



PUBLIC RELATIONS | PR-020

Digital Marketing and Branding for Real Estate Projects

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Course content

Why Attend

Most property buyers and tenants now start their search online. Real estate brands that use digital channels well reach the right audience at lower cost, generate better-qualified leads and build trust before the first visit.

This course shows participants how to plan and run digital marketing for real estate projects and companies: brand identity, websites and listings, search, social media and paid advertising, content and video, lead management and the measurement of results.

Course Methodology

- Expert briefings on digital channels and tools
- Review of real estate campaigns and websites
- Hands-on exercises in campaign planning and content creation
- Group work to design a digital campaign for a project
- Discussion of results and lessons from participants' markets

Course Objectives

- Build a strong digital brand for a real estate company or project
- Plan an effective website and online listing presence
- Use search, social media and paid advertising to generate leads
- Create content, photography, video and virtual tours that sell
- Manage leads with a CRM and automated follow-up
- Measure digital marketing performance and return on investment

Target Audience

- Real estate marketing managers and specialists
- Digital marketing and communication staff

Course content

- Real estate agency and brokerage managers
- Developers responsible for project marketing

Course outline

Detailed course outline

Day-by-day outline for Digital Marketing and Branding for Real Estate Projects.

Day 1 - Real Estate Brands in a Digital World

- 09:00-09:54 | How property customers search and decide online
- 09:54-10:48 | Corporate brand versus project brand
- 10:48-11:00 | Brand identity, messaging and tone of voice
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Brand identity, messaging and tone of voice (continued)
- 12:12-13:06 | Reputation and online reviews
- 13:06-14:00 | Setting digital marketing objectives

Day 2 - Websites, Listings and Search

- 09:00-09:54 | Effective real estate websites and landing pages
- 09:54-10:48 | Property portals and online listings
- 10:48-11:00 | Search engine optimisation for real estate
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Search engine optimisation for real estate (continued)
- 12:12-13:06 | Local search and maps
- 13:06-14:00 | Paid search campaigns

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Day 3 - Social Media and Paid Advertising

- 09:00-09:54 | Choosing the right social platforms
- 09:54-10:48 | Content calendars and community management
- 10:48-11:00 | Paid social campaigns and audience targeting
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Paid social campaigns and audience targeting (continued)
- 12:12-13:06 | Influencer and partner marketing
- 13:06-14:00 | Campaign budgets and bidding

Day 4 - Content, Visuals and Lead Management

- 09:00-09:54 | Photography, video and drone footage
- 09:54-10:48 | Virtual tours and 3D visualisation
- 10:48-11:00 | Email marketing and nurturing
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Email marketing and nurturing (continued)
- 12:12-13:06 | CRM systems and lead scoring
- 13:06-14:00 | Handing leads to the sales team

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Day 5 - Measurement and Campaign Planning

- 09:00-09:45 | Key digital marketing metrics
- 09:45-10:30 | Attribution and return on investment
- 10:30-11:00 | Building an integrated digital campaign
- 11:00-11:30 | Coffee break
- 11:30-12:30 | Building an integrated digital campaign (continued)
- 12:30-13:15 | Group presentation of campaign plans
- 13:15-14:00 | Personal action plan

Seminar dates

Available seminar dates

Live dates and pricing for Digital Marketing and Branding for Real Estate Projects generated from the course details page.

Date	Location	Format	Fee
21 - 25 December 2026	Amsterdam	Classroom	€2,830
18 - 22 January 2027	Barcelona	Classroom	€2,815
15 - 19 February 2027	Frankfurt	Classroom	€2,275
15 - 19 March 2027	Rome	Classroom	€3,460
19 - 23 April 2027	Kuala lumpur	Classroom	€1,925
17 - 21 May 2027	Barcelona	Classroom	€2,815
21 - 25 June 2027	London	Classroom	€2,315
19 - 23 July 2027	Munich	Classroom	€3,225
16 - 20 August 2027	Amsterdam	Classroom	€2,830
20 - 24 September 2027	Barcelona	Classroom	€2,815

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