newspapers characterised Pakistan's housing and overall real-estate marketplace however, in the past few years, the phenomenon of marketing has changed dramatically. The emergence of internet-based media outlets has changed the entire narrative by providing an evolving and easily attainable atmosphere for financiers, consumers, and dealers (Abubakr & Mahmood). This growth represents an amazing tale of creativity, difficulties, and flexibility. Websites that remained static emerged as a pioneering online venture for real estate businesses during the beginning of the 2000s. These crude portals were just internet pamphlets that featured listings alongside contact information as well as their most fundamental characteristics. Shortly thereafter, specialised websites with more functionality including proactive searching filtration systems, augmented reality tours, and real estate listings spanning numerous towns appeared (Asif & Sandhu, 2023). This represented a major change that attracted a wider demographic and made details about properties easily accessible around the clock.

Since the use of social media platforms in the real-estate sector is a comparatively new phenomenon and its evolution can be traced back to post-2010 time frame; there is a consistent pattern that has been followed by the property sector to attract the investments of national as well as international clients (Naeem et al., 2023). While Facebook, YouTube, Instagram and Twitter (X) have evolved and established the worth of their presence during last decade; subsequently digital marketers have employed these platforms to attract the Communities on Facebook devoted to real estate-related topics and advertisements, encouraging informal conversations between consumers and sellers. With builders and marketers using exquisite photographs and videos to highlight homes and commercial properties in order to establish a psychological and emotional

connection for prospective purchasers, Instagram has grown into an aesthetically pleasing juggernaut.

Millions of people now have 24/7 accessibility to real estate listings and interaction because of smartphones, tablets and laptops. Introduction of technological software's is another added phenomenon. Technology firms have exploded and upgraded the real-estate sector in the last few years by providing revolutionary alternatives and specialised networks. Holistic residential encounters are offered by augmented expeditions and virtual realities while bots driven by artificial intelligence assist purchasers in locating their dream properties. Block chain-based technology continues to be investigated and explored for safe and efficient real estate operations, while computerised appraisal services provide rapid and easy valuations of properties; that are comparatively similar to the actual valuation of properties on the ground (M. I. Khalid et al., 2022). More streamlined and data-driven housing experiences will continue to be shaped by this current trend of technologies while further innovations are also expected in this sector due to the merger of technology, digital media and the conventional real-estate sector.

Though the evolution of digital media and technology has enhanced the growth of business of real-estate sector in overall Pakistan in general and Islamabad in particular, yet challenges persist subsequently. Internet-based communities need to be monitored and verified since they might serve as havens for criminal activities including deceptive data (Naeem et al., 2023). Additionally, one of the most significant obstacles in the age of technology is safeguarding consumer information while making sure it is used ethically. This has become a hot topic of discussion in the past couple of years.

Furthermore, a certain population could not be ready to take advantage of the advantages offered because they lack an understanding of technology or stable connectivity to the internet. However, notwithstanding the challenges in the recent times, the internet-based platforms (Digital Media) is without a doubt the way of moving forward and advancement for Pakistan's real estate sector. Properties appraisal, analysis of the market, and customised suggestions from consumers will all be more heavily influenced by artificial intelligence. Virtual realities, interactive characteristics, and personalised layouts will all increase engagement among users.

Block chain-based safe and accessible real estate dealings will be implemented eventually(Shuaib, Daud, Alam, & Khan, 2020).

Though implementation of these measures is expected very soon in the real-estate sector of Pakistan; it must be ascertained that rightful use of these platforms should be monitored by state agencies in order to minimize fraudulence and unethical use of personal information of masses. This research study will take in to account data from three leading companies of Islamabad and will assess their digital media marketing strategies on different platforms. Companies have been randomly selected based on their market reputation and visible growth. Companies include Sky Marketing, Etimaad International and Zameen.com. Online platforms that have been assessed for their digital growth include their respective websites, Facebook pages, YouTube pages and Instagram handles. Since these are the most widely used platforms for business purposes, assessing the reach of their pages and conversion in to real deals is significantly important for this research study.

1.2 Problem Statement

It is important to analyze the growth of real estate sector in Islamabad through various platforms of digital media. While traditional tactics of marketing and advertising still play an important role in the real estate sector, generating leads and transforming it in to business deals through digital media platforms has significantly boosted the growth of business. It is pertinent to observe and research the growth of real estate sector of Islamabad through multiple social platforms and the amount spends on those platforms to generate business. Analyzing the role of Facebook marketing and Facebook ads, Instagram, Google ads and You Tube will also be discussed specifically.

1.3 Objectives of the Study

- To evaluate the dynamic role of digital media platforms in growth of real estate business in Islamabad.
- To comprehensively analyze digital marketing strategies of real estate business.
- To specifically analyze the role of Facebook, YouTube, Instagram and Google Ads on

growth of real-estate sector in Islamabad.

- To assess the patterns of consumer engagement on digital media towards real-estate sector.

1.4 Significance of the Study

The significance of the study is to investigate the importance of digital media platforms and how these platforms are positively growing the business of real estate sector in Islamabad. This study is also significant for the newly launched real estate businesses. As this study will examine the role and importance of digital media platforms in real estate and what are the focused strategies which bring the revenue to the companies.

CHAPTER 2

LITERATURE REVIEW

Housing societies are rapidly growing as a trend that has revolutionized the real estate industry in Pakistan. In order to accomplish their obligation to provide a high standard of living and facilities that are elegant, sophisticated and affordable, Pakistani urbanist organizations have merged with foreign businesses. In the past ten years, Pakistan's real estate and development industries have experienced tremendous growth (Aziz & Anwar, 2024). To meet the growing demand of masses, several residential and commercial projects have been initiated. The development sector has emerged as one of Pakistan's fastest-growing industries and has remained crucial to the country's economic development.

Commercial and Residential societies and opulent communities with thousands of acres of land have revolutionized the real estate industry in Pakistan. In order to accomplish their obligation to provide a high standard of living and facilities that are elegant, expansive, and sophisticated, Pakistani urbanist organizations have merged with foreign businesses. Luxury housing in residential areas with magnificent designs and cutting-edge engineering is not challenging globally, (La Barbera, 2023). Marketers are aware that luxury real estate does not sell itself since these businesses stand out from the competition. Its market has a small consumer base and is very competitive. Social media real estate marketing is the best choice when it comes to real estate (Öztürk & Batum, 2019).

In our country, fulfilling the high standards of luxury living and facilitating citizens with business centres, fitness centres, and top-notch amenities were considered the biggest challenge for construction groups in earlier 20s (Rashid et al., 2018). The real estate industry has excessively benefited and boosted their businesses from enhanced use of digital media platforms by the realtors in recent years. Even while companies of all sizes may gain from a carefully thought-out social media strategy, the significance of social media in the real estate industry simply cannot be emphasized. Don't just believe what we say, either. Recent National Association of Realtors (NAR) study has demonstrated the growing importance of social media for attracting clients and completing business in the sector.

2.1 Growth of Real Estate Sector in Pakistan

After 2014, Pakistan's real estate development has marked exponential growth. The Pakistan Credit Rating Agency conducted a survey to determine the status of the real estate market. Between December 2018 and December 2021, residential property prices grew by 42.7 percent, while dwelling prices spiked by 43.8 percent and plot prices increased by 30.2 percent (WASEEM, FARHAT, & NAQVI, 2019).

Foreign diplomatic missions, global agencies, and government departments are drawn to Islamabad which has drawn a consistent need for homes, shops, and educational facilities as a result of the constant surge of notable business entities. Islamabad's growth has been methodically directed by its comprehensive strategy. Secured societies, luxury real estate developments, and contemporary shopping malls serve a variety of purposes. With its natural surroundings and state-of-the-art facilities, projects like DHA, Bahria Town, and the Islamabad Capital Smart City revolutionize the highest standards of living (Faiz, 2023). Furthermore, the completion of the Islamabad International Airport has improved mobility and accessibility of the domestic and international investors; thus investments in this city have become highly likely. In the era of the late 20th century, many urbanist groups aspired to develop magnificent residential and commercial projects to raise the living standards in Pakistan. These development projects were built with the motive to provide low-cost housing to families and people in need of well-designed and distinct houses at an affordable rate.

Additionally, \$21.8 billion in remittances were sent to Pakistan in 2019. (The News, 2019). Since the majority of Pakistanis living abroad invest in real estate and since it is difficult to operate a business in Pakistan from abroad, the industry is expected to develop rapidly in the coming years (Kim & Muhammad, 2020). A World Bank analysis claims that rising foreign investments and remittances have a direct impact on a nation's real estate market (Hurrah, 2020). Last but not least, real estate is a lucrative employment choice for young people in our nation. The real estate industry offers a chance to significantly expand Pakistan's economy as the market for business degrees gets increasingly crowded. The introduction of cutting-edge technology in property projects has proven to be a positive factor for the industry and economic growth. According to the official Development Authorities, a total of 8767 housing societies have been introduced in Pakistan over the last ten years. But sadly, only 2767 housing societies have gained approval to be

declared as legal while around 69% of housing societies are illegally operating in the country which is a moment of worry for policymakers since common people have invested billions of rupees in these projects (Desk, 2020). The worth of these housing societies can be calculated to roughly 15 to 20 trillion rupees.

The residential and commercial real estate business in Pakistan has grown significantly, boosting the country's economic growth while creating jobs. The government of Pakistan has put incentive programs into place to draw in funding for the industry of real estate. The marketplace has become more confident due to tax refunds, less governing obstacles, and advantages for international investment (Haque, 2015). While comparing this sector to Bangladesh, it can be analyzed that Dhaka's residential and commercial property industry is expanding. The process of urbanization is happening swiftly and over the course of last two decades, the housing sector has grown significantly. Dhaka has been characterized as one of the world's most densely populated cities and while the number of people living or migrating towards this city are expanding at a very swift pace; the geographical area remains static and fixed (Byomkesh, Nakagoshi, & Dewan, 2012).

Real estate corporations and construction sector plays a critical role in managing this. A corporation must concentrate on strengthening its distinctive characteristics as the marketplace intensifies if it wants to stay in business over an extended period of time (Mohiuddin, 2014). Nevertheless, commercial investment in real estate in non-financial businesses has been empirically linked to lower performance of the business (Naz, Bhutta, Sheikh, & Sultan, 2023). Notwithstanding this, residential property continues to be indicated as a viable diversification strategy for Pakistani investors (Rasheed, Ahmad, Javid, & Khawaja, 2022). The commercial property market in Pakistan confronts issues, such as inadequate accommodation for medium as well as families with low incomes, nevertheless it additionally provides chances for expansion (Khan & Barua, 2009).

In spite of the worst inflation rates ever, Pakistan's demand for real estate soared in 2022. Around 64 percent of Pakistanis, who are in their 30's are motivated by the prospect of huge returns on their investments (ROI). Furthermore, additional housing must be built to accommodate the

growing population. According to the economic assessment, the government of Pakistan allotted Rs34.6 billion (\$212.7 million) of the budgets for 2021–2022 to the housing and building sector. The economy has been impacted by the continuous political unrest since the nation's finances are in danger of failing.

Pakistan is ranked 189th out of 195 nations by the World Bank for the period of 1996 to 2019 (Haider, et al. 2021).The Moody's has also downgraded Pakistan's standing to Caa1 and raised the alarm about the country's impending economic collapse. Additionally, it has been forecasted that the financial crisis won't improve until \$25 billion stop flowing into the system. The country's economic progress has been further slowed down by international forces. If the next administration is not chosen through a fair democratic process, some economists have predicted poor economic results for the nation. A considerable economic upswing is predicted after the General Elections of 2024, which will emphasize the real estate sector's expansion even more. Real estate experts predict that fresh investments will enter Pakistan's property market after the market is stabilized since the value of both commercial and residential real estate has risen steadily over time. However; it is also a factor to be taken in to consideration that Government of Pakistan has to collaborate with the Private Sector and give them ease in terms of laws and regulations in order to create a favourable atmosphere for business and investments.

2.2 Impact of Digital Media on Real Estate Industry

The introduction of cutting-edge technology in property projects has proven to be a positive factor for the industry and economic growth. According to the official Development Authorities, a total of 8,767 housing societies have been introduced in Pakistan over the last ten years. But sadly, only 2,767 housing societies have gained approval to be declared as legal. The worth of these housing societies can be calculated to roughly 15 to 20 trillion rupees(S. S. Haider, 2022). Property developers are shifting to newer technologies through marketing tools like search engine optimization and search engine marketing instead of realistic photography, 3D visualizations, interactive walkthroughs, and other traditional print marketing methods of newspapers, banners, flex prints, brochures, and flyers to increase brand visibility and attract potential customers as a result of the slowdown.

