

# AI-enabled real estate social media marketing: A new model and practical exploration

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**Abstract:** As social media's importance grows in real estate marketing, it boosts brand awareness and attracts/converts customers. We explore how AI technology revolutionizes marketing strategies in this field through case studies showcasing its effectiveness. First, the article introduces the importance of social media in increasing the visibility of real estate projects and building brand awareness, especially the influence of Xiaohongshu platform targeting young and knowledgeable customers and Douyin live broadcast room targeting a wider audience. Secondly, the significant advantages brought by AI tools are discussed in depth, including but not limited to: 1) AI copy generation technology can create content in line with Xiao Hongshu decentralized algorithm based on precise keywords, so as to achieve efficient customization; 2) Use the "super body" tool for one-click management and release of video content, greatly improving the efficiency of content production and reducing the risk of account blocking; 3) Launch AI live night mode to enhance user interaction and engagement during non-working hours. Through the empirical research of Guangzhou core District project, this paper reveals the actual effectiveness of AI technology in real estate marketing and its improvement to traditional marketing methods. In the face of the technical and privacy protection challenges that may be encountered in the implementation process, the paper also puts forward corresponding countermeasures and suggestions. Finally, looking ahead to the future development trends, the importance of continuous attention and adaptation to new technologies is emphasized, with a view to providing valuable references for the digital transformation of the real estate industry.

**Keywords:** Artificial Intelligence (AI), real estate marketing, digital marketing, decentralized computing

## 1. The role of social media in real estate marketing

In real estate, the main role of social media is to promote the brand and convert effective customers. On the one hand, social media can achieve a large amount of exposure in the same time and enhance brand awareness; on the other hand, by customizing content to suit different social media and using different social media as a carrier for dissemination, it can more efficiently and visually access customer online behavior data (such as visits, consultations, etc.), thus enhancing effective customer conversion. Different social media platforms have unique user groups and characteristics [1]. For example, XiaoHongshu is known for its decentralized algorithm, emphasizing the diversity and originality of content, which is suitable for deep content sharing, and can especially attract young female users who pursue a quality life. For these highly educated young customers, AI tools can be used to easily generate "grass-planting" copywriting that is in line with the style of Xiaohongshu, thereby improving the efficiency of marketing and customer acquisition.

In the era of information flooding, the importance of content quality becomes more and more prominent. Quality content can not only show the core advantages of real estate projects, but also effectively convey the brand value of developers. In addition to the traditional graphic introduction, forms such as video and live streaming are becoming more and more popular. In particular, AI-generated content can be customized according to the characteristics of different platforms and audience preferences, enhancing the relevance and attractiveness of the content [2]. For TikTok users, AI videos can continuously repeat the core value points of the project, such as geographical advantages, surrounding facilities, etc., to ensure that the information is clear and easy to remember;

For the decentralized algorithm of Xiaohongshu, real estate marketers only need to pay attention to the optimization of keywords, and AI technology can generate a variety of styles of copywriting to improve the exposure of content [3]. In addition, bind your TikTok account to the AI "Superbody" tool

for one-click publishing, which not only improves the exposure rate, but also reduces the risk of blocking due to repetitive content [4]. Finally, the application of AI live streaming technology also provides support for the promotion of night mode, further expanding the contact time and way of customers. Through these strategies, real estate marketing can attract and convert target customers more effectively.

## **2. The advantages and innovation models brought by AI tools**

As AI technology advances, the real estate industry faces significant changes, especially in social media marketing. AI enhances marketing efficiency and offers new interaction and user experience methods.

### **2.1. AI content generation: Keyword-driven content creation**

In real estate marketing, the quality and relevance of content are key factors in attracting potential customers. AI content generation technology helps marketers connect more effectively with their target customers through keyword-driven content creation. The importance of keywords lies in their ability to accurately locate the target market, through careful analysis of market characteristics and needs, to determine the most resonant keywords. For example, in the real estate project in the core area of Guangzhou, for the young and knowledgeable customers in Xiaohongshu, appropriate keywords may include "exquisite commuting", "quality life", and "humanistic social interaction " and so on. Using these keywords, AI can optimize the relevance of content, ensuring that the generated copy not only meets the algorithmic requirements of the social media platform, but also truly reflects the user's points of interest. This precise approach to content creation can significantly increase the appeal and conversion rate of content. AI technology can automatically generate different styles of copywriting according to preset keywords, such as grass type, story type or professional evaluation type, to adapt to different scenes and audience preferences [5].

