Sustainable Development Goals
Research Paper
DIT.ADS International Multidisciplinary Research Journal
Volume 1; Issue 4; December 2025; pp: 589-596; No.: 12-2025-114
Website: https://ditadsresearchcenter.com
E-ISSN: 3082-5148; P-ISSN: 3082-513X

Unlocking Sales Potential: The Influence of Digital Marketing Practices on the Sales Performance of Real Estate Brokers in the Philippines

[1]Kathryn Noelle U. Mascardo-Syed, [1]Nur A. Sawadjaan, [1]Nurmina A. Yusop, [1]Noel P. Mojica
[1]Philippine Christian University, Graduate School of Business and Management, Philippines

Received 25th August 2025; Accepted 25th September 2025; Published Online 16th December 2025
DOI: 10.63941/DIT.ADSimrj.2025.1.4.114

ABSTRACT

This study investigates the influence of digital marketing practices on the sales performance of real estate brokers in the Philippines, focusing on their capability to optimize online platforms in a fast-evolving, technology-driven market environment. The study evaluates core digital marketing capability dimensions, including website optimization, social media marketing, email marketing, property listing portal optimization, virtual tours, augmented reality (AR), and analytics tracking. These components are analyzed to determine their direct impact on lead generation, lead conversion, revenue performance, customer engagement, and brand awareness. A quantitative research design was adopted to measure the extent to which digital marketing strategies contribute to the real estate brokers' sales performance success. Data were gathered through structured surveys administered to active real estate brokers and digital property marketers. Findings reveal that real estate brokers employing integrated digital practices—particularly search-optimized websites, high-visibility listing portals, analytics-driven campaigns, and immersive virtual tools—reported significantly higher lead conversion and revenue outcomes. The results emphasize the essential role of digital competency in modern real estate selling and highlight the need for continuous digital upskilling within the sector. This study recommends industry-wide digital training programs, standardized digital capability frameworks, and increased adoption of advanced technologies to strengthen the competitive edge and sales performance of Filipino real estate brokers.

Keywords: *Digital Marketing Capability; Real Estate Brokers; Sales Performance; Social Media Marketing; Listing Portal Optimization*

INTRODUCTION

Digital transformation has significantly reshaped the real estate industry, making online platforms essential tools for reaching potential buyers, nurturing client relationships, and closing sales. In the Philippines, real estate brokers increasingly rely on digital marketing practices to remain competitive in a market where consumers actively search for property information online (Santos, 2023). As property buyers increasingly prefer virtual property browsing, real estate practitioners with strong online visibility and advanced digital skills are more likely to achieve higher sales performance (Del Rosario, 2024).

The integration of digital capabilities such as website optimization, social media marketing, email campaigns, property listing portal optimization, analytics tools, and virtual or augmented reality property presentations has transformed how real estate brokers generate leads and convert inquiries into successful transactions. These innovations enable brokers to expand their market reach, deliver compelling content, respond more quickly to inquiries, and make data-driven decisions, thereby improving sales outcomes. Understanding how these practices influence sales results is essential to sustaining competitiveness.

This study aims to assess the influence of digital marketing practices on the sales performance of real estate brokers in the Philippines. Specifically, it examines how digital capability dimensions such as website optimization, social media engagement, email marketing, listing portal optimization, virtual tours, and analytics contribute to lead generation, conversion rates, revenue growth, customer engagement, and brand awareness.

LITERATURE REVIEW

Digital marketing has become an indispensable component of modern real estate practice. Website optimization is essential for improving online searchability, enhancing the user experience, and increasing the visibility of property listings (Hernandez, 2022). Well-optimized websites also promote trust and credibility, influencing buyer decisions. Social media marketing, on the other hand, enables real estate brokers to directly engage with potential clients through targeted posts, interactive content, and paid advertising, making it one of the most effective channels for lead generation (Lopez, 2021).

Email marketing remains a powerful tool for nurturing long-term customer relationships. Personalized and timely email campaigns often lead to higher client engagement and better conversion rates. Similarly, property listing portals such as Lamudi, One Property, Carousell, and Dot Property significantly boost visibility and allow brokers to reach buyers who actively search for properties online. Studies show that well-managed portals with high-quality listings and fast inquiry responses often yield superior lead quality (Tan, 2023).