Various platforms of Digital media bear a wide range and multifaceted effects on Pakistan's real estate market. Internet-based sales of all goods and services are now necessary. The most prevalent kind of residential property is single-family residences, which are put up for sale with every newly completed building and mostly single-family residences are constructed more in a new construction than several other structures. Condominiums, duplex structures, triple-deckers, apartments, multi generational houses, and holiday properties are few of the structures which are available in every building; yet their market remains very picky and representatives or sales agents of real estate have to put up a lot of effort to sell such sort of units(Hussain, Abbas, Wei, & Nurunnabi, 2019). It is imperative that representatives be required to accomplish significantly more than simply earn a license to operate in contemporary highly regulated and hot industry of real estate(Bansude & Hittalmani).

Furthermore, Yasmeen Gull with her corresponding author analyses on how internet-based tools might be used to prevent fraudulent and speculative activities in the real estate sector of Gwadar in Pakistan(Y. Gul & Ahmed, 2019). With the assistance of the Chinese government, the deep-water port of Gwadar was built in 2002. The Gwadar Development Authority was created in 2003 as a legislative entity responsible for the development and planning of the city, however it does not possess any property. In addition to being a desirable site for investments, the neighbourhood is also picturesque. Investment property in this location is appealing to investors from around the nation and outside.

The majority of those who could make investments in Gwadar choose not to go about doing so given their concerns for fraudulent transactions in the privately owned property industry. Since Gwadar has evolved as an attractive investment for people of Pakistan due to CPEC, the real-estate companies as well as the digital marketing companies-initiated campaigns to sell the land of Gwadar; yet they did not remain very successful in doing so since the development of Gwadar region is very slow(Jamali, 2013). This also indicates how digital media platforms can be passively employed to fraud people and extract money from them and there have been several such instances reported with the law-enforcement agencies of Pakistan over the course of last ten years.

Moreover, Yusoff offers a thorough analysis of the recent developments in digital

advertising within the property market, highlighting the advantages for brokers and buyers alike (Ying, 2020). Over the course of the past six years, there has been a surge in the total number of studies, which may be divided into four key study areas: client advantages; agent-customer relationships; property firm productivity; and housing sector implications. The cumulative findings of these researches demonstrate the importance and beneficial impact of internet-based media on Pakistan's real estate market. However, it also needs to be ascertained that digital media has significantly impacted the growth of all the aforementioned sectors; particularly with the real-estate sector of Islamabad.

Additionally, real estate developers are moving their marketing efforts online through social media, blogs, forums, review sections, and real estate portals in order to connect with potential clients, particularly urban young who spend the majority of their online time on social media. A recent data collected by some of famous app developers indicates that on average adult spend up to 147 minutes of daily life on social media apps (Howarth, 2023). The social media platforms that are widely used by buyers and sellers Facebook, Instagram and WhatsApp. Digital Marketing has lured development industry towards the virtual reality, social app and technology's other platform (Piranda, Sinaga, & Putri, 2022). A thorough market research indicates that investors all around the world are also embracing digital platforms to generate sizable passive income. When compared to traditional marketing costs, digital advertising is quite inexpensive. Greater leads are generated via computerized marketing at a cheaper cost per lead than by traditional advertising (Broussard, 2000).

In Pakistan, where traditional advertising may be fairly expensive, information like this is especially essential. Because digital marketing efforts can be measured, developers may change their marketing strategies anytime they wish to save expenses associated with lead creation. Many well-known and respectable real estate companies allow their investors to purchase property through digital services like e-marketing, internet banking and online bidding. These initiatives help their clients to virtually make a secure and profitable investment (Piazolo & Dogan, 2021). The finest feature is that it just needs a small initial investment, which is why many investors utilize it as a passive income source.

Real estate, which is defined as real property, is one of the greatest economic sectors in the world and includes more than simply the buying and selling of land. Pakistan's real estate market has the ability to strengthen and revitalize the economy of the nation since it has the greatest per capita housing demand in the world. By 2040, Pakistan will require 20 million housing units(R. Khalid & Razem, 2022). This need can be met by utilizing either planned or unplanned regions. Less than 0.5 percent of Pakistan's land area, worth between USD 600 and USD 700 billion is planned.

Contrary to popular belief, the real estate industry encompasses much more than just the purchase and sale of property. Housing, building, hospitality, retail, and many more industries are included. In recent years, the industry has grown in significance. Since the housing and construction sectors are treated as independent businesses, data on real estate is not readily available. Housing is classified as falling within the services sector, although construction is regarded to be a component of the industries sector(Forcael, Ferrari, Opazo-Vega, & Pulido-Arcas, 2020). Over the past ten years, the combined GDP contribution of these two industries has stayed at 9%.

With a strong employment potential and connections to more than 40 allied industries, the construction sector dominates among housing and construction-related services. As a result, there is a connection between economic activity and real estate expansion. Growth in the economy is a prerequisite for growth in real estate, and real estate development and growth are both influenced by economic growth. By 2040, if 20 million new homes are built, this projected area's worth might reach USD 1.5 to 2 trillion (Aslam, Nazir, & Zia, 2021). Additionally, it will result in the development of 15 to 20 million new employments in the real estate industry and related industries. The real estate industry's operations can help boost regional output and industrial growth. As a result, Pakistan's economy may soon be mostly driven by real estate. Unfortunately, Pakistan's real estate data is not well organized (Malik, Zafar, Ullah, & Ullah, 2021).

Construction is usually underrated in terms of its contribution to the GDP since it is an undocumented industry, when the true contribution can be between 10 and 12 percent. Additionally, planning for agricultural land, businesses. In Pakistan, the real estate industry suffers a number of difficulties. The policy making and regulation of the industry have received little

attention since the founding of the nation. The problems may be broken down into four main categories: improper planning, a lack of regulations, a lack of information access, and misconduct. These problems have simple answers that are readily accessible. In order to implement effective planning techniques, Pakistan can turn to the developed world. At the same time, a national framework for agricultural and urban planning can be established (Wahid et al., 2021). The fields of architecture, real estate development, infrastructure development, hospitality, services, technology, and financing all have ready-made solutions. Subsequently, the real estate market in Pakistan has been facing a variety of challenges (R. Ahmed, Jawaid, & Khalil, 2021).

Since the country's foundation, little attention has been paid to the industry's legislation and regulation. The issues may be divided into four major groups: bad planning, a lack of rules, restricted access to information, and wrongdoing. These issues have straightforward solutions that are available. Pakistan may look to the developed world for guidance on how to apply efficient planning methods (Rauf & Weber, 2021). A national framework for agricultural and urban planning can be constructed at the same time. There are already established solutions for the industries of architectural, real estate development, infrastructure development, hotels, services, technology, and finance.

2.3 Significance of Official Websites for Real Estate Sector

In the modern corporate world, having a strong online presence is essential for success, and Islamabad's real estate market is no exception. The objective of this literature study is to examine and evaluate the significance of websites for real estate agents in Islamabad, illuminating the ways in which a robust online presence can augment marketing tactics, foster client interaction, and augment overall business prosperity (F. Ullah, Sepasgozar, Thaheem, Wang, & Imran, 2021). Research from all around the world highlights how important digital platforms are becoming to the real estate sector. It is believed that the use of websites by real estate agents in Islamabad is a component of the larger trend of digital transformation, which enables better client service, expanded market reach, and improved communication.

Websites give developers and real estate brokers in Islamabad a way to present their

properties to a worldwide clientele. According to research, establishing a website with an online presence can draw in investors and purchasers from all over the world, broadening the market's appeal beyond regional borders(Y. Gul & Ahmed, 2019). The capacity of websites to display properties with in-depth information, excellent photos, and virtual tours is a major benefit for the real estate industry. According to studies, prospective buyers frequently start their internet search for a home, and a well-designed website can greatly increase a property's visibility, drawing more inquiries and accelerating deals. Real estate agents can communicate with prospective clients in a variety of ways by using their websites as interactive hubs(Tuzovic, 2009). Enhanced client involvement is achieved through features like virtual support, contact forms, and live chats.

Effective online communication is positively correlated with consumer satisfaction and trust, according to research. In the real estate industry, building credibility is essential, and an expertly designed website enhances the perception of real estate agents in Islamabad. Research suggests that a clean website builds trust, makes real estate agents more visible in the marketplace, and establishes their credibility(Räsänen, 2012). The way people obtain information has changed as a result of the widespread use of cell phones. Mobile-friendly real estate websites make it easy for prospective purchasers to go through listings, obtain details, and get in touch with agents. Research highlights how crucial it is for real estate websites to be mobile-friendly in order to accommodate the changing needs of contemporary buyers. By integrating analytics tools with their websites, real estate agents can obtain important information about user behaviour, preferences, and trends. Studies reveal that data-driven decision-making grounded in website analytics can greatly improve marketing tactics, enabling real estate agents to customize their methods to more effectively satisfy Islamabad's market demands.

Worldwide impetus is being gained by the digitalization of real estate transactions, and websites are essential for online transactions and document submission. This section reviews the literature on how Islamabad real estate agents are using their websites to expedite the buying and selling process and give customers a more convenient and effective experience. Real estate websites must be optimized for search engines (SEO) in order for them to be found(Jain, Metre, & Jain, 2016). Empirical evidence indicates that implementing a robust search engine optimization (SEO) plan can augment the virtual presence of real estate experts in Islamabad, hence simplifying

the process for prospective clients to locate them during virtual property explorations. Although websites are clearly important in the real estate industry, there are other factors and problems to take into account. Potential downsides are examined critically in this section, including the necessity of frequent updates, cyber security issues, and the significance of correct and current information on websites.

The literature research emphasizes how important websites are to Islamabad's real estate industry. There are several advantages to having a great online presence, ranging from increased consumer involvement to worldwide market reach. It is recommended that real estate agents in Islamabad embrace the digital revolution and make use of professionally built websites in order to maintain their competitive edge, establish their credibility, and adapt to the changing demands of the market. Future studies will probably provide fresh perspectives on the ever-growing significance of websites in Islamabad's real estate market as the sector develops.

2.4 Importance of Back-linking, SEO, and Guest Posts for Online Visibility

The real estate industry in Islamabad understands the value of strong online strategy to maintain competitiveness and expand its reach in the quickly changing digital world. The present literature research delves into the interrelated domains of back-linking, Search Engine Optimization (SEO), and guest blogging. It aims to elucidate the ways in which these components augment online exposure and marketing efficacy in the real estate sector of Islamabad. Studies demonstrate that back-linking is an important component of SEO tactics for Islamabad real estate websites (Naeem et al., 2023). Search engine's view backlinks, or inbound links from other websites, as signs of authority and relevancy.

Research indicates that a real estate website's search engine ranking can be favorably impacted by a varied and high-quality backlink profile, which in turn increases the website's visibility to prospective customers. Because the target audience in the real estate industry in Islamabad is geographically distinct, localized SEO is especially important. Research indicates that improving Google My Business accounts, adding location- based keywords, and acquiring local backlinks from reliable sources all help businesses rank higher in local search results. For real

estate agents hoping to draw in the Islamabad market, this localization strategy is crucial. In the real estate industry, guest posting is a content marketing tactic that can improve search engine optimization and brand awareness. According to studies, real estate professionals in Islamabad can demonstrate their industry knowledge, network with other influencers, and obtain useful backlinks to their own websites by submitting well-written guest articles on reliable websites. Real estate agents in Islamabad that participate in collaborative content marketing collaborate with influencers or other companies to produce and distribute content. Cross-promotions, reciprocal backlinks, and guest posting opportunities are common components of this cooperative endeavour. According to published research, these alliances boost SEO and reach new markets for real estate marketing initiatives (Low, et al. 2020).

A key component of effective backlinking and SEO tactics is content quality. The significance of producing educational, pertinent, and captivating material is emphasized by research, as it increases the likelihood of obtaining natural backlinks. Content that is specific to neighbourhood growth, market trends, and local interests can be especially beneficial in the context of Islamabad's real estate market (Ullah et al., 2023). Even though guest posting and backlinking have clear advantages, real estate agents in Islamabad still have certain obstacles to overcome. These include the potential for low-quality backlinks, the necessity of regularly producing new material, and the significance of abiding by moral SEO guidelines.

The literature examines the possible hazards and offers suggestions for easing these difficulties. It is essential to evaluate the results of guest posting, SEO, and backlinking tactics in order to improve and optimize campaigns. Research indicates that real estate agents in Islamabad should employ analytics software to track how these tactics affect website traffic, user interaction, and conversion rates (Aqib, 2022). Consistent observation enables data-driven modifications to enhance overall web presence. The literature indicates that real estate agents in Islamabad should keep up with the latest developments in backlinking, SEO, and guest posting because the digital world is ever- changing. The future of online marketing in the real estate industry could be shaped by advancements in content marketing, search engine algorithms, and cooperative tactics, all of which are examined in this section. When combined, backlinking, SEO, and guest postings create a potent trifecta for Islamabad real estate agents looking to increase their internet presence. In

addition to raising search engine ranks, a well-implemented plan in these domains builds credibility, encourages teamwork, and links real estate agents with their intended market(Ayesha Zafar, 2023). Maintaining up-to-date knowledge of the most recent developments in digital marketing techniques will be essential for long-term success in the online arena as Islamabad's real estate market develops.

