



Real Estate Marketing

2 – 6 November 2026
Lisbon (Portugal)



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Introduction:

Real Estate Marketing plays a fundamental role in driving property sales, enhancing brand reputation, and strengthening competitive positioning in dynamic real estate markets. This course provides participants with structured theoretical knowledge that helps them understand how marketing strategies influence property visibility and buyer decisions. It covers essential methods for analyzing target markets, designing compelling value propositions, and developing real estate marketing plans for the firm.

Participants will explore how digital platforms, market data, and customer insights shape effective real estate campaigns. The Real Estate Marketing program also highlights modern advertising approaches and promotional tools used in property marketing. Learners gain a comprehensive foundation that supports decision-making and long-term success in real estate marketing environments.

Targeted Groups:

This Real Estate Marketing course targets professionals seeking specialized knowledge and skills:

- Real estate agents work in residential or commercial markets.
- Marketing officers in property development companies.
- Sales executives seeking better property promotion skills.
- Real estate investors are improving their market analysis and branding abilities.
- Property managers aim to enhance tenant attraction skills.
- Entrepreneurs entering the real estate business sector.
- Professionals transitioning into real estate marketing roles.

Course Objectives:

Participants will achieve the following objectives through completing the Real Estate Marketing course:

- Understand core concepts of property marketing and buyer behavior.
- Analyze real estate market trends and customer segments.
- Develop structured real estate marketing strategies.
- Apply real estate digital marketing tools and channels.
- Build strong property value propositions for different asset types.
- Enhance advertising and promotional planning skills in real estate.
- Learn methods for generating and converting real estate leads.
- Strengthen communication and branding approaches for real estate projects.
- Evaluate real estate campaigns and measure marketing performance.
- Apply theoretical knowledge to property marketing case studies.

Targeted Competencies:

Participants will gain the following competencies during the Real Estate Marketing program:

- Competency in market research and real estate market analysis.
- Strategic thinking for property marketing planning.
- Ability to design real estate advertising messages.
- Competence in digital real estate marketing tools.
- Skills in buyer needs assessment and segmentation.
- Lead generation and customer conversion abilities.
- Analytical skills for evaluating marketing performance.
- Professional communication and brand positioning skills.

Studying Scenarios:

In this Real Estate Marketing training, participants will develop their skills through the analysis of the following scenarios:

- Planning a real estate digital marketing campaign for a new property.
- Designing advertising content for residential and commercial listings.
- Applying market analysis to identify target segments.
- Evaluating lead generation strategies for off-plan projects.
- Assessing customer behavior in property search and purchase decisions.
- Comparing marketing approaches between competitive property developers.

Course Content:

Unit 1: Foundations of Real Estate Marketing:

- Understand the fundamentals of real estate marketing and its purpose.
- Explore principles of property visibility and buyer engagement.
- Examine factors influencing real estate buyer behavior.
- Study the relationship between market demand and property positioning.
- Analyze competitive advantage in real estate markets.
- Learn core elements of property branding and differentiation.
- Understand real estate value propositions and customer perception.
- Explore the role of marketing in property sales cycles.

Unit 2: Real Estate Market Analysis & Buyer Segmentation:

- Learn the steps of real estate market analysis and data interpretation.
- Understand property market trends and forecasting.
- Evaluate geographic, demographic, and behavioral segmentation.
- Identify target buyers for residential and commercial real estate.
- Study competitor analysis in real estate marketing.
- Assess customer decision drivers affecting property selection.
- Use analytical tools to evaluate the real estate market.
- Understand long-term market shifts impacting property marketing strategies.

Unit 3: Property Marketing Strategies & Campaign Planning:

- Study strategic planning steps for real estate marketing.
- Learn how to design marketing plans for property listings.
- Apply real estate advertising techniques for different property types.
- Understand pricing strategies and buyer psychology.
- Explore branding development for real estate developers.
- Create integrated marketing campaigns for real estate projects.
- Learn how to optimize buyer communication and lead nurturing.
- Develop promotional approaches for residential and commercial properties.

Unit 4: Real Estate Digital Marketing & Lead Generation:

- Understand digital platforms used in real estate marketing.
- Study the role of social media in property promotion.
- Explore SEO for real estate marketing and online visibility.
- Use paid advertising tools to generate real estate leads.
- Create digital content for property listings and promotions.
- Understand website optimization for real estate agencies.
- Implement CRM systems to track leads and customer interactions.
- Learn methods for converting online leads into buyers.

Unit 5: Evaluation of Real Estate Marketing Performance:

- Identify performance metrics for analyzing marketing outcomes.
- Measure real estate campaign success using KPIs.
- Compare advertising channels and their effectiveness.
- Understand ROI calculation for marketing activities.
- Analyze customer conversion data and sales impacts.
- Evaluate the effectiveness of digital real estate marketing tools.
- Optimize future marketing strategies based on performance findings.
- Apply continuous improvement for long-term marketing success.

Final Insights & Key Takeaways:

This course equips participants with a structured understanding of real estate marketing and its role in property success. Learners will leave with practical frameworks for analyzing markets, designing campaigns, and strengthening their strategic marketing capabilities.