



LEAD GENERATION FOR REAL ESTATE

Course overview

- This is a customized course to help marketing Professionals to deep understanding of digital platforms and learn tactics in order to generate qualified leads in the industry of Real-Estate.

What will you learn?

By the end of this course you will be able to do the following:

- Understanding of Audience Persona in Real Estate.
- Understanding of Segmentation, Targeting and positioning for Real Estate.
- Facebook Ads for Lead Generation in Real Estate.
- Google Ads for Lead Generation in Real Estate.
- Email Marketing, SMS and What's app Campaigns for Real Estate.
- LinkedIn Marketing for Real Estate.
- Budget allocation and ROI.

12 Total Course
HOURS
3 DAYS (4:00 hrs each)



Course Outline:

INTRODUCTION:

- Social Media in Real Estate
- Segmentation, Targeting and positioning for Real Estate
- Audience Persona in Real Estate

FACEBOOK ADS FOR LEAD GENERATION IN REAL ESTATE:

- Introduction to using Facebook ads in the field of real estate
- Lead Generation Campaign
- Advanced Targeting Techniques
- Bidding techniques to nail the real estate bid
- Creating An effective lead generation real estate form
- Campaign Optimization to decrease the Cost Per Lead
- Re-targeting Campaign (Custom Audience- Lookalike-Core Audience)
- Instagram Placement
- Breaking down report techniques & relating it to decision making in the field of real estate

GOOGLE ADS FOR LEAD GENERATION IN REAL ESTATE:

- General Difference between SEO and SEM
- Introduction to using Google ads campaigns in the field of real estate
- Creating an effective landing page for real estate
- Search Campaign techniques
- How to choose effective keywords for Real Estate Industry
- Search Campaign Planning
- Ad Rank
- How to increase CTR
- Campaign Optimization
- Re-marketing Campaign
- Predefined report techniques

LINKEDIN MARKETING FOR REAL ESTATE:

- B2B Versus B2C in real estate
- LinkedIn Different Campaign objectives
- Lead Generation Campaign

EMAIL MARKETING ,SMS AND WHAT'S APP CAMPAIGNS FOR REAL ESTATE:

- Generate Email Campaigns Via Zoho CRM/Mail Chimp
- Using SMS and What's app Campaigns for Real Estate
- BUDGET ALLOCATION AND ROI