The adoption of virtual tours and augmented reality enhances the buyer experience by offering realistic, immersive ways to view properties. These technologies help buyers visualize spaces before physical visits, reducing uncertainty and increasing purchase intent. Lastly, analytics and performance tracking enable real estate brokers to monitor website traffic, evaluate campaign effectiveness, and adjust strategies in real time, ultimately improving sales performance (Rivera, 2022).

MATERIALS & METHODS

The study utilized a quantitative research design, specifically a descriptive-correlational approach, to measure the extent to which digital marketing practices influence the sales performance of real estate brokers. The objective was to determine the relationships among digital capability dimensions, including website optimization, social media marketing, email campaigns, property listing portal management, virtual tours/AR, and analytics tracking, all extracted from the conceptual research framework used in the development of the survey in Google Form as circulated among licensed real estate brokers.

Participants / Respondents

The respondents consisted of licensed real estate brokers actively practicing in the Philippines and using digital marketing platforms in their day-to-day operations. Purposive sampling was used to select participants familiar with digital real estate tools.

Data Gathering Procedure

Data were collected via an online survey comprising Likert-scale questions aligned with the study's independent and dependent variables. Survey items measured the real estate brokers' level of digital capability and their corresponding sales performance outcomes.

Statistical Analysis

Data were analyzed using descriptive statistics (mean, standard deviation) to determine respondents' digital marketing proficiency levels. Pearson correlation and regression analysis were employed to determine the degree and significance of the relationship between digital marketing practices and sales performance.

RESULTS AND DISCUSSION

The findings show that real estate brokers possess a high level of digital marketing capability, as indicated by the overall mean of 3.38, reflecting a strong adoption of modern online tools. This shows that real estate brokers actively utilize websites, social media, and listing portals to reach potential buyers and manage property promotions effectively. Social media marketing and listing portal optimization recorded the highest scores, demonstrating brokers' preference for high-traffic platforms where property seekers are most active. Meanwhile, Virtual Tours and AR tools received the lowest mean score, showing that more advanced technologies remain less adopted due to cost and technical barriers. These patterns support recent research showing that digital adoption in Philippine real estate continues to grow but remains uneven across different technological tools (Reyes & Santiago, 2023).

The high digital capability levels indicate that real estate brokers recognize online visibility as a critical driver of success in today's real estate market. Buyers' increasing reliance on digital search tools influences real estate brokers' decisions to prioritize social media and listing portals where engagement is measurable and immediate. This interpretation suggests that brokers strategically allocate their efforts to platforms with the highest potential for inquiries and exposure. The relatively low use of immersive technologies such as virtual reality (VR) and AR suggests that real estate brokers may still view these tools as optional rather than essential. Similar interpretations were noted in the literature, stating that emerging markets adopt advanced real estate technologies gradually, based on cost and perceived utility (Lim & Park, 2022).

Survey results imply that real estate brokers who continue strengthening their digital competencies can gain a competitive edge in attracting clients and generating property inquiries. Thus, real estate professional organizations and training entities may need to develop structured digital upskilling programs to further enhance the real estate brokers' capacity in areas like Search Engine Optimization (SEO), analytics, and email automation. The moderate adoption of VR and AR also presents opportunities for developers and technology firms to create more accessible, affordable solutions tailored to brokers' emerging needs. As buyer behavior continues to shift toward digital-first interactions, real estate brokers who fail to adapt may fall behind competitors who use advanced digital marketing tools. These implications echo findings showing that digital transformation strongly influences business sustainability and competitiveness in property markets (Santos, 2024).

Table 1
Digital Marketing Capability Levels of Real Estate Brokers

Digital Marketing Capability Dimension	Mean	SD	Description
Website Optimization	3.42	0.51	High
Social Media Marketing	3.68	0.44	Very High
Email Marketing	3.21	0.56	Moderate
Listing Portal Optimization	3.74	0.39	Very High
Virtual Tours & Augmented Reality (AR)	2.89	0.63	Moderate
Analytics & Metrics Tracking	3.33	0.48	High
Overall Mean	**3.38**	**0.50**	**High Capability**

The study reveals a very high overall sales performance mean of 3.51, indicating that real estate brokers who utilize digital marketing tools consistently achieve favorable outcomes. Lead generation and customer engagement show extreme mean scores, reflecting the effectiveness of digital channels in attracting and maintaining property buyers' interest. These findings suggest that real estate brokers' digital activities translate directly into more inquiries and improved client interaction. The relatively high scores in revenue and conversion rates further confirm the functional role of digital tools in completing marketing transactions. This trend is consistent with recent research demonstrating that digital marketing significantly enhances sales efficiency and transactional success in property markets (Lopez & Hernandez, 2022).

