

# Overview: The Kingdom of Jordan

Jordanians as a viable  
target audience for  
investments into London  
Property



# Overview: The Kingdom of Jordan

The Kingdom of Jordan can be described as a relatively mid-sized country with a total area of about 90,000 sq.km. and a population of just under 10,000,000. About 95% of its population practice Islam as a religion while about 4% practice Christianity. Jordanian Arabic is the official language of the country but English is widely spoken throughout the country as many courses in almost all public schools and universities are held in English.

Much of the wealth in the country can be found in major cities such as Amman, the capital city of Jordan.

### **Local Real Estate Market Trend:**

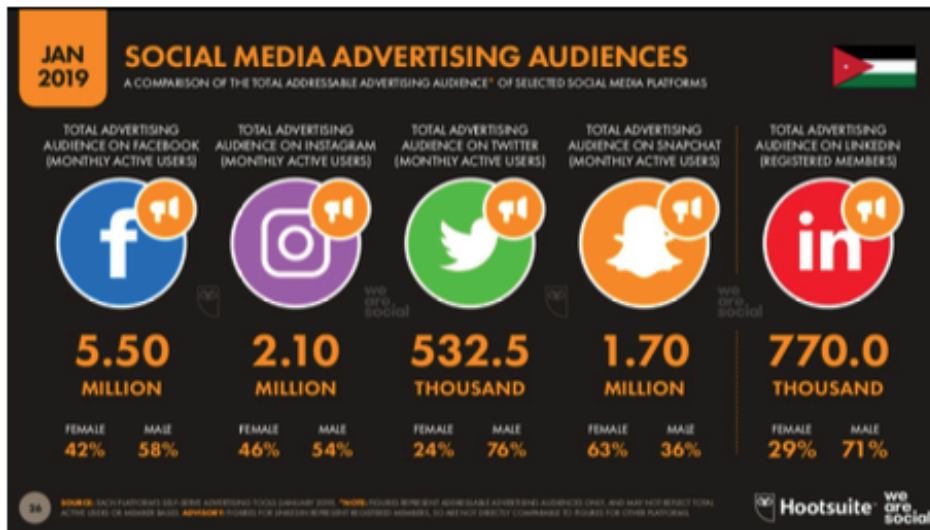
It has been reported that the local real estate market has been in a slump over the past few years. Much of this can be attributed to the lack of affordable and excess of luxurious homes.

Overall, the price index has been down 2.4%, transactions and construction has been down as well.

### **Adoption of Digital Media:**

According to Hootsuite data, 87% of the population has access to the internet and 80% are able to access the internet through their phones. However only 54% of total population are social media users -to put that into perspective the UAE has 99% penetration of social media while Malaysia (which will become relevant later on) has 78% penetration.

Facebook is the top social media platform in the country at 5.5M users, while Instagram and LinkedIn have about 2.1M and 770K users respectively. Twitter and Snapchat also have visibility but is almost negligible when compared to the pervasiveness of Facebook.



The top websites in the country are [google.com](http://google.com) (1), [youtube.com](http://youtube.com) (2), [facebook.com](http://facebook.com) (9); the rest of the top-10 are local news and lifestyle websites.

Google search volumes for “London Real Estate” or related terms in Jordan are very low, including potential keywords that can be used for google ads. On average, useful keywords such as “London properties for sale” get about 10-100 searches every month.

However search volumes for the word “London” itself has been lively over the past 5 years. In fact the search

Source: Hootsuite Digital in Review 2019



Google Search Trend Data for “London” from Aug 2015-Aug 2019

volume starting in Jun 2019 has been the highest it has ever been since 2016.

### **Targeting the Potential Audience:**

Based purely on country's economic output, there is a very small potential audience in Jordan that we can target for promotion of London properties.

According to a research made in 2017, the top foreign buyers of London properties are: Hong Kong (28.1%), Singapore (20.1%), Malaysia (7.5%), China (5.4%), UAE (3%), KSA (3.1%). We can also assume that, based on other news reports, Qatar, though unnamed in this specific study, is a major buyer of London properties.

The common thread among all these nationalities are the respective GDP-PPP of their countries; Qatar and Singapore lead the way with \$112K and \$90K per citizen, while Malaysia and China bring up the rear at \$28K and \$16K respectively.

Jordan's GDP-PPP is \$8K per citizen. If we assume what is generally accepted to be true in that a small percentage of the population (10M) would own majority of the wealth in a country, then the number of people we can target may be around only 100K-300K people.

Also, based on the ongoing real-estate market slump in Jordan, where transaction volumes are low in spite of falling prices of luxury houses, then we can surmise that perhaps their investment appetites might be focused on something other than property.

# Research

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## Recommendations:

In spite of these assumptions, it might still be worth testing the viability of London properties as an investment option to Jordanians.

I recommend engaging in ONLY targeted digital messaging campaign and also focus on converting the contacts within the current Jordanian database.

Step 1: Clean the database using a separate mail chimp account.

Step 2: Upload the cleaned list on LinkedIn and Facebook so we can run a campaign on those people and what Facebook calls “Similar Audience”.

Step 3: Run ads advertising London properties, and advise that we will be taking one-to-one meetings in Amman for one day only.

**Duration and budget: 2 weeks, AED12,000 (not including travel or accommodation in Jordan)**