On the XiaoHongshu platform, the operation mechanism of the decentralized algorithm encourages diverse original content, rather than relying on a single head account for dissemination. Ai-generated content can be better integrated into this ecology and receive more natural traffic and support. For example, for young female users, AI can generate vivid descriptions of life scenes, combined with the actual needs of users, and enhance the resonance and engagement of the content. In addition, AI copy generation can also adjust and optimize content strategies through real-time data analysis. By monitoring user interaction feedback, AI is able to identify which keywords and forms of content are more popular, thereby continuously improving copywriting. This dynamic adjustment ability enables real estate marketing to quickly respond to market changes and improve the overall marketing effect.

### **2.2. AI video production and management: the application of "superbody" tools**

Video content is becoming increasingly important in social media marketing, while using one of the video generation functions of AI Superbody such as "Super Body" provide strong support for real estate marketing. The tool is trained on a large amount of data and can quickly process video footage to generate high-quality promotional videos. It not only supports the basic clip, but also automatically generate corresponding scripts based on the input text, achieving the perfect combination of text and vision. The biggest advantage of the "hyperbody" tool is the one-click publishing function. By binding a certain number of personal Douyin accounts, you can publish with one click in the operation background of "Superbody". Then, at the same time, N different videos will be published to the bound personal Douyin accounts, forming a large-scale dissemination effect; If a user has 1,000 accounts, they can post 1,000 different videos at the same time. This ability to publish in bulk greatly increases productivity, allowing marketers to reach a wider audience in a short amount of time. In addition, traditional manual operations are easy to be identified as violations by the platform because of repeated operations, leading to the problem of account suspension. The "super body" tool avoids this problem through intelligent management and ensures the security and stability of the account. Through efficient management and bulk distribution of video content, Hyperbody tools significantly increase brand visibility across platforms and attract more potential customers' attention.

By using the super-body tool, in the specific content production, we will combine the current political hot spots and project value points. For example, the social hot spot in March 2024 is the release of Xiaomi Automobile. We combined the Douyin topic popularity of Xiaomi Automobile with

"Tonight for 99,000, you can't buy a Xiaomi car, but you can come to Guangzhou to settle down" and the social hot spot "Wang Po Talks about Matchmaking", with slogans such as "Wang Po says that love has no equal, and you have to choose the right house in Guangzhou"; secondly, combined with the core value of the project, such as the price range, with "One person holds the lantern, two people determine the damage, three bedrooms and two bathrooms, and the total price is four digits"; through content production that meets the preferences of Douyin users and one-click distribution with the super-body tool, in the current period (February-April 2024), among the 59 accounts bound, a total of 2,991 videos were released, with an exposure of 1,142,363; the highest exposure of a single video was 12,200.

### **2.3. AI live: Night mode to help 24/7 marketing**

Given the working hours and living habits of many potential home buyers, the night mode of AI live streaming offers new opportunities for real estate marketing. The broadcast room supported by AI technology can provide services during non-working hours such as evenings or weekends, expanding the time window for marketing. This flexible live stream is especially suitable for busy office workers, allowing them to engage in interaction at more convenient times. The AI broadcast room can not only answer the audience's questions in real time, but also adjust the explanation content according to the user's feedback, making the interaction more smooth and natural. For example, a core district project in Guangzhou introduced AI live night mode, which the number of visits and consultations increased from 0 to an average of 5 per day. Through comparative analysis of sales data, it is found that the number of consultations during night live is significantly higher than that during daytime, which proves the effectiveness of AI live night mode.

The advantage of AI live streaming is not only the flexibility of time, but also its interactivity. Through real-time data analysis, AI can identify the audience's points of interest and concerns, so as to make targeted explanations during the live broadcast. This personalized interactive experience can enhance the audience's sense of participation and satisfaction, and improve the possibility of transaction. In addition, AI live broadcasting can also be combined with other marketing means, such as directly guiding viewers to visit the project's official website or make an appointment to see the house during the live broadcast. This seamless marketing model not only improves the conversion rate of the audience, but improved the efficiency and personnel costs of real estate marketing.

In short, the application of AI tools in real estate marketing is constantly promoting innovation and change in the industry. With accurate copywriting, efficient video production and management, and flexible live broadcasting, real estate enterprises can more effectively meet the needs of modern consumers and further enhance the market competitiveness of brands. Looking forward to the future in the context of the continuous evolution of artificial intelligence technology, the field of real estate marketing is bound to usher in a broader space for development and new tests. Therefore, relevant enterprises must actively participate in the exploration and practice of new technologies to ensure that they occupy a favorable position in the competitive market environment.