2.5 Role of Instagram in the Promotion of Islamabad Real Estate Sector

Instagram has become one of the most influential social media networks in the world, drawing in a wide range of users with its visually stimulating content. The purpose of this evaluation of the literature is to investigate and evaluate the manner in which Instagram has been used to advertise the real estate market in Islamabad, Pakistan (Batool, Yasin, & Islam, 2021). Given the distinctive real estate industry in Islamabad and the growing reliance on digital channels for property marketing, it is imperative to comprehend Instagram's function in real estate marketing. The deeper connections between social media especially Instagram and the real estate sector have been the subject of numerous studies.

According to research, Instagram's visual format offers real estate agents a dynamic platform for exhibiting homes, drawing in potential buyers, and building their brands. This section concentrates on the particular patterns in social media usage including Instagram that have been noted in the Islamabad real estate market. Examining regional patterns aids in comprehending the inclinations of the intended audience in addition to the tactics developers and real estate brokers use to conform to Islamabad's social media environment. Studies reveal that in the real estate industry, visual material has a big impact on user engagement. Via the use of high-quality images and videos, prospective buyers may virtually tour houses on Instagram, making the experience more engaging(Ali & Sohail).

This section reviews the literature on how Instagram's emphasis on visuals encourages more interaction with the Islamabad real estate market. Businesses may customize their campaigns on Instagram based on location, interests, and demographics by utilizing the platform's advertising options. Research on the impact of Instagram's targeted real estate advertising worldwide can be

extended to the Islamabad setting. Our comprehension of these features' influence is improved by examining how local real estate agents employ them. This section examines the literature on influencer marketing in real estate, both locally and abroad. Using local influencers to promote real estate on Instagram can increase its reach, and knowing how these partnerships work is crucial to understanding Islamabad's promotional scene.

Studies have indicated that Instagram has a significant role in creating a feeling of community around real estate projects(Lee, 2022). This section looks at how real estate agents in Islamabad use Instagram to highlight not just specific homes but also the towns and neighbourhoods they are located in. Instagram has proven to be a helpful tool for advertising in real estate, but there are limitations and concerns. This section outlines the limitations of Instagram use in the real estate sector in Islamabad and offers a balanced evaluation of its advantages and disadvantages.

2.6 Role of Digital Media in the Growth of Islamabad's Real Estate

Islamabad's property always had a steady market but in recent years has grown at an exponential rate. The city has seen a boom in real estate and construction, with several housing projects being built to meet the growing demand. This blog looks at the growing market and how it affects the city. While the economic growth Mr. Faizan Barai, a well-known property investor's advisor in Pakistan, claims that from February 2018, the country's real estate industry has slowed down, the seen impressive growth rates. Major Pakistan's cities like Gujranwala, Islamabad, and Lahore have experienced expenditure development in past twenty years. Manahil Estate is an Islamabad's leading real estate agency that claims that real estate market sector industry has been one of the Pakistan's fastest-growing industries in Pakistan.

Islamabad is the city where most despite the country's slowing economic growth. And majority of these projects are launched. This blog will look at the different introduced in Islamabad. Zameen.com Buyer's index indicates the growth and demand of Islamabad's residential property through a graph. According to the buyer index the current price range of property in capital city has grown up to highest rate of per Sq. Rs. 7,059/-, 1 Kanal. Rs. 40,851,000,

and 2 Kamal. Rs. 80,865,000/-. Islamabad’s property business has boosted into a million dollars business as it has reached its maximum market growth. The index mentioned below indicated the price range of property in different sectors of Islamabad.

Areas within Islamabad						
Title	Index	Price/Sq. Ft.	Price	3m	6m	1y
Other locations in Islamabad						
G-13	472.78	15,914	-	+7.66▲	+12.72▲	+12.95▲
G-13, 5 Marla	474.90	19,452	21,883,500	+14.32▲	+19.10▲	+20.79▲
G-13, 10 Marla	484.15	14,689	33,050,250	+2.38▲	+2.69▲	+7.81▲
E-11	290.98	19,281	-	+6.32▲	+9.95▲	+18.79▲
E-11, 1 Kanal	279.42	17,676	79,542,000	+6.01▲	+10.80▲	+17.44▲
Soan Garden, 10 Marla	294.55	11,146	25,078,500	+2.92▲	+29.53▲	+86.87▲
Soan Garden, 1 Kanal	155.18	2,185	9,832,500	+6.32▲	+4.09▲	+6.00▲
Bahria Town	203.36	8,301	-	+3.85▲	+11.35▲	+40.25▲
Bahria Enclave	186.78	8,321	-	+3.61▲	+10.57▲	+40.09▲
DHA Defence	158.64	3,071	-	-11.87▼	-15.14▼	-9.43▼
DHA Defence, 1 Kanal	398.81	9,240	41,580,000	+10.86▲	+15.91▲	+25.07▲
Bani Gala	155.05	6,225	-	+2.75▲	+6.09▲	+15.93▲

Figure 1: price range of property in different sectors of Islamabad

Construction industry's previous tactic of marketing was not very well established. Majority of property brokers, operators and agents were limited to persuade to share their values and objectives by using outdated marketing techniques. A study conducted by Irbil Institute of Private Studies on the Real Estate Agents Use social media for Effective Marketing indicates that 99% of millennial and 90% of baby boomers, respectively, start their home searches online rather than through personal recommendations, which highlights the significance of online real estate platforms. Social media platforms like Facebook and Instagram are increasingly helpful for promoting real estate listings(Pomponio, 2020).

The survey also showed that several real estate agents have shifted their marketing tactics to social media platforms, which have increased their reach and engagement, which in turn has increased sales. According to a NAR survey, Facebook is the most effective social media platform for generating leads and engagement, followed by LinkedIn (59%) and Instagram

(39%). Furthermore, as social media was seen in a broader context, it eventually created the crucial area for digital marketing in Pakistan. Not to minimize the fact that social media acknowledged concerns that were previously unaddressed even in the mainstream media, but it also provided the digital marketing industry with the much-needed exposure.

Assessing the reviewed literature for this research study; it can be argued that although different platforms of digital media play a vital and influential role in the growth of real-estate sector; there are wide-ranging technical factors that must be taken in to consideration by the strategists and digital media consultants before finalizing any particular strategy for a real-estate company. Firstly, it needs to be addressed as what sought of results are required to be obtained from a promotional campaign since Facebook and Instagram has different promotional ranges for each targeted campaign. Secondly, the budget of the marketing companies must be taken in to consideration while thirdly it needs to be assessed as how much revenue a company is aiming to attain from a specific campaign. Since the literature review has been carried out over a period of one decade; each academicians has highlighted varying aspects of digital media thereby furthering the objectivity of this research study. The reviewed literature also suggests that study at hand is an important task to do while the findings of this research study will enhance the existing body of study.

2.7 Theoretical Framework

The theoretical framework of digital marketing pursues all the digital resources which may be employed to attract an audience online. The strategies include E-marketing, customer-friendly websites, Branding + PR, content generation, video streams, and social networking to attract an audience and generate authentic leads. Approaching out to a small localized or uninterested audience reduces the marketing budget while providing no benefit or profit. As a result, commercials must be meticulously planned to stay within budget. The use of appropriate marketing tools is required for successful marketing campaigns. Knowledge of these is essential in real estate marketing, where a lack of knowledge can be a real challenge, negatively impacting a property's marketing. Marketing objectives must be understood, and tools must be tailored to them to market real estate successfully. The main problem can result from both overuse and underuse.

The comparative study will pursue “Agenda-Setting Theory” and “Persuasion Theory” to enhance the growth of Islamabad’s real estate market. Both of these theories have employed on this research study based on the fact that any business persuades its audience and buyers through promotional platforms. Agenda setting theory argues about shaping the opinion of public through certain platforms by selling them a particular narrative. In the case of this research study; the medium can be highlighted as different platforms of digital media whereas the narrative that is being sold to the audience are the properties sold by the digital marketers of real-estate sector.

2.7.1 Agenda Setting Theory

Maxwell McCombs and Donald Shaw first proposed the idea of the agenda-setting role of the mass media in *Public Opinion Quarterly* in 1972. In their initial argument, they argued that the media shape’s public opinion in the sense that, while they may not directly instruct you on what to think, they may provide you with ideas for consideration. Although it has occasionally been applied to other media outlets and the messages they convey to audiences, this idea is meant to relate to the news media. Whilst testimony of the mainstream media considerably altering sentiments throughout a campaign's duration is not completely conclusive, the proof that electors benefit from the wealth of data available during all campaigns is much more substantial.

Individual responses to issues that appear in the majority of the press are inherently large. Whereas certain individuals deliberately seek out data, the vast majority seem to be capable of doing this, if they do anything, with minimal effort (McCombs & Shaw, 1972). These individuals happen to be usually the most influenced by politics and experienced. This theoretical framework has been used in a variety of settings wherein news outlets may utilize disruptions such as petroleum shortages and high costs of supermarket to forward their own agenda. Assessing the implications of media on establishing an agenda requires captivating consumer mindsets and convictions into account. Agenda setting can be classified into three distinct groups which includes media agenda setting, politics agenda setting, and public agenda setting (Zain, 2014).

Agenda development has benefits such as educating the public, enlisting their support while subsequently fostering a sense of togetherness around a particular notion; yet, detractors

contend that it also perpetuates false notions, causes challenges while pays insufficient attention to detail. Technology breakthroughs ushered in an entirely novel phase for establishing an agenda strategies and mass media while enabling them to connect with a larger audience compared to ever before(McCombs, Shaw, & Weaver, 2018).

According to the agenda-setting theory, media coverage has an enormous impact on the manner in which the general population perceives particular subject matter as well as how important they become. Applying this framework, we can investigate the way the agenda of media outlets influence the public's perceptions, and the development of government policies, including the overall expansion of the marketplace by examining how digital communication is being used to expand the marketplace for real estate in Islamabad. Certain aspects taken in to account for this particular study are highlighted in the following infographics.

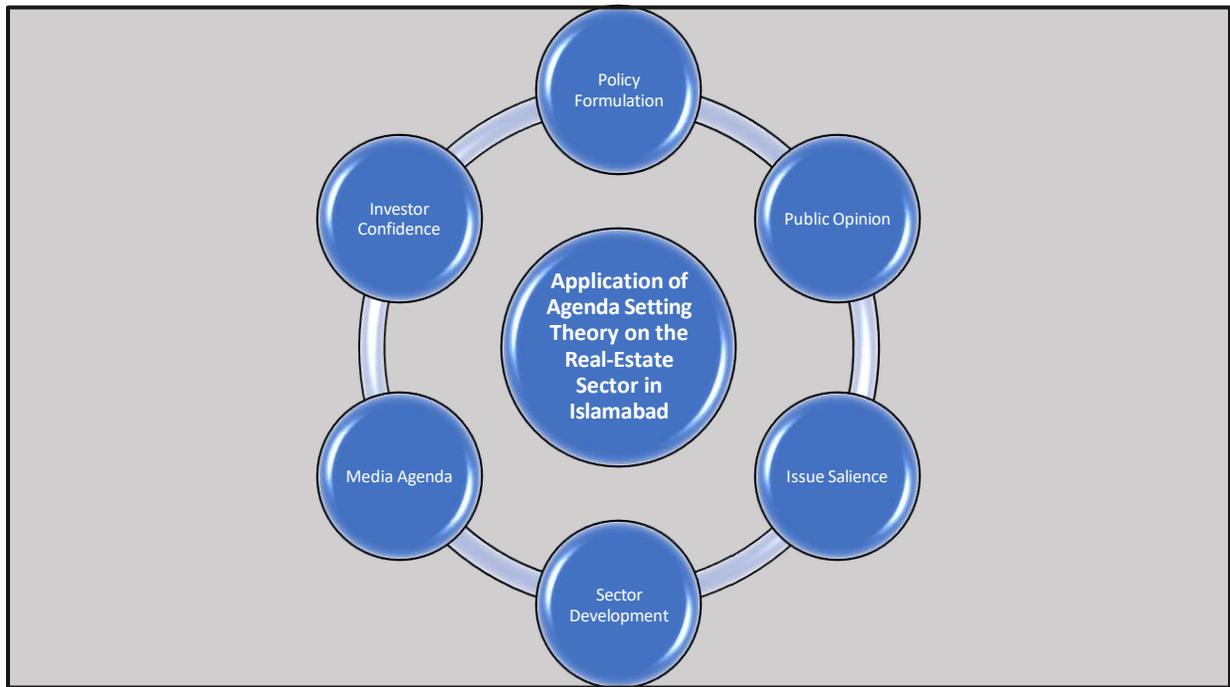


Figure 2: Application of Agenda Setting Theory on the Real Estate Sector, Islamabad

2.7.2 Testing Agenda Setting Theory

Digital media marketing and content, create public opinion. They influence public

perception by highlighting certain important message that can easily make public opinion. The real estate sector of Islamabad is getting highlighted by real estate companies. The selected agencies in this research studies use such techniques to build up public opinion regarding the real estate sector of Islamabad. Zameen.com, Sky marketing and Etimaad International are the selected agencies in this research studies. These real estate companies use social media marketing strategies to create public perception. Creative ads, social media posts, infographics and long videos regarding the specific projects have been made by the selected agencies. These graphics and videos create public opinion regarding real estate sector of Islamabad. By analysing the data of these companies, we can simply understand that these companies' setup an agenda for the public, so that they can think about it.

