

## Why advertise Real Estate services on the Web?

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- ✓ Web advertising appears within the working area of the customer, whilst they are **actively looking for information**.
  - ✓ Most customers of Thailand Real Estate start looking for property **before they arrive in Thailand**.
  - ✓ Most potential hotel clients start looking for room prices and booking **before they arrive in Thailand**
  - ✓ Because your advertisement will be seen on many pages, **awareness of your brand will be increased**.
  - ✓ Unlike print media, Web advertising is not bound by print circulation – so your advertisement will be seen by a **large global audience** of customers all over the world.
  - ✓ Unlike print media, the customer does not need to make a phone call to follow up on your advertisement – they just click on the image and will be re-directed **to your Web site**.
  - ✓ Research has shown that allocating a modest percentage of your marketing budget online generates **disproportionately high returns**.
  - ✓ The online community is **more affluent, better educated and more willing to spend money** than the population at large – even as more and more people go online.
  - ✓ The Internet offers advertisers the **lowest cost per viewer** of all available mediums, including television.
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More than 30% of people viewing advertising, worldwide, are now doing it on the Internet.

The Internet offers advertisers the lowest cost per viewer of all available mediums, including television.

Internet usage has grown by more than 160% since the millennium.

15% of the world's population access the Internet on a regular basis, making it the planet's largest marketplace.

The average time spent by a regular user on the Internet is now more than 26 hours per month.

The average Internet user visits more than 1,268 web pages per month.

[Nielsen Net Ratings](#)

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Nothing is about cost - everything is about value. Having a great profile on the Web can not only bring you more customers and sales but it can boost the perceived size and stature of your company.

Michael Cheney, [Internet Marketing Information Center](#)

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Marketers are increasingly interested in using the Internet to engage brand loyalists.

[Jupiter Research Corporation](#)

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One of the top reasons people use the Web is for research. The content about your practice or business will be reaching consumers who are interested in what you have to offer.

The Web offers the opportunity for your consumer to communicate with you at a time of their choosing. They can talk to your business or practice about procedures or products they may not be comfortable with in a phone conversation.

One of the main concerns businesses have with advertising is whether it works and how to track it. Unlike any other advertising medium, the people who come to your business site ... can be counted [with online advertising]. You will know exactly how many viewers took the time to learn about your business.

[Fox News](#)

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The technical underpinnings of Web advertising are based on a plethora of scientific disciplines, including Information Retrieval, Microeconomics, Auction Theory, On-line Algorithms, Security, User Interface design, Data Mining, and more.

Ricardo Baeza-Yates, Yahoo!, [Universidad de Chile](#)

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Experts say banner ads are the most effective [Web advertising] tool because they build the brand and generate leads.

[Sign Industry](#)

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Marketers do so [advertise on the Internet] because they recognise that the Internet is now an increasingly important part of consumers' everyday lives and increasingly influencing offline purchasing behaviour.

Research has shown that allocating a modest percentage of your marketing budget online generates disproportionately high returns.

[50Connect](#)

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The Internet has become the primary medium for reaching potential clients anywhere across the globe.

[Ezine Articles](#)

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The online community is more affluent, better educated, younger and more willing to spend money than the population at large — even as more and more people go online.

[The Pittsburgh Chapter of the Business Marketing Association](#)

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