## **3. Case study: Guangzhou core area project**

### **3.1. Digital marketing strategy**

Located in the core area of Guangzhou, it has convenient transportation and perfect surrounding supporting facilities, including high-quality education, medical resources and rich commercial and recreational facilities. Market positioning mainly focuses on young consumers with higher education background, such as white-collar workers, professional and technical personnel and young families, who have high expectations for living conditions, paying special attention to the quality of life and the creation of community environment. As a first-tier city in China, the real estate market of Guangzhou is showing an extremely competitive situation, and new projects are constantly emerging. How to stand out has become a major challenge. There is a need to find effective ways to accurately reach target customer groups, especially on social media platforms, where information overload is a growing problem.

Based on the in-depth understanding of the target market, the core keywords such as "exquisite commuting", "quality life", and "humanistic social interaction " are determined to ensure that the generated content can accurately attract potential customers. The use of AI technology, according to different user portraits customized copywriting, combined with real life scenes and personal experience, enhance the user's sense of identity and participation. For example, by telling the daily life of a young

white-collar worker in the project, it successfully triggered a lot of attention and discussion. With the help of the "super body" tool, we can quickly process and generate high-quality promotional videos, covering many aspects such as project introduction, model house display, and surrounding environment, enriching the content form. After the project was spread on the Douyin platform by using the AI super body tool, it increased its voice on Douyin through the three dimensions of content: [social hot spots], [project nodes], and [project value]. For example, in March, it began to transition from the hot topics on the Internet, "Xiaomi Automobile" and "Wang Po Talks about Love", to the house-related project promotion, landscape, transportation, schools, etc., which increased the Douyin topic of the project from 4.02 million times in February 2024 to 10.2 million times in December 2024, with a growth rate of 154%; in the process, the average monthly binding account volume through this tool was 69, a total of 10,963 videos were released during the period, the total exposure volume was 5,176,162 times, the average daily playback volume was 23,005 times, the number of likes was 11,393 times, the number of comments was 1,105, and the number of visits accounted for 60% of the number of visits to the project through self-visit channels; the performance accounted for 7%, and the conversion customer order was 60,000/set (leading in the industry, and the customer order of general channels is at least 100,000/set). Considering the work and rest habits of target customers, AI live night mode is introduced to provide services during non-working hours such as evenings or weekends, expanding the time window for marketing. The broadcast room supported by AI technology can not only answer the audience's questions in real time, but also adjust the explanation content immediately according to the user's feedback, making the interaction more smooth and natural, and enhancing the user experience. Can quickly raise the topic of conversation online.

### ***3.2. Effectiveness evaluation and enlightenment***

By comparing the data before and after the introduction of AI tools, it was found that the project exposure rate has increased significantly, attracting the attention of more potential customers. Especially on the Xiaohongshu platform, AI-generated draft copy can quickly accumulate fans and greatly increase the amount of interactions through precise content creation and communication strategies.

In the field of AI live broadcast, especially the launch of night mode, it is more consistent with the work and rest time of target customers, significantly increasing the number of consultations and transaction ratio. Many users have reported that the content generated by AI is more relevant to life needs and has higher authenticity and credibility. The convenience of AI live streaming services, especially for busy professionals, provides flexible options and has been widely praised.

#### **Evaluation of the AI operation of the super body platform**

On the Douyin platform, the practice of Super Body Tools has shown that by continuously optimizing algorithms and operating strategies, the exposure and conversion efficiency of the project can be significantly improved. The following is a summary of the key links: Binding enough normal operating accounts (rather than new accounts) and forming a serialized content matrix will help enhance the overall voice of the project and expand coverage. The "hotness" strategy combined with the main house types and strategies at different stages of the project will help enhance the communication effect and user attraction.

Through the actual analysis of Guangzhou core area projects, the following important revelations can be drawn: The application of AI technology in real estate marketing not only improves efficiency, but also brings new interactive methods and user experiences, which is an inevitable trend in future development; through Keyword optimization and diversified content creation can better meet the needs of different customer groups and enhance brand appeal and competitiveness; innovative initiatives like AI live broadcast night mode break the limitations of time and space and provide customers with more Excellent service and promoted sales conversion. As AI technology continues to develop, its application potential in the marketing field will become even broader. In the future, we should continue to optimize platform tools and explore how to empower a more comprehensive ecological service model through AI to promote the digital transformation of the real estate industry.

## **4. Challenge and countermeasure**

Although AI technology shows great potential and advantages in real estate social media marketing, it still faces many challenges in the practical application process.