Although the viewpoint of the media has a significant impact, real estate sector in Islamabad grows by keeping in loop certain other variables such as the revised rules and regulations of the government, the state of the economy as a whole, including the dynamics of the market and the capacity of the market to invest in these projects. Nevertheless, through acknowledging and probing the agenda-setting potential of digital media, commercial real estate beneficiaries may learn the manner in which data is shared, impressions are developed while the outcomes are decided upon. This will eventually facilitate them effectively analyze the landscape and dynamics of the business in the existing circumstances.

2.7.3 Persuasion Theory

Persuasion Theory is a mass cognitive approach that primarily deals with interventions intended to influence the minds of consumers covertly. According to this concept, the communication process is divided into three stages depending on communication attitudes and market behaviour. Yale University and psychologist Carl I. Hovland, who was working on the "Cognitive Dissonance Concept" at the time, proposed the related theory. Carl was of the view that when in an unpleasant motivational state, an individual entertains two or more contradicting attitudes, values, beliefs, or behaviours.

The Elaboration Likelihood Model (ELM), also known as persuasion theory, can be used

to examine how the growth of Islamabad's real estate market is impacted by the use of digital media. According to this concept, there are two main directions in that persuasion that can take place in the primary path and the periphery path. The primary method of persuasion relies on the viewer's proactive processing of information, placing a focus on rational thought as well as analytical skills. It is important to examine how digital media employs various platforms to sway public opinion and shape opinions concerning the real estate sector. Using Persuasion theory tactics in digital marketing for real estate might be effective for the intended influence of the audience for residential and commercial projects. The logic-based technique to persuasiveness contends that individuals appear and process information in foreseeable as well as reasoned methods which serves as the foundation of the persuasive formulae.

The main factors that shape attitudes among individuals include their reasons for being, convictions, and aspirations. Behavioural patterns are subsequently affected by sentiments. Digital media is the most powerful tool for any sector, giving retailers complete freedom of movement. Development companies or businesses might utilize website or mobile app design components, such as layout, text, and typeface, in conjunction with advertising material that can pursue their audience and generate organic leads. Certain aspects taken in to account for the real estate sector of Islamabad with reference to theory comprise of,

2.7.4 Provision of Information

Digital media sources can provide precise and pertinent data regarding the city's residential market. This contains information on real estate pricing, progress in the infrastructure changes in the legal framework, including financial alternatives. Investors in consideration are able to make wise selections by using digital media, which can do this by providing comprehensive and precise data.

2.7.4.1 Testimonials of Industry Experts

Discussions by the experts working in the industry or publications by business experts, property agents, or researchers on online platforms significantly impact the thought process of the buyer. Reliability can be increased because the public's assessment of the industry's development

prospects in Islamabad is impacted by these professional gestures. The knowledge and reputation of such individuals can give the data that is offered credence by the masses. Certain other factors that are employed for persuasion can be highlighted in the following infographics.

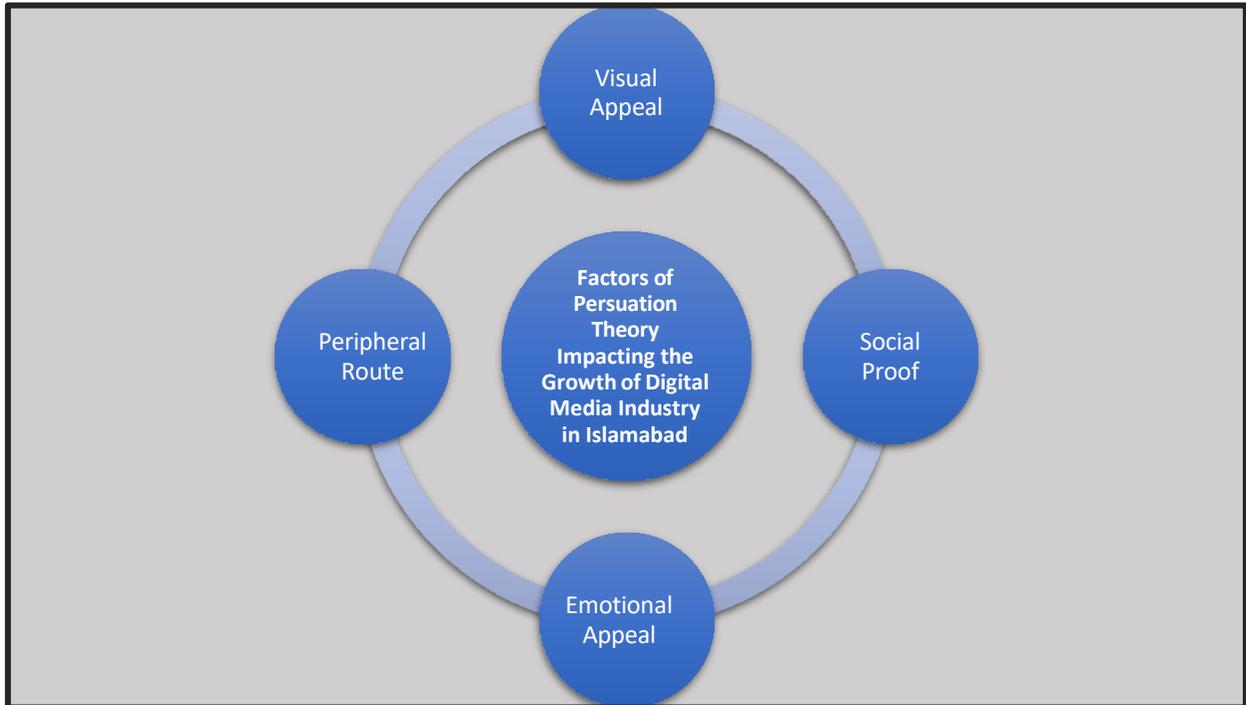


Figure 3: Factors employed for Persuasion Impacting the Growth of Digital Media Industry in Islamabad

It is crucial to remember that the success of persuasion via digital media is contingent upon a number of variables, including the reliability of the sources of information, the comprehensibility of the data provided, and how well the communication fits the requirements and principles of the target demographic. The viewer's personality and previous understanding might also affect how susceptible they are to persuading. If all of these variables play their part in influencing the consumer of Digital Media; there is a greater chance that it will positively influence the business growth within the society. Yet, if these variables fail to influence the consumer through the content of the video; it will not only passively influence the business of the company but will also destigmatize the reputation of the company. The reviewed literature suggests that study at hand is an important notion to be thoroughly investigated in the light of relevant data and scientific theories while the findings of this research study will contribute to the existing

body of knowledge.

2.7.5 Testing Persuasion Theory

Persuasion theory is mainly suitable for this research study for numerous reasons, particularly within the framework of a descriptive analysis. The core idea of persuasion theory is the method to create messages and presented to affect attitudes, beliefs, and actions of the audience. The selected real estate companies employ a range of persuasive strategies in digital advertising to draw in potential customers and influence their decisions making. These agencies successfully reaching their target audience by examining multiple social media tactics using the prism of persuasion theory.

The idea of persuasion theory explains why and how some digital advertisements are more successful in influencing prospective customers. This enables businesses to evaluate how various advertising mechanisms such as emotional appeals, believes, and social credibility, location, income affect customer behavior. This is especially true in this research study for selected agencies that well-crafted compelling messaging frequently have an impact on buyers' decisions. As this research is a descriptive analysis, its primary objective is to identify and classify the various persuasive methods, rather than to investigate causal correlations. By analyzing the data of selected agencies and applying the theory on this research topic, it simply highlights the insights into which social media engagement turns audience into potential buyers.

2.8 Research Questions

1. How does Digital Media marketing strategies influence lead generation and buyer engagement in the realm of real-estate sector in Islamabad?
2. What strategies influence the spending on digital platforms (Facebook Ad manager and Google Ads) by real-estate companies leading towards their contribution in the real-estate sector of Pakistan?

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Methodology

may be defined as a systematic and scientific research for pertinent information on specific topic (Kothari, 2004). Redman and Mory defined Research as a “Systematized effort to gain new knowledge” (Kumar & Nor, 2013). This research study is a descriptive analysis to assess the utility of the social media platforms Facebook, YouTube, and Instagram on the business development of real estate companies of Zameen.com, Sky Marketing and Etimaad International. Moreover, how these social media platforms have benefitted each company while through what strategies, digital media marketers of these companies have transformed their contacts in to deals. Additionally, it will also be evaluated how much spending these companies have been doing over these social media platforms and what has been their rate of conversion. A comparative analysis of these platforms will highlight the spending of these companies as well as the result attained by them through these platforms.

3.2 Sampling

Sampling may be defined as the “Process of selecting a subset from a larger population to make statistical inferences about that population” (Coyne, 1997). The sample should roughly match the population in order to ensure the fact that the findings may be generalized. Furthermore, the concept of Purposive Sampling may be defined as a “Non-probability sampling technique wherein the participants are selected based on their specific characteristics as well as the criteria relevant to the objectives of the research study (Rai & Thapa, 2015). Purposive sampling technique has been employed in this research study which will highlight the major concepts evaluated in each case-study. Developers and marketers who primarily rely on the websites and online pages of these companies will be taken in to consideration. Two relevant groups identified in this sought of sampling technique would be marketers who employ Facebook for finding their customers and marketers who primarily employ Instagram and YouTube for their marketing purposes. Furthermore, sampling size of this research studies would be smaller since this research studies employs qualitative technique.

3.3 Data Collection Methods

Data will be collected through Primary as well as Secondary sources. Primary sources of data will comprise of the analytics obtained from the official Facebook, YouTube and Instagram of the listed companies. These data analytics will be analyzed through comparative analysis. Furthermore, document analysis will be carried out in which the reports and articles written on the webpages of the company's websites will be analyzed. Moreover, academic research papers and social media conversations related to each company will be thoroughly discussed.

3.3.1 Conceptualization

The process of generating and characterizing notions or ideas from assessments, experiences and facts is known as conceptualization. By dissecting complicated events into smaller, more comprehensible parts, it helps scholars organize the concepts they have while developing an interconnected comprehension of their concepts being studied. Conceptualization actually sets the stage for how different concepts are bound to be measured and studied throughout the research. While assessing the concepts of this research study; the basic concepts associated with this research study highlight the spending of selected real estate companies on digital media platforms and assess the results attained from it. Moreover, the growth of real-estate sector through digitization will be comprehensively analyzed while the futuristic prospects of this sector will be evaluated. A comprehensive evolution of these selected companies of real-estate sector in Islamabad will be evaluated while based on this assessment; the future prospects of real-estate sector in Islamabad will be highlighted.

3.3.2 Operationalization

Operationalization is an important component of research methodology that clearly defines the abstract as well as ideas and concept in to observable and measurable phenomenon. It clearly defines how the course of a particular research study is perceived and defined. Operationalization of a research study tends to bring clarity in the dynamics of research study while reduces the ambiguity (Heath, 2023). Operationalization is an important component of research methodology

and clearly defines how the course of a particular research study is perceived and defined. Snow ball sampling and theoretical sampling technique would be employed to gather the data. Furthermore, the insights and analytics of Facebook, YouTube and Instagram pages of these companies would be thoroughly analyzed and findings of the study would be assumed from these results.

3.4 Data Analysis

Insights and analytics from multiple data sources (Facebook, YouTube and Instagram) will be analyzed through comparative analysis technique. It will be found out how each company has performed on the particular social media platform while which company has adopted a successful social media strategy to attain the maximum results. Furthermore, thematic analysis would also be conducted. Insights would be combined from the analytics of the digital media pages of these companies and data would be eventually validated to validate the findings and enhance the accuracy of the results.

Furthermore, contradicting themes appearing in the validation of data would also be analyzed in order to ensure that no exceptions or case-studies have been neglected from this research studies. Once the data has been analyzed, a narrative construction would be carried out to highlight the key themes depicted within the findings of this research study. Furthermore, the results would be highlighted through graphical depiction (Graphs, Visuals and Tables). Furthermore, it would be taken in to consideration that personal biases of the researcher would not impact the findings and results of this research study.

3.5 Limitations of the Study

This research study has taken in to account the facets of digital media to analyze and evaluate the growth of real-estate sector in Islamabad; nevertheless, the recent inclination of Artificial Intelligence (AI) in to the realm of business field has not been taken in to consideration. Furthermore, the multilateral dimensions of traditional as well as non-traditional media have not been analyzed. The growth of real-estate industry through television, radio, newspapers and other

forms of promotional content has since long remained an important tool for real-estate industry to advertise. This form of advertisement is still relevant and continues to hold significance despite the advent of modern-day digital media tool and revolutionized AI industry.

Furthermore, another form of promotion for real-estate industry has remained the offices of property dealers who continue to hold significance and promote business exponentially. Assessment of property dealers has also been not added in to this research study. Hence, this serves as the limitation of this research.

