

Towards Optimal Mix of Promotions and Advertising Relationships with Clients in the Real Estate Brokers in the National Capital Region

Marigold Y. Cura, Ph.D., MBA, REB

<https://orcid.org/0009-0006-5280-1258>

marigold.yong-cura@pcu.edu.ph

Philippine Christian University

Manila, Philippines

Abstract

This dissertation investigates the significance of achieving an optimal mix of promotions and advertising relationships with clients in the context of real estate brokers operating in the National Capital Region (NCR). The study is situated within the Ph.D. program in Business Administration, with a focus on Strategic Management. The primary objective is to explore the optimal blend of promotions and advertising techniques that maximize client engagement and satisfaction while ensuring profitability for real estate brokers in the NCR. A mixed-methods approach, encompassing qualitative and quantitative data collection techniques, is employed. Interviews, surveys, and financial data analysis provide valuable insights into client preferences, perceptions, and the impact of various promotional strategies. The study yields insights into the preferences and perceptions of clients regarding promotions and advertising strategies, as well as their financial impact on brokerages. These findings contribute to the strategic management knowledge within the real estate industry. This dissertation aims to offer evidence-based recommendations to real estate brokers in the NCR, enabling them to enhance client relationships, gain a competitive edge, and optimize marketing investments. In an evolving real estate market, this research guides strategic decision-making, fosters growth, and ensures the long-term sustainability of brokerage firms in the region.

Keywords: Business Administration, Strategic Management, Promotions, Advertising, Client Engagement, Profitability, Mixed-Methods Approach, Interviews, Surveys, Financial Data Analysis, National Capital Region, Philippines