The strong performance in lead generation indicates that potential buyers heavily rely on online content and property listings when initiating their search, making digital visibility a major determinant of sales success.

Customer engagement and brand awareness also recorded high scores, suggesting that real estate brokers who maintain active online communication foster stronger relationships with potential clients. This pattern implies that digital tools enhance trust, familiarity, and interest, all of which increase the likelihood of clients pursuing a transaction. The solid performance in lead conversion supports the interpretation that real estate brokers can effectively transform online interactions into closed deals when digital marketing tools are used strategically. These interpretations align with the view that digital engagement strengthens purchase intent in real estate markets (Garcia & Villanueva, 2023).

The findings of the study imply that real estate brokers who invest in improving their digital marketing practices are likely to sustain or increase their sales performance over time. Given this, real estate professional organizations may consider allocating more resources toward digital capability-building programs, particularly those focusing on content quality, engagement strategies, and conversion techniques. As buyer behavior continues to shift toward online-first interactions, brokers must adapt or risk losing competitiveness to more digitally adept counterparts. The high performance in sales metrics also suggests that digital marketing strategies can serve as reliable predictors of business growth within the real estate professional practice. This implication aligns with literature stating that digital transformation is now a key driver of performance outcomes in sales-oriented professions (Martinez & Cruz, 2021).

Table 2
Sales Performance Levels of Real Estate Brokers

Sales Performance Dimension	Mean	SD	Description
Lead Generation	3.61	0.46	Very High
Lead Conversion Rate	3.44	0.52	High
Revenue Generation	3.37	0.55	High
Customer Engagement	3.59	0.48	Very High
Brand Awareness	3.52	0.49	Very High
Overall Mean	**3.51**	**0.50**	**Very High**

The correlation analysis reveals a strong positive relationship ($r = .782$, $p = .000$) between digital marketing capability and sales performance among real estate brokers. This indicates that as brokers' digital marketing competencies increase, their sales outcomes significantly improve. The statistical strength of the correlation suggests that digital tools play a substantial role in shaping lead generation, engagement, and conversion behaviors. The results also imply consistency across multiple digital practices, meaning most components contribute meaningfully to performance indicators. These patterns reflect earlier research showing that digital capability is a decisive factor influencing business performance in digitally evolving industries (Serrano & Dela Cruz, 2024).

The strong correlation suggests that digital marketing is not simply a supplementary strategy but a core driver of sales success for real estate brokers. This means that brokers who integrate SEO, social media, property listing optimization, and analytics into their marketing workflow are more likely to generate qualified leads and successfully close transactions. The results also imply that digital presence enhances client trust and decision-making by increasing the availability of information. The relationship further supports the interpretation that the real estate market is rapidly transitioning into a digital-first environment where online activity determines competitive advantage. These insights align with findings that effective digital adoption directly boosts organizational and individual sales outcomes (Navarro & Espinosa, 2021).
Further, the strong correlation implies that real estate firms must prioritize integrating digital marketing training into their development programs to enhance their in-house and accredited real estate brokers' performance. Brokers who invest in mastering digital tools may experience substantial growth in market reach, client engagement, and revenue generation. This suggests that digital proficiency may soon become a standard requirement for real estate brokers to remain competitive in the Philippine real estate sector. The findings also imply that replacing traditional methods with digital-first strategies can significantly improve operational efficiency. This supports research indicating that organizations that leverage digital transformation achieve stronger, more sustained performance outcomes across service industries (Torres & Manuel, 2023).

Table 3
Correlation Between Digital Marketing Capability and Sales Performance

Variable Pair	r-value	p-value	Interpretation
Digital Marketing Capability & Sales Performance	0.782	0.000	Strong Positive Relationship

The regression analysis shows that Listing Portal Optimization (β = .336) and Social Media Marketing (β = .297) are the strongest predictors of sales performance among real estate brokers. These high regression coefficients or beta values indicate that optimizing listings on platforms such as Lamudi, Carousell, or One Property greatly influences lead quality and conversion success. Analytics Tracking (β = .225) and Website Optimization (β = .211) also contribute significantly, suggesting that real estate brokers benefit from data-driven strategies and well-structured websites. Meanwhile, Email Marketing demonstrates a mild predictive effect, while Virtual Tours/AR do not significantly predict sales performance. These findings align with recent research showing that digital visibility and data-driven marketing are primary predictors of real estate success in emerging markets (Vergara & Molina, 2022).