CHAPTER 4

DATA COLLECTION

This chapter assess the data collected from different sources and subsequently analyses the data based on the available information. The data has been collected from multiple real estate companies based in Islamabad. The data is specifically based on Zameen.com, Sky Marketing, and Etimaad International digital media. Data collected and strategies employed, in this research, have been gathered from online extensions like Tube Buddy. Data collected from Facebook ads manager and Google ads manager is also central to this research. Data for this research study is also collected from digital media team of Sky Marketing and Etimaad International. Branding and marketing of the real estate sector has also been analysed, aiming to examine the growth of the real estate sector through digitalization.

4.1 Overview of Zameen.com

Zameen.com is Pakistan's leading real estate platform, significantly transforming the country's real estate sector. Founded in 2006, the company serves as Pakistan's first and most significant property portal. It is jointly owned by two globally renowned British-Pakistani entrepreneur brothers, Zeeshan Ali Khan and Imran Ali Khan (Ferraz, Fernandez, Ferraz, & Fernandez, 2020). The company started its journey with a strong workforce of 3000 employees who operated in over 30 cities across the country with 25 regional offices. However, as of now the company has a field presence in 30 cities encompassing 9000 real estate agencies on board. Zameen.com is a comprehensive online marketplace that seamlessly and efficiently connects property buyers, sellers, and renters.

Zameen.com secured its first funding round in 2012 from several angel investors and significant investments from venture capital firms. Further investment rounds were closed in late 2015 and early 2016, bringing the total investment to \$29 million. This overview provides insights into the key features, impact, and strategies that have propelled Zameen.com to the forefront of the real estate industry in Pakistan.

4.2 Online Portal Analysis

Zameen.com is the largest online property portal in Pakistan, with an extensive database of property listings. The platform covers various residential, commercial, and industrial properties, catering the needs of individuals and businesses pertaining to real estate matters and inquiries. The company's leading digital marketing strategy is to maintain an accurate and up-to-date database of property listings, incorporating high-quality images and relevant information. It is a comprehensive online marketplace with 8.5 million property listings that received over three million monthly visits in 2016. In the last eight years, the company's online marketplace has proved to be served fundamental for their lead-generation efforts. As per the recent report, the Zameen online portal has reached up to 1.5 million verified listings, more than 2.2 million monthly visitors, and over 500,000 subscribed members, with an estimated 4765 clicks per month.

4.3 Facebook Ad Manager Analysis

Being a leading online real estate platform, Zameen.com has been exploring options to increase its brand visibility and awareness within the target audience. One such option is leveraging Facebook's powerful advertising tools to showcase the platform's essential features, services, and success stories. By using Facebook's advanced targeting options, Zameen.com can segment its audience based on various factors such as demographics, location, interests, and online behaviour. This ensures that the platform's ads are shown to users, most likely interested in real estate. Through its Facebook ads, Zameen.com aims to attract potential customers and establish its name as a reliable and trustworthy brand in the highly competitive real estate market. The platform plans to use different ad formats, such as videos, carousel ads and lead ads, to achieve its marketing objectives. In a study published on the official website, the company holds that it spends a significant amount of its budget to run promotional campaigns or special offers through Facebook ads aimed at incentivizing users to engage with the platform.

4.4 Google Ad Campaigns

Zameen.com strategic use of Google Ad campaigns exemplifies a data-driven and

customer- centric approach to digital marketing in the real estate sector. By aligning campaign objectives with overall business goals, leveraging advanced target-audience options, optimizing the facilities for mobile users, and continuously refining strategies based on performance data, Zameen.com establishes itself as a frontrunner in the realm digital real estate. The company continuously optimizes its Google Ad campaigns through A/B testing. Variations in Ad creatives, Ad copy and targeting parameters are tested to identify the most effective combinations and refine future campaigns. Another important feature of the company's overall enhancement strategy is the use of Google Analytics and other analytical tools to monitor the performance of its Google Ad campaigns. Key performance indicators such as click-through rates (CTR), conversion rates, and return on investment (ROI) are regularly assessed to optimize campaign effectiveness and reliability. Moreover, the company strategically allocates its budget across various Google Ad campaigns, considering the performance and ROI of each campaign.

4.5 YouTube Content Campaigns

Zameen.com is Pakistan's biggest property company. They use YouTube as their way to reach a large number of target audience. Zameen.com has 502K subscribers on YouTube makes them the largest real estate brand in the country. Pakistan prominent actor Fawad Khan is the brand ambassador of the company. Fawad Khan has done almost every prime ad for Zameen.com

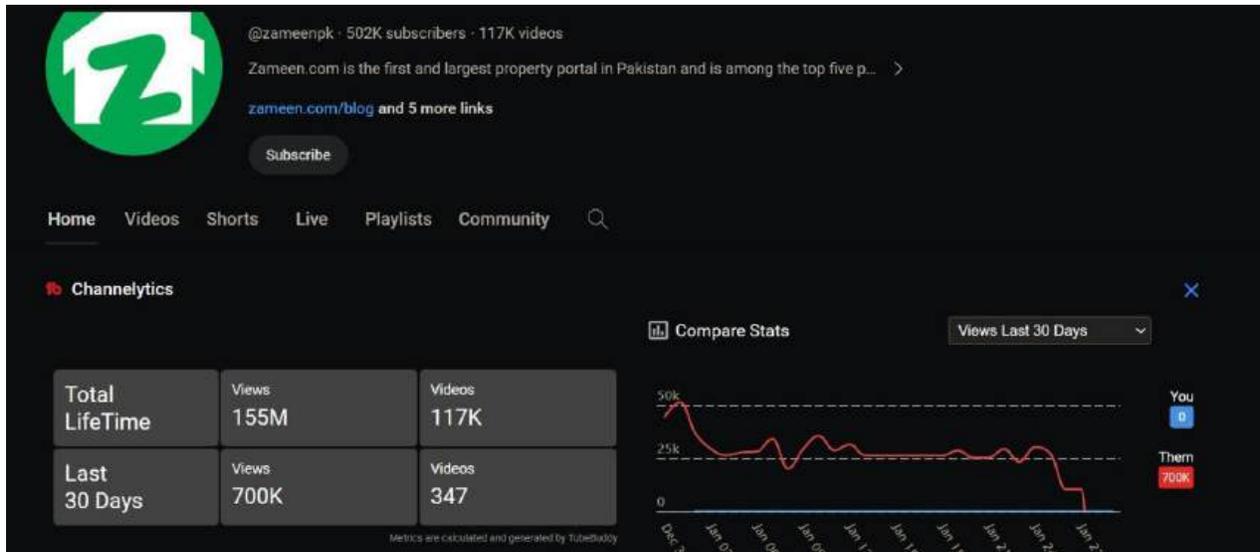


Figure 4: Statistics of YouTube channel of Zameen.com

With 155M views and 117K videos on YouTube channel of Zameen.com, it simply shows that Zameen.com has a vast target audience on digital platforms.

4.6 Overview of Sky Marketing

Sky Marketing is a leading real estate firm operational in the industry for the last 17 years. The company is owned by a well-known businessman from the capital city, Mr. Usmaan, and His brothers, Mr. Salman and Mr. Rizwan Alam (Yaqub, 2017). The real estate firm has made digital marketing critical in enhancing its sales strategies aimed at reaching a global audience. The company's digital advertising prowess, diverse portfolio, strategic budget allocation, and commitment to continuous optimization, positions it as a noteworthy player in Islamabad's real estate outlook. The company's emphasis on leveraging digital platforms aligns with contemporary trends in the industry. Sky Marketing is recognized for its adept use of digital advertising strategies to reach and engage its target audience. The company leverages potential platforms such as Facebook Ads Manager and Google Ads to maximize its online presence.



Figure 5: Online page of Sky Marketing for Maximizing it online users

4.7 Facebook Ads Manager Analysis of Sky Marketing

Facebook serves as the primary source of digital advertisement that attracts a large number of audiences. It also facilitates companies to reach their target audience through digital campaigns. Sky Marketing also incorporates Facebook Ad manager campaigns. According to the data illustrated below, the company has run multiple Ads pertaining to housing societies. The campaign shows the total budget, cost per impression, link clicks on the ads, and cost per result. Following figure shows five campaigns run via the Ads manager page of Sky Marketing with the least and maximum budget spent.

Nov 1, 2022 – Nov 30, 2022

sets

Ads

View Setup Columns: Custom Breakdown Reports

Budget	Amount spent	CPM (cost per 1,000 impressions)	Link clicks	CTR (all)	At sett	Cost per result
Using ad set bu...	Rs236,262.24	Rs238.95	5,240	1.17%	7..	Rs324.54 Per On-Face...
Using ad set bu...	Rs229,644.01	Rs134.87	8,561	2.28%	7..	Rs150.09 Per Messagi...
Using ad set bu...	Rs210,939.90	Rs167.42	4,743	2.88%	7..	Rs162.01 Per Messagi...
Using ad set bu...	Rs139,382.52	Rs125.29	5,827	1.97%	7..	Rs67.30 Per Messagi...
Using ad set bu...	Rs69,344.77	Rs132.27	1,021	3.41%	7..	Rs220.14 Per Messagi...
	Rs949,030.88 Total Spent	Rs159.32 Per 1,000 Impressio...	27,881 Total	2.36% Per Impr	7	— Multiple conv...

Figure 6: Budget details spent by sky Marketing on campaigns via Ads Manager from Nov 1, 2022- Nov 30, 2022

When a company sets a digital marketing strategy, it divides the budget by the maximum number of leads with a conversion rate and the minimum number of leads with a reasonable conversion rate. A maximum number of leads does not provide a quality outreach with a conversion rate of 20 percent. The minimum number of leads campaign always provides a reasonable conversion rate; this campaign is expensive, but the conversion rate is between 60 and 75%. The following data highlights the campaign functional between January 1st, 2023, and January 18th, 2023. The total budget spent on these campaigns is 242,286.98. The average cost per impression is 180.30. The total number of link clicks is 10,041 on these five campaigns.

Budget	Amount spent	CPM (cost per 1,000 impressions)	Link clicks	CTR (all)	At sett	Cost per result
Using ad set bu...	Rs57,724.59	Rs371.20	2,379	2.59%	7..	Rs278.86 Per On-Face...
Using ad set bu...	Rs45,216.48	Rs136.05	2,359	2.46%	7..	Rs114.47 Per Messagi...
Using ad set bu...	Rs36,841.27	Rs179.59	837	2.28%	7..	Rs160.88 Per Messagi...
Using ad set bu...	Rs30,723.72	Rs113.88	1,840	1.99%	7..	Rs43.03 Per Messagi...
Using ad set bu...	Rs18,654.00	Rs159.61	1,070	2.01%	7..	Rs78.05 Per Messagi...
	Rs242,286.98 Total Spent	Rs180.30 Per 1,000 Impressio...	10,041 Total	2.33% Per Impr...	7..	Multiple conv...

Figure 7: Budget details spent by sky Marketing on campaigns via Ads Manager from Jan 1, 2023- Jan 18, 2023

The below-mentioned data illustrates the most expensive campaign of sky marketing. The total amount spent on these five campaigns is 1,705,403 rupees. The result provides an insight that the average cost per impression is 196.17 rupees. 78,828 clicks have been generated from these five campaigns.

Budget	Amount spent	CPM (cost per 1,000 impressions)	Link clicks	CTR (all)	At sett	Cost per result
Using ad set bu...	Rs569,551.56	Rs309.73	40,528	3.21%	7..	Rs400.53 Per On-Face...
Using ad set bu...	Rs331,890.04	Rs138.78	13,904	2.04%	7..	Rs173.04 Per Messagi...
Using ad set bu...	Rs301,242.84	Rs177.80	7,344	2.26%	7..	Rs181.47 Per Messagi...
Using ad set bu...	Rs189,049.25	Rs164.08	7,141	2.05%	7..	Rs66.90 Per Messagi...
Using ad set bu...	Rs106,527.32	Rs198.57	2,101	2.58%	7..	Rs250.06 Per Messagi...
	Rs1,705,403.45 Total Spent	Rs196.17 Per 1,000 Impressio...	78,828 Total	2.44% Per Impr...	7..	Multiple conv...

Figure 8: Budget details spent by sky Marketing on campaigns via Ads Manager from Dec 1, 2022- Dec 31, 2022

4.8 Campaign and Metrics for Analysis

The data collected from the Facebook ads manager of Sky Marketing highlights that fewer leads have given a quality conversion rate. In contrast, a maximum number of leads has the lowest conversion rate. The digital team first optimizes the campaign to influence the target audience. The campaign can be optimized in terms of location, age, gender, interest, and the history of the target audience. The data also highlighted the the campaigns' conversion rate as the conversion rate results are concluded from team meetings and sales growth. These campaigns are of different periods with different interests of target audiences. It indicates that the impression rate is higher in all these Facebook ad manager campaigns. Ads manager campaigns also give companies high value in terms of furthering marketing in those regions where ads have been set up. The company put almost fifty percent of its sales revenue into digital media campaigns. Facebook Ads Manager is the simplest and cheapest way for companies to generate leads and do their marketing in multiple and selected areas.