#### ***4.1. Challenges in technology implementation***

Data accuracy. The effectiveness of AI systems depends on high-quality data for training and optimization. However, in the field of real estate marketing, obtaining timely and accurate up-to-date data faces many challenges. For example, market conditions change rapidly, and consumer preferences fluctuate accordingly. Data fusion. Information from different channels (such as sales history, social network interactions, customer opinions, etc.) needs to be effectively integrated so that AI tools can gain full insight into consumer needs. This requires building a powerful and efficient data management and analysis platform. Algorithmic limitations. Even the most advanced AI algorithms can have biases or cognitive blind spots, especially when dealing with complex sociocultural and emotional factors. Such issues can result in a lack of sensitivity or a lack of representation of the target market. Given the continued evolution of the market, AI models must be updated and calibrated regularly to maintain their predictive accuracy and response efficiency. For resource-constrained businesses, this undoubtedly poses a major challenge. Skilled people are scarce. Successful AI projects require, in addition to deep technical expertise, interdisciplinary knowledge in areas such as marketing and psychology. Professionals with such comprehensive skills are scarce on the market today. Therefore, enterprises should focus on technical education and career development of employees, and encourage internal teams to learn and use the latest AI technologies and tools to further improve the overall technical level.

#### ***4.2. Privacy protection and compliance***

It is important to ensure the security of user information during transmission and storage. The use of advanced encryption means and rigorous access management can greatly reduce the risk of data leakage. For unnecessary personal data, anonymous processing should be implemented as far as possible, so as to meet the operational needs and ensure the privacy of users. Local regulations on the protection of personal information vary, and enterprises must strictly follow local laws and regulations when applying artificial intelligence technology to prevent sanctions for illegal activities. Clearly explaining the purpose, scope and application of data collection to users and obtaining their express consent form a key part of building a relationship of trust. Information produced by artificial intelligence needs to be based on facts to prevent over-representation or misleading users. Especially when it comes to core elements such as housing prices and supporting facilities, it is very important to ensure the authenticity and credibility of information. When using AI technology to carry out personalized recommendations, it should be ensured that the recommended content is suitable for the actual needs of users, rather than simply pursuing clicks or conversion effects. The development and application of artificial intelligence should focus on improving the user experience and social welfare, not limited to the realization of business objectives.

### **5. Conclusion**

In summary, this study highlights the importance and potential of AI technology in real estate social media marketing. Through the application of tools such as AI copy generation, video production and management, and live broadcast, the exposure rate and customer acquisition efficiency of real estate projects on social media platforms have been significantly improved, and the user experience has been enhanced, especially the night mode live broadcast provides a more flexible choice for busy office workers. The successful case of the Guangzhou Core Area project shows that AI not only effectively improves brand awareness and sales conversion rate, but also achieves higher marketing effects by accurately reaching target customer groups. However, the research also reveals some challenges, such as data quality and management, algorithm limitations, and technical talent shortages, which require enterprises to increase investment in technology research and development, establish a sound data management system, and cultivate interdisciplinary talents. In addition, privacy protection and compliance, ethics and social responsibility are also important aspects that cannot be ignored. Although this study is based on the Guangzhou Core area project and has a certain representativeness, it still faces shortcomings such as limited sample size, failure to conduct long-term impact assessment and lack of interdisciplinary perspective. With the continuous penetration of artificial intelligence technology, the real estate field is expected to gradually move towards an "ecological" development path. This ecological model is no longer limited to traditional residential development, but through the combination of artificial intelligence, big data, the Internet of Things (IoT) and virtual/augmented reality (VR/AR), it will create a truly "people-oriented" smart life solution. Taking smart homes as an

example, the existing smart panels or voice assistants may be transformed into three-dimensional AI robots in the future, which can not only realize the intelligence of the whole house, but also actively learn the living habits of residents, provide personalized services, and even play an irreplaceable role in health management, life education, etc. In addition, under the global aging trend, the AI+real estate ecological model can propose new solutions for aging-friendly buildings. For example, Japan has begun to explore the robot-assisted elderly care model. In the future, elderly care real estate may no longer be just a building form, but a comprehensive service platform covering medical services, psychological companionship and life support. By then, real estate developers will shift from "selling houses" to "providing comprehensive life services" and build a diversified ecology that meets the needs of different groups of people. More importantly, the breakthrough of this model may also bring inspiration to other industries. For example, the education industry can explore the deep integration of AI education and community scenarios; the logistics industry may achieve efficiency upgrades through unmanned delivery and intelligent warehousing in smart communities. These cross-industry linkages will make real estate a hub connecting various fields, using technology to drive the city's comprehensive digitalization and intelligent transformation. Therefore, future research not only needs to further expand the specific application scenarios of AI technology in the real estate industry, but also explore the social impact of this ecological model. We need to think about whether real estate will still be the core of "spatial development" in the future, or will it become a leader in "lifestyle"? In a technology-driven era, this is not only a redefinition of the real estate industry, but also a profound reflection on the future life form of mankind.

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