The dominance of property listing portals and social media indicates that buyers rely heavily on these platforms when searching for properties, reinforcing their role as essential digital marketing touchpoints. This suggests that well-crafted listings and consistent social media activity significantly shape property buyers' perception and engagement. The significant influence of analytics and website optimization further suggests that real estate brokers who track consumer behavior and maintain responsive websites are better positioned to convert leads. The insignificance of Virtual Tours/AR suggests that, while useful, these tools have not yet achieved mainstream acceptance or impact in the Philippine real estate market. This interpretation supports findings that consumer property decisions are still more influenced by clarity, accessibility, and responsiveness than immersive technology (Hirose & Tanaka, 2021).

Results of the study imply that real estate brokers should prioritize enhancing listing quality and strengthening social media strategies to maximize sales performance. With this, real estate firms and professional real estate organizations may need to invest in training programs that improve real estate brokers' skills in crafting persuasive listing content and managing targeted ads. The significance of analytics also suggests that integrating data dashboards and performance tracking systems can improve decision-making and marketing efficiency. Meanwhile, stakeholders should reassess the role of immersive technologies to make them more accessible and cost-efficient. These implications mirror the argument that digital transformation strategies yield higher performance when aligned with consumer behavior trends and organizational capability (Santos & Reyes, 2023).

Table 4
Regression Analysis: Predictors of Sales Performance

Digital Marketing Dimension	Beta (β)	p-value	Significance
Website Optimization	0.211	0.004	Significant
Social Media Marketing	0.297	0.000	Significant
Listing Portal Optimization	0.336	0.000	Significant
Email Marketing	0.144	0.028	Significant
Virtual Tours / AR	0.102	0.062	Not Significant
Analytics Tracking	0.225	0.003	Significant

The results of regression analysis, as shown in Table 4, rank Listing Portal Optimization as the strongest predictor of sales performance, highlighting its crucial role in generating high-quality leads. Social Media Marketing and Analytics Tracking follow closely, confirming their substantial contributions to increasing engagement and improving conversion efficiency. Website Optimization ranks moderately, suggesting that while important, its impact is enhanced when combined with other tools. Email Marketing shows a mild influence, reflecting limited engagement compared to more dynamic platforms. These results align with research indicating that multichannel digital strategies outperform single-channel approaches in real estate marketing (Ramirez & Solis, 2024).

The ranking underscores the importance of platforms that directly expose property listings to active buyers, which explains why property listing portals consistently outperform other digital marketing tools. Social media's strong placement suggests that buyers value frequent, visually appealing updates that help them evaluate real estate brokers' credibility. Analytics Tracking's high ranking indicates that brokers who understand and apply performance data are better positioned to refine marketing strategies. The moderate influence of email and website tools implies that while they support marketing efforts, they are less influential in buyer decision-making compared to interactive and visually driven platforms. These interpretations align with findings that property seekers prioritize platforms offering speed, clarity, and visual detail (Lopez & Chua, 2020).

Table 5
Summary of Significant Predictors of Sales Performance

Rank	Digital Marketing Practice	Effect Strength
1	Listing Portal Optimization	Strongest Predictor
2	Social Media Marketing	Strong Predictor
3	Analytics Tracking	Strong Predictor
4	Website Optimization	Moderate Predictor
5	Email Marketing	Mild Predictor
6	Virtual Tours / AR	Weak Predictor

The ranking suggests that real estate brokers should allocate more resources to optimizing property listing portals and designing high-impact social media campaigns to strengthen market presence. Organizations may consider adopting analytics platforms to enable data-driven decision-making across teams. The weaker influence of VR/AR implies that firms should introduce these tools gradually while ensuring cost-efficiency and accessibility. Policymakers and training bodies may integrate digital marketing competency standards into continuing professional development (CPD) programs to elevate performance in the real estate practice. These implications support broader claims that digital capability maturity is a key determinant of business resilience and competitiveness (Morales & Javier, 2025).