4.9 Google Ads Analysis of Sky Marketing

In the dynamic real estate sector, where having a solid online presence is essential to success, Google Ads becomes a vital tool for companies looking to prosper in Islamabad. Strategic Google advertising can efficiently take advantage of the prospects presented by the Pakistan's Capital, which is well-known for its vibrant real estate industry.

4.10 Campaign Details and Metrics for Sky Marketing

According to the data generated in 2014, the company has three eligible Google ad campaigns with a daily spending limit of \$100 for six months. According to the latest data, marketing firms spent an estimated \$400 on their campaigns between July and August 2024. The

campaigns received a total of 2.02k clicks, which suggests considerable engagement from the targeted audience. The following illustrates figures reflect the significant investment made by the digital marketing firm for reaching out to potential customers during the specified time frame.

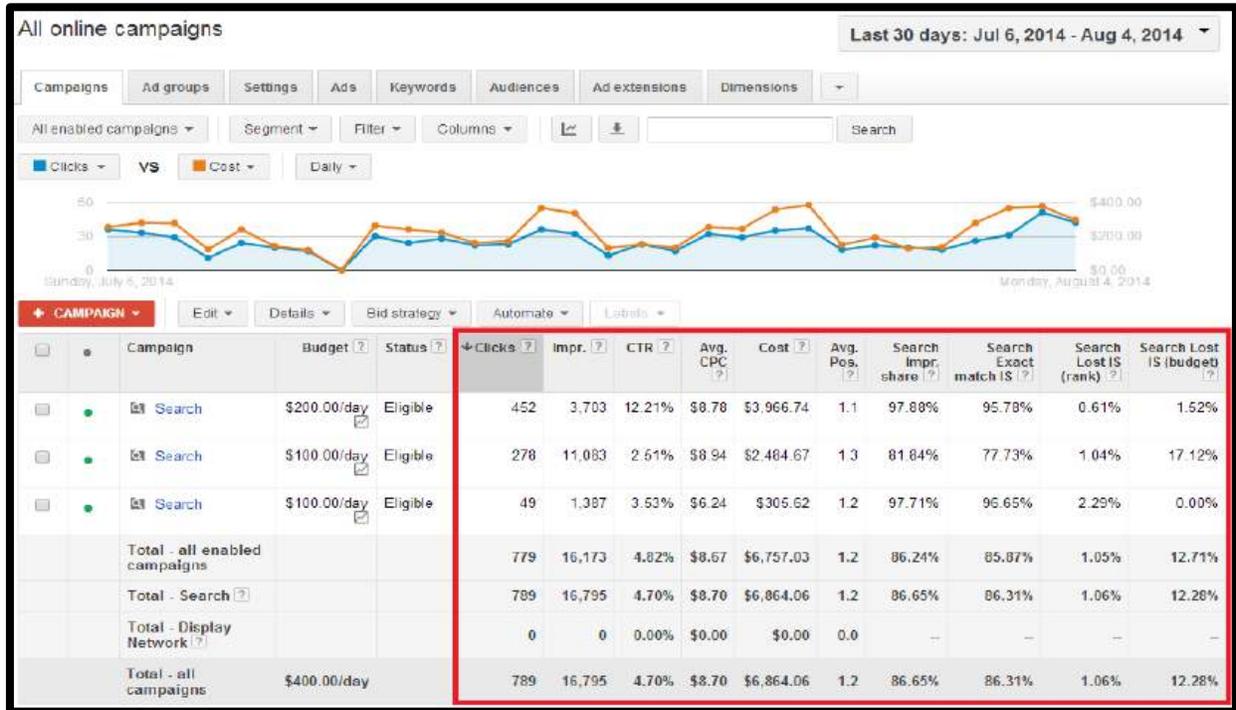


Figure 9: Statistics of Investments spent by digital marketing for reaching to customers

In September 2019, the total number of clicks on the platform reached its peak point, with a staggering 163,000 clicks. This significant increase in user engagement can be attributed to several factors, such as the release of new features, improved content quality, and targeted marketing campaigns. It is worth noting that this milestone represents a significant achievement for the platform, as it underscores the growing popularity and relevance of its services among the target audience. For eight years, Sky Marketing relied on Google's ad campaigns to generate leads for its business. In August 2023, their ad campaign on Google successfully generated 2,020 clicks and led to 349 meaningful conversations with potential customers. This was achieved by spending a modest amount of \$19.75 per month, making it a cost-effective solution for Sky Marketing's lead generation needs.

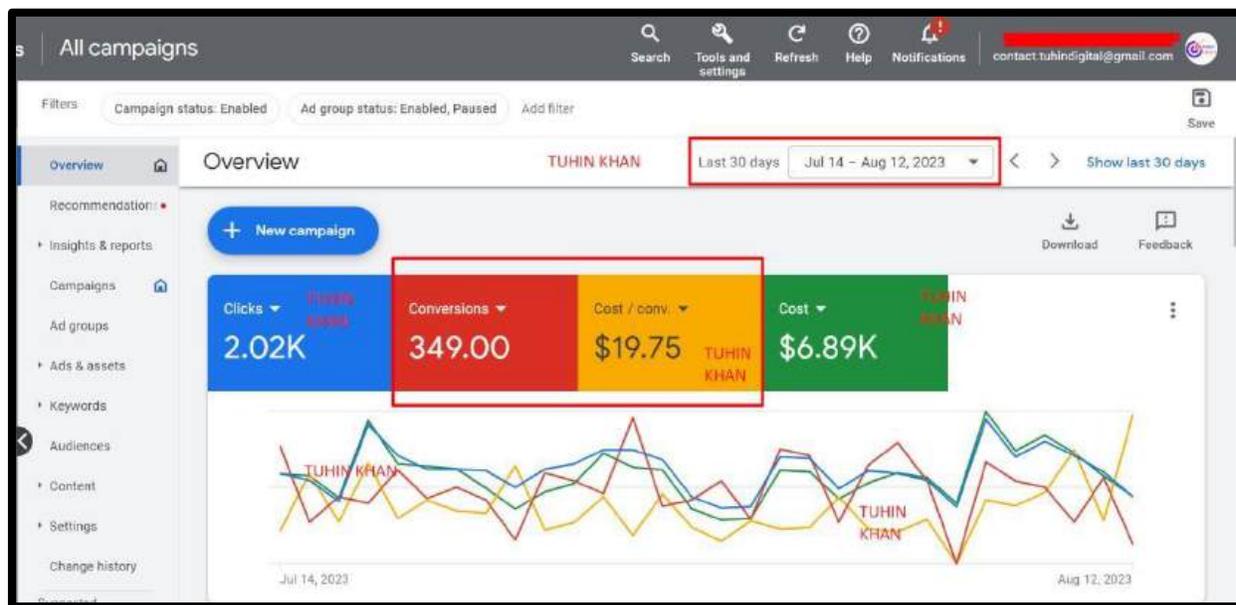


Figure 10: Data representation of Google ads regarding clicks, conversation and monthly money spent.

4.11 YouTube Ad Campaigns

Over the last decade, Sky Marketing has focused on developing digital marketing strategies to rebrand its image. After thorough analysis and research, the firm has identified YouTube ad campaigns as its most reliable and practical approach to reaching a larger audience and promoting its luxurious, trustworthy real estate brand. The brand's opulent and creative YouTube ad campaigns has been strategically crafted to showcase it's unique selling points, including its exceptional property listings and services. These campaigns have helped the firm establishing a new constructive image and attract a wider nationwide and international audience. As a result of its successful campaigns, Sky Marketing's YouTube channel has garnered a significant following, with 19.8 subscribers and 4.12 million views. This demonstrates the effectiveness of the firm's digital marketing strategies and the growing interest in its brand. Sky Marketing's commitment to innovative and strategic marketing has made it a top contender in the competitive real estate industry.

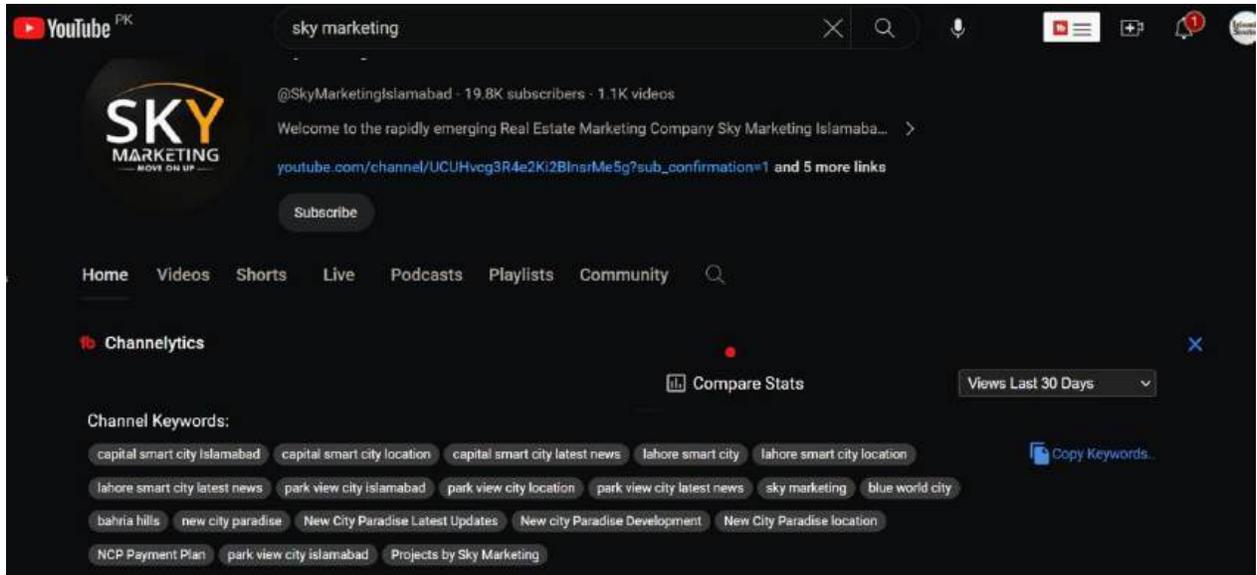


Figure 11: YouTube page of Sky Marketing

With almost 19.8K subscribers and 1.1K videos on YouTube of Sky Marketing, this is the most reputable company in Islamabad. The company has focused on their online presence, with commercial DVCs and collaboration with social media influencers, Sky Marketing has influenced large number of audiences around the globe. The social media statistics have shown that Sky Marketing has been viewed by every continent around the globe.

4.12 Overview of Etimaad International

Etimaad International is a reputable and reliable real estate company offering professional services in the property sector for the past five years. With a strong focus on client satisfaction, the company has emerged as a leading real estate consulting brand, providing tailored solutions to meet the unique needs of its clients. Etimaad International leverages various digital marketing strategies, including Facebook, Google, and YouTube Ad campaigns, to reach a wider audience and promote its services effectively. With a team of experienced professionals and a commitment to excellence, Etimaad International is dedicated to facilitate its customers achieving their real estate goals and objectives.

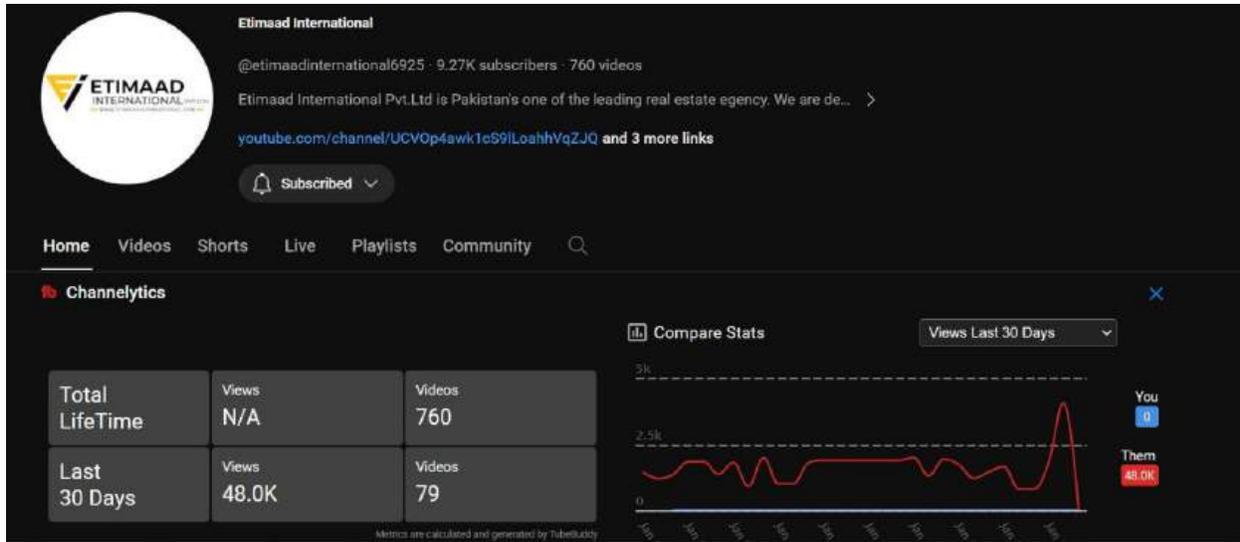


Figure 12: Statistics of YouTube channel of Etimaad International

With almost 9.27K subscribers and 760 videos on the YouTube channel of Etimaad International, the company has gained online attention in past couple of months. As shown in the data given above the company has uploaded 79 videos in last 30 days and gained 48K views on their YouTube, this statistic indicates that Etimaad International is influencing large number of audiences in the country as well as around the globe.

4.13 Facebook Campaign Analysis of Etimaad International

Etimaad International is a brand that has recently gained popularity online. The company has achieved this through incorporating effective Facebook advertising strategies, mainly involving, analysing essential components such as ad creatives, target audience, and performance metrics. The brand's Facebook ads, including images, videos, and ad copy, are carefully crafted to convey its message and value proposition to its audience. The ads are analysed to run a SWOT analysis mainly aimed at identifying the company's strengths and weaknesses in communicating the intended message effectively. Despite having a modest budget, Etimaad International allocates sufficient funds to engage with its audience via ads. The company's core objective is to provide valuable insights into the effectiveness of its ads in capturing and retaining the audience's interest.

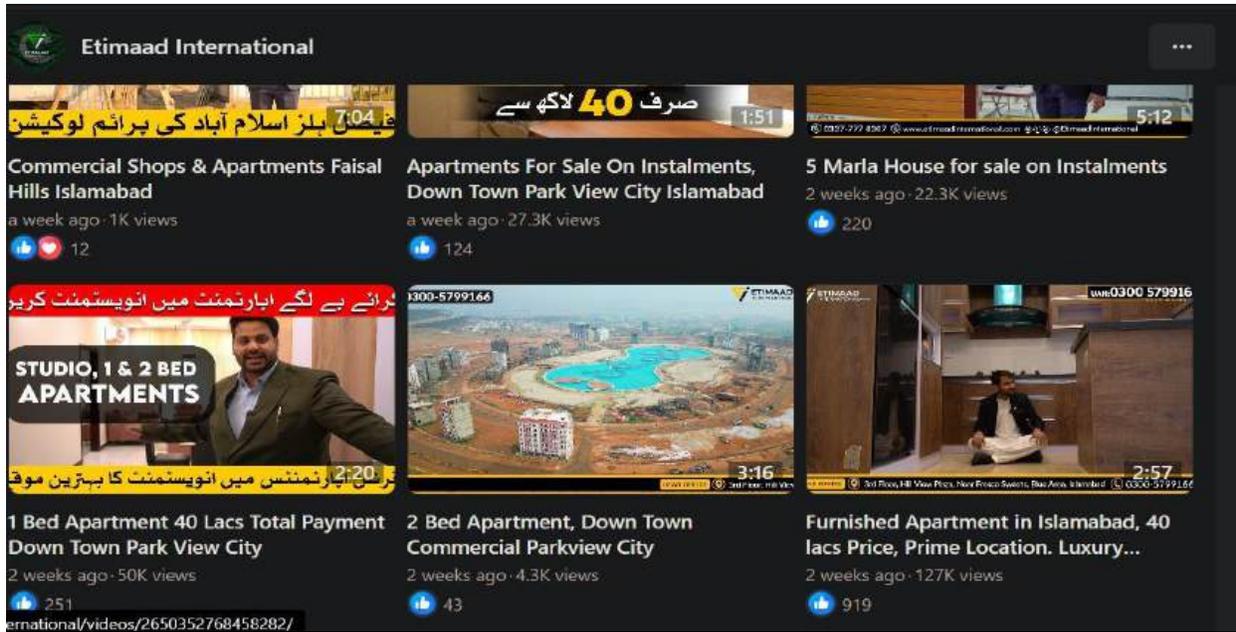


Figure 13: YouTube page videos of Etimaad International

As mentioned above that by running ads on the Facebook page of Etimaad International they have gained maximum number of audiences on their page. As the video statistics have shown that the videos have crossed 127K views, 50K views, 27K views and 22K views in minimum time period. By running multiple ads and re-targeting the audience the page is being promoted and marketize by Facebook. The marketing depends upon the budget and attractive content. Audience in Pakistan always appreciates to promote such content which bring humour and product knowledge for them.

4.14 YouTube Ad Campaigns of Etimaad International

YouTube is a versatile and widely accessed platform that presents a significant opportunity for brand promotion and engagement. Etimaad International has embraced this avenue as a central component of its digital marketing strategy. The company has enhanced its sales and lead generation by leveraging YouTube for brand visibility and communication. According to recent reports, the company has generated an impressive estimated revenue of \$29.29 over the past 30 days from 50.3k views. This achievement demonstrates the company's ability to attract and engage a large audience. The company has impressively used YouTube to enhance brand awareness, drive

engagement, foster conversions, and align the strategy objectives with the company's broader marketing and business goals.

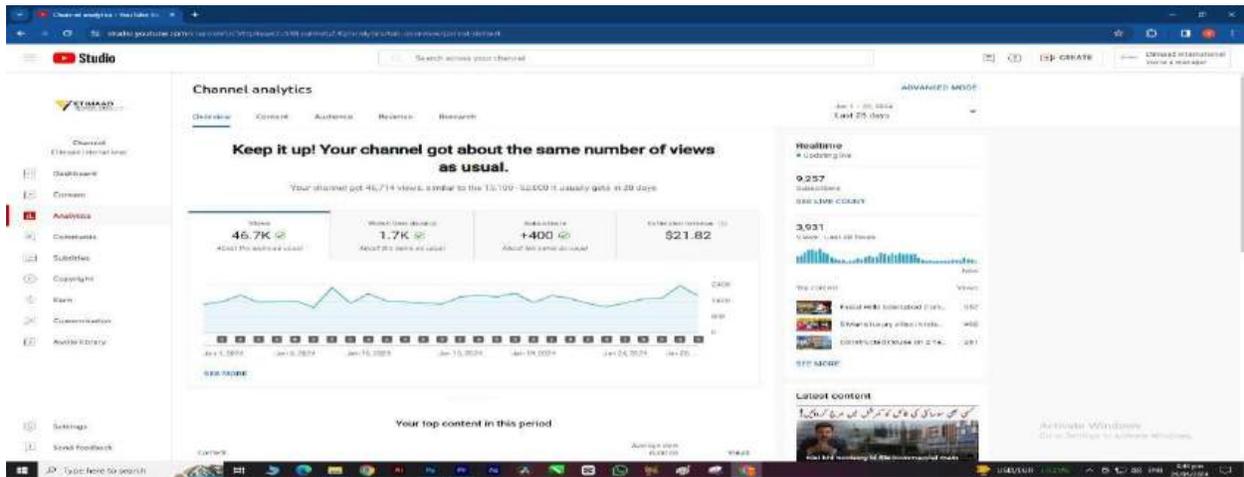


Figure 14: Channel analytics of YouTube channel of Etimaad International for last 28 days

Monthly Dashboard has been shared for this research with the consent of company Owner Mr. Fazal Khan. As the statistics have been shown that 46K views, 1.7K watch hours, 400+ Subscribers and 21.82\$ have been generated in a time frame of one month. Almost 70 videos have been created in this time period. This marketing strategy not only involves making of the videos but also depends upon the content, lighting, editing and digital uploading. As shown in the data that almost 3,900 visits the channel daily which makes a strong impact on the conversion rate.

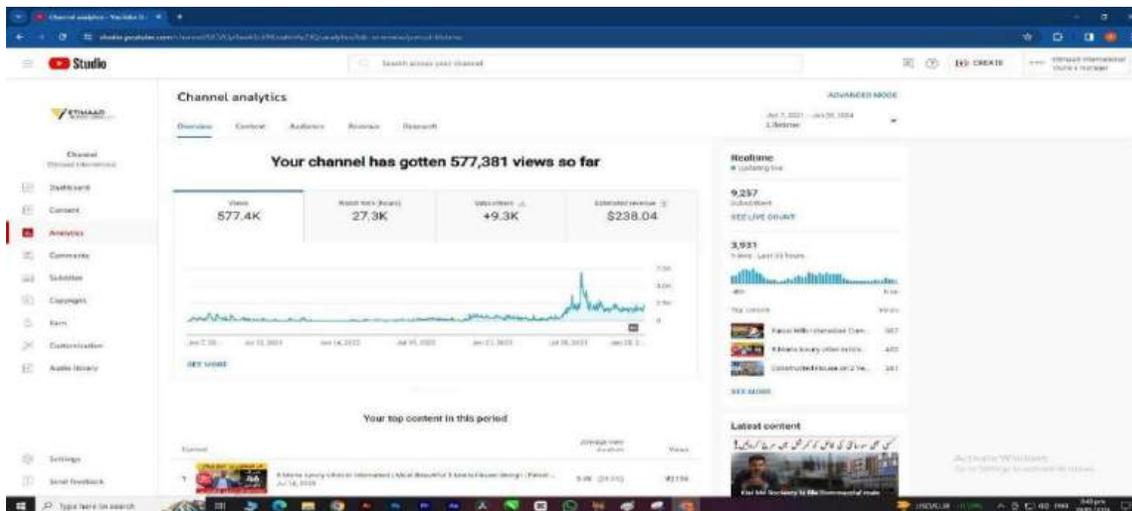


Figure 15: Channel analytics of YouTube channel of Etimaad International for life time

The statistics have also shown that almost 577K views, 27.3K watch hours, 9.3K subscribers and 238.04\$ have been generated from YouTube marketing of Etimaad International. One thing that should be mentioned here is that the conversion rate from YouTube videos is not included in this data. The company owner and digital media team did not disclose the exact amount of business generated from YouTube but the digital expense have been covered from YouTube marketing.

4.15 Comparative Analysis of Real Estate Companies

For a cohesive understanding critical metrics and trends across various platforms have been examined to conduct a comprehensive comparative analysis of the digital advertising strategies employed by Zameen.com, Sky Marketing, and Etimaad International. This analysis aims to provide insights into the effectiveness and uniqueness of strategies and approaches employed by each agency.

4.16 Comparative Analysis of Facebook Advertising

Zameen.com, Sky Marketing, and Etimaad International leverage Facebook Ads Manager to varying extents. While, Zameen.com focuses on advanced targeting options and diverse ad formats, aiming to establish itself as a reliable brand, Zameen.com focuses on website targeting, Facebook ads campaign and YouTube product videos. Zameen.com is not only converging on digital marketing and promotion but the company is also doing conventional marketing like billboards and pamphlets. Apart from these ways of marketing strategies, zameen.com has a wide range of local marketing companies on board with them. The local property dealers recommend zameen.com for the property renting and purchasing. Sky Marketing strategically optimizes campaigns for better conversion rates, allocating a substantial budget for YouTube and Facebook. The company focuses on brand awareness and tries to build collaboration with Government Institution like Islamabad Traffic Police.



Figure 14: Sky Marketing communication strategy on awareness and collaboration with Government Institution like Islamabad Traffic Police.

With multiple collaborations and digital marketing strategies Sky marketing emphasizes on product awareness. Etimaad International, on the other hand, despite a having modest budget, emphasizes compelling ad creatives and audience engagement. YouTube content is another way out for company digital team to focus on overseas audience and quality leads. Etimaad International totally plays on their content and product knowledge for the lead’s generation.

4.17 Comparative Analysis of Google Ads

Sky Marketing stands out with a data-driven and customer-centric approach in Google Ads. A/B testing, optimization for mobile users, and strategic budget allocation contribute to its success. Zameen.com utilizes Google Ads effectively, aligning campaign objectives with overall business goals. Etimaad International, with a focus on Google Ads, achieves a balance between investment and lead generation.

4.18 Comparative Analysis of YouTube Advertising

Sky Marketing and Etimaad International have embraced YouTube as a vital platform for brand promotion. Sky Marketing strategically showcases its unique selling points, leading to substantial subscriber growth and views. Etimaad International achieves impressive estimated revenue and significant engagement through its YouTube ad campaigns, demonstrating the efficacy of its digital marketing strategy. DVC ads and promotional videos have increased the outreach of the company. As Sky marketing engage TV anchors and actors like Ayesha Omar and Imran Ashraf in their digital promotional campaigns so they get an admirable outreach from overseas Pakistanis and national customers. Etimaad International digital media team also engage social media influencers for their marketing and promotional campaigns which lead them to number of good clients. YouTube advertising is all about quality content with product knowledge and exceptional strategy. Etimaad International posts almost three videos a day for maximum number of views and leads.