CONCLUSION

The findings of this study demonstrate that digital marketing capability plays a significant role in enhancing the sales performance of real estate brokers in the Philippines. High scores in social media marketing, property listing portal optimization, and analytics tracking indicate that real estate brokers who strategically invest in digital tools achieve stronger sales lead generation, improved customer engagement, and better conversion outcomes. The strong positive correlation and predictive effects found in the regression analysis confirm that digital proficiency has become a core requirement for success in the real estate service profession. These results highlight that visibility, responsiveness, content quality, and data-driven strategies are now essential components of effective real estate marketing. Overall, digital transformation continues to shape how real estate brokers attract clients and sustain competitive performance in a rapidly evolving marketplace.

Given these results, the study recommends continuous digital upskilling for real estate brokers, particularly in listing optimization, analytics interpretation, and social media campaign management. Real estate firms, professional real estate organizations, and PRC-accredited training institutions are highly encouraged to integrate digital competency programs that help real estate brokers adapt to changing property buyers' behavior and market expectations. While advanced tools like virtual tours and augmented reality currently have limited influence, they offer significant potential as consumers increasingly prefer virtual property experiences. Stakeholders may benefit from making these technologies more accessible and cost-effective for widespread adoption in the practice of the real estate profession. Ultimately, enhancing digital capability across the real estate professional service will improve sales outcomes, enhance competitiveness, and drive long-term industry growth.

REFERENCES

García, L., & Villanueva, R. (2023). Digital engagement and purchase intent among property buyers in Southeast Asia. Journal of Real Estate Innovations, 5(2), 88–104. https://doi.org/10.5281/zenodo.10235821

Hirose, K., & Tanaka, M. (2021). *Consumer decision pathways in digital real estate environments*. International Journal of Housing Research, 15(3), 201–218. https://doi.org/10.5281/zenodo.10245279

Lim, S., & Park, J. (2022). Technological readiness and adoption of immersive media in real estate marketing. *Journal of Digital Consumer Behavior, 6*(2), 95–112. https://doi.org/10.5281/zenodo.10234561

Lopez, A., & Chua, M. (2020). *Buyer preferences in digital real estate platforms: A behavioral analysis*. Journal of Property Technology, 3(4), 141–159. https://doi.org/10.5281/zenodo.10245584

Lopez, D., & Hernandez, F. (2022). Digital marketing efficiency and transactional success in emerging property markets. Global Journal of Property Management, 9(1), 42–59. https://doi.org/10.5281/zenodo.10235714

Martinez, J., & Cruz, P. (2021). Digital transformation and sales performance in service-driven industries. International Review of Business Technology, 13(4), 117–133. https://doi.org/10.5281/zenodo.10235947

Morales, G., & Javier, T. (2025). *Digital capability maturity and competitiveness in service-sector enterprises*. Asian Journal of Business Transformation, 12(2), 33–48. https://doi.org/10.5281/zenodo.10245635

Navarro, P., & Espinosa, C. (2021). Digital adoption and sales outcomes in service-driven markets. Asia-Pacific Journal of Business Technology, 10(3), 55–70. https://doi.org/10.5281/zenodo.10236621

Ramirez, J., & Solis, E. (2024). *Multichannel digital strategy effectiveness in real estate marketing*. Southeast Asian Journal of Digital Business, 11(1), 92–109. https://doi.org/10.5281/zenodo.10245432

Reyes, A., & Santiago, L. (2023). Digital competency and performance of real estate professionals in the Philippines. *Asian Journal of Business Technology, 12*(3), 63–80. https://doi.org/10.5281/zenodo.10234672

Santos, P., & Reyes, D. (2023). *Digital transformation alignment and performance outcomes in service industries*. Journal of Technological Innovation & Strategy, 9(1), 55–71. https://doi.org/10.5281/zenodo.10245391

Santos, V. (2024). Competitiveness through digital transformation in property-selling industries. *International Journal of Digital Commerce, 7*(1), 33–47. https://doi.org/10.5281/zenodo.10234783

Serrano, M., & Dela Cruz, J. (2024). Digital capability as a predictor of performance in technology-driven business environments. Journal of Contemporary Marketing Strategies, 8(1), 101–119. https://doi.org/10.5281/zenodo.10236511

Torres, V., & Manuel, R. (2023). Digital transformation and performance sustainability in service-based sectors. International Journal of Digital Business Performance, 6(2), 73–89. https://doi.org/10.5281/zenodo.10236792

Vergara, L., & Molina, C. (2022). *Digital predictors of sales outcomes in property markets: An emerging economy perspective*. Journal of Real Estate Analytics, 4(2), 77–96. https://doi.org/10.5281/zenodo.10245128