4.19 Digital Advertising Strategies

In essence, Islamabad's selected real estate agencies exhibit diverse, yet effective digital advertising strategies. Zameen.com focuses on maintaining a comprehensive online marketplace, leveraging Facebook and Google Ads for brand visibility. Sky Marketing, with a 17-year industry experience, strategically uses Facebook Ads Manager, Google Ads, and impactful YouTube campaigns. Etimaad International, in its five years of operation, emphasizes effective Facebook and YouTube advertising. This comparative analysis provides valuable insights for real estate agencies looking to enhance their digital marketing strategies. Understanding the strengths and approaches of successful agencies can guide others in optimizing their online presence and reaching a broader audience.

CHAPTER 5

DISCUSSION & CONCLUSION

Since it has been highlighted that Digital Media plays a crucial role in the real-estate sector of Islamabad and has influenced the business of leading real-estate companies of Islamabad; therefore, it is significant to analyse and discuss the underlying reasons of such a huge influence and factors involved in the course of digital media.

5.1 Discussion

Islamabad is the capital city of Pakistan where all the Federal government employees, workers of think-tanks and NGO sector as well as the international sector, diplomatic missions, international tourists and UN missions reside and operate. The city has evolved in its infrastructure and commercial as well as residential housing. Traditional houses have transformed in to luxurious flats whereas corporate sector has shifted in to buildings where all the necessary facilities are available. According to the data of World Bank, Pakistan has a shortage of around 10 million housing units while the primary requirement is in Punjab where the shortage was estimated at around 2.3 million housing units in 2017(Kwak, 2022). Growing population, rural-to-urban migration, deterioration of existing available houses, and increased emigration rates all contribute to the need for housing, putting further strain on the supply.

Among the factors contributing to this scarcity are a paucity of low-cost housing and a lack of affordable financing. In Islamabad, an assortment of internet-based tactics has been implemented to affect the real estate desires of the general population. After agriculture, real estate has become the second major industry in Pakistan as well as is regarded as perhaps the most profitable real estate venture there. Websites for social networking like Facebook, which are excellent for connecting with prospective Pakistani real estate buyers, are among the best and most efficient methods to interact with new clients. Producing captivating videos remains another successful strategy for luring Pakistani real estate purchasers. In this research study; marketing strategies of three leading real-estate companies in Islamabad have been analysed.

It has been assessed that Zameen.Com primarily targets the rich class of the society with

more budget spending on quality leads. The company's branding campaign aims to increase trust amongst the property sector's customers and those in related sectors and since the rich class primarily invests and earns through investing in the real-estate sector; Zameen.com has aimed to address their needs (Yaqub, 2017). Their marketing team also claims to have attracted more than 100 million customers in a matter of weeks with its online advertising initiatives on social networking sites which includes Google, YouTube, Facebook, Instagram, Snapchat, TikTok, Twitter, and LinkedIn.

The company has maintained a policy to advertise campaigns that are aimed at providing builders, businesses, and consumers with the certainty that the real estate market acts as an insurance plan towards the dangers associated with today's state of the economy (CHAUDHRY). Subsequently; on the other hand, Sky Marketing targets overseas Pakistanis since they have the tendency to invest in the profitable ventures with their savings. Lastly, the Etimaad International focuses on the needs of Middle Class. Their budget spending is very low in comparison to the other two companies. Sky Marketing and Zameen.Com spends approximately PKR 10 million on their digital media campaigns whereas Etimaad International spends around 0.5 million monthly. This does not only impacts and influences their reach and viewership of the digital media content but also their business as well. Conversion rate of Zameen.Com and Sky Marketing is around 60% to 70% whereas Etimaad International's conversion rate is 30%. Etimaad gives product knowledge through YouTube. Keeping in view this statistical analysis, it can be argued that digital media platforms have played an influential role in the growth of Sky Marketing as well as Etimaad International.

Furthermore, since both these companies have targeted people who have the resources to buy real-estate sector; their conversion rate is higher. On the other hand, due to the lower marketing budget of Etimaad International, their business conversion rate is also low. Hence, if Etimaad International wants to further enhance their business; they have to change their strategy and target the elite class of the society as well. Several external and internal factors contribute to that. This includes the approach of marketing teams and their executives, the properties they are selling and the price margins they are keeping in capturing as well as retaining those clients. Because of the recent economic crisis in Pakistan, the real estate market of Islamabad is facing serious threats

since most of the companies have closed their operations whereas big giants like Sky Marketing and Zameen.Com have started focusing on their own commercial ventures which has helped them maintain their presence. If Etimaad International follows the patterns of the aforementioned giants and launch their own property ventures in Islamabad, not only will they be able to target the elite class of the society but will also expand their operations through digital and traditional strategies. Lastly, as media students are facing multi-dimensional problems regarding their employment in Islamabad, hence digital marketing and social media management is the field where they must learn the techniques and skills in order to excel and boost their careers.

Those students who have a strong grip in writing and speaking skills can polish their skills in front of the camera through Facebook and YouTube channels, whereas those students who have the tendency to edit videos and learn digital media strategies can excel in creating their profiles on those platforms. Internet based platforms has evolved as the future of technology and since these platforms are directly proportional to the businesses of the companies; having expertise on these forums can help people in securing the media students their eventual future.

1. Digital media is a complex subject in real estate sector wherein the owners of Marketing Companies find it difficult to understand the concept of Digital advertising. Owners of the Marketing Companies find it problematic to understand the budgeting of their digital campaigns as each tool and app has a different method of promotion which subsequently transforms in to sales. These dilemmas more often create challenges for the digital marketers as well as the owners of real estate companies.
2. Messages on digital media may be spread more widely by using captivating pictures and footage to engage viewers on different platforms. These social media tactics assist businesses in attracting customers and investment from the particular industry that the digital marketer has selected. Businesses employ a variety of internet technologies in both active as well as passive advertising approaches in order to sway consumers as well as digital audiences. These techniques have been applied digitally for growing the real estate industry business.
3. Brand awareness is the key element in online space. If a brand has strong online presence with daily engagement on larger scale, then it will have better conversion rate. Brand awareness is

directly linked with conversion rate on online campaigns.

4. One element that has been noticed in this study is that changing the way of disseminating messages in online space helps the most. If a company is stick with a single strategy, it will not generate sales. In an online world the way of marketing; changes occur frequently and more often. From website to Facebook and google ads; the online world is focusing on TikTok marketing and campaigns. The real estate companies find it difficult to understand this concept because of unawareness of digital tools.
5. Establishing trust and drawing in new customers may be achieved by utilizing evidence of credibility, which includes client endorsements, evaluations, comments, as well as networking superstars. Constructive comments and recommendations have considerable impact on the manner in which real estate buyers make decisions.
6. Respecting information security laws like the CCPA and GDPR is essential to preserving trust and reliability with customers. Throughout their internet-based advertising operations, real estate firms need to emphasize customer information protection while maintaining compliance with regulatory obligations.
7. Lead generation, targeted traffic, and digital exposure may all be enhanced by putting the techniques of Search Engine Marketing (SEM) and optimizations (SEO) methods into practice. Pay-per-click (PPC) promotion, SEO for local businesses, and research on keywords are essential elements of an efficient digital advertising strategy.
8. Real-Estate Marketers have to continuously engage with the Government of Pakistan in order to address the challenges to the real-estate sector. Any sought of non-compliance with the state regulations may lead these real-estate marketers to loss thousands of dollars in revenue.

5.2 Findings of the Study

Some of the findings of this research study are highlighted as follows. These finding are in

alignment with the research questions of the study;

5.2.1 Findings for Research Question No.1

How does Digital Media marketing strategies influence lead generation and buyer engagement in the realm of real-estate sector in Islamabad?

According to the data collected through online platforms of selected agencies and analyzed, digital marketing of real estate sector depends upon certain strategies. It involves targeted marketing which is directly linked with lead generation. Targeted marketing involves Search engine optimization of website and social media content which allows companies to target the specific demographics based on age, location, interest and income. The online platforms reach potential buyers who are actively searching for real estate options in the city. According to the data analyzed, interactive and engaging content enhance buyer interest. The perfect example of this element is zamee.com ad in which they casted Pakistani actor Fawad Khan, the engagement of that content is higher then of other normal social media videos or post.

It directly targets certain audience. Digital media strategies also depend upon brand trust and reputation which is the core element of online business. Client's online reviews and consistent brand presence is the key role of success in online platforms because it improves buyer engagement. Consistent content marketing and social media presences makes it cost effective for the real estate companies. Digital marketing strategies are more budget friendly approach compared to traditional media marketing. According to the data analyzed, by making online strategies like targeted marketing and interactive content, companies are not only attracting more buyer's engagement but also maintaining strong relationship.

5.2.2 Findings for Research Question No.2

What strategies influence the spending on digital platforms (Facebook Ad manager and Google Ads) by real-estate companies leading towards their contribution in the real-estate sector of Pakistan?

According to the data analyzed of the selected agencies, there are several strategies which influence the spending on digital platform. Creative ads, Re-targeting campaigns based on performance metrics and local market dynamics are some important strategies which influence the spending on digital platforms. Real estate companies do not spend on each and every strategy and content. Creative ads play a vital role in buyers' engagement, for that reason real estate companies find it important to spend the budget on creative ads. Creative ads also influence larger audience in terms of brand building and long-term engagement. Once a creative ad gets a good response from the audience, the real estate company re-target those campaigns because of their performance metrics.

Local market dynamics and competition also play influential role in setting up the budget time period. According to the data analyzed, Cost Per Lead (CPL) is one of the indicators that real estate businesses use to assess the success of their online campaigns on Google ads and Facebook ads. The companies may modify their spending on Facebook and Google Ads by testing these indicators and adding more budget to the campaigns that produce leads at a lesser cost and more engagement. Real estate businesses also concentrate on increasing conversion rates by using performance data to improve ad text and landing website. By increasing digital ad spending the company can get higher conversion rates which can boost the business.

5.3 Conclusion

It can be argued that the growth of real-estate companies in Islamabad is directly proportional to their strategized evolution and growth on social media platforms. YouTube and Facebook in particular have dynamically played a great role in furthering the reach and viewership of these companies in Pakistan as well abroad and as the viewership of these companies is excelled; so is their conversion rate and business in particular. Gated and secured communities like DHA and Bahria Town is preferred by everyone due to their facilities and environment; yet these societies have a strong backing (A. Gul, Nawaz, Basheer, Tariq, & Shah, 2018). If individual investors and property tycoons are able to provide such luxurious facilities in a particular housing society; they will also be preferred by people; yet this has not remained the case as of yet. While

arguing on the digital strategies of the three companies in this study; it can be concluded that more spending on these platforms eventually helps these companies to secure more business.

Although Etimaad International extensively focuses on providing the customer knowledge about the product; yet, since their budget of digital advertising is very low; it impacts their conversion rate as well as their business. Secondly, the approach of Etimaad International in seeking clients of Middle Class within the society differs from that of other two companies who are primarily focusing the rich and elite class of the society. Decision-making patterns of investment of both these classes differ since the Middle Class predominantly plans a housing unit after spending savings of his lifetime whereas the rich class invests in a particular real-estate unit to earn profit from it. Since the approach of both classes differ, the value of decision making is also conditional and differs extensively.

Moreover, it also needs to be realized that the regulations set by the State of Pakistan regarding the investment of overseas Pakistanis and tax regulations on the real-estate sector. While the taxation on the purchase and sale of a property on the filers is incentivized; rate for non-filer customers is significantly high which eventually impedes the growth of the market. Though this particular regulation eventually helps the state; it passively impacts the business environment since the society like Pakistan which has maintained an unregulated business environment since last seven decades cannot be expected to change in a matter of few months or years. Since the unregulated economy has continued on for decades, the policymakers have to realize this pertinent fact and change the laws progressively.

Maintaining business environment is necessary for a developing society like Pakistan as it is the only way-forward for the people to survive as well as for the state to lessen their dependence on foreign loans and international monetary institutions like IMF and World Bank for the developmental projects. Real-Estate sector has been excessively contributing in the formal economy of Pakistan over the course of last one decade and the trend is expected to further if the business environment is conducive to foreign and domestic investments. Furthermore, the IT Ministry of Pakistan must make its efforts to invite international companies like Facebook and YouTube to have their offices in Pakistan since it will not only create the employment

opportunities for people but will also help facilitate businesses to grow excessively. While efforts have been done by the last few governments, they have remained unsuccessful due to the stigmatization of Pakistan as an extremist and terrorist state.

Private real-estate businesses are expected to bring excessive revenue in Pakistan, if they are primarily supported by the government in terms of security and the business environment. Furthermore, digital media users will excessively grow as people have realized the potential of these platforms in helping them secure businesses and create influence within the society and while these platforms have their passive usage; they can be constructively utilized by creating businesses for the companies and subsequently training students and media professionals to positively use them for their personal as well as the societal benefits. It can also be highlighted that media professionals have not progressively employed the digital platforms to enhance their professional growth. Since real-estate companies have allocated budgets for promotional campaigns; they can engage students and media professionals to contribute in their respective domains. This will not only serve as the professional growth of the companies in minimal budgets but will also help students and media professionals to learn new skills and develop their capacity for professional excellence. Businesses across the world employ digital media to attract clients however if such an approach can help contribute towards the societal progress; it must be adopted by the private companies while subsequently must be facilitated by the state.

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