



## ADVANCED COURSE

# **LEAD GENERATION FOR REAL ESTATE COURSE OUTLINE**

### **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.

### **Who Should Attend?**

- Senior Marketing Specialist.
- Junior Marketing Manager.
- Senior managerial levels in Marketing.

**18** Total Course  
**HOURS**

**3 Sessions**



**DM Arts**  
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### Course Outlines:

#### Lead Generation for Real Estate Course Outline

##### A) Introduction

##### B) Facebook Ads for Lead Generation in Real Estate

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

##### C) Google Ads for Lead Generation in Real Estate

- 1) General Difference between SEO and SEM
- 2) Introduction to using Google ads campaigns in the field of real estate
- 3) Creating an effective landing page for real estate
- 4) Search Campaign techniques
- 5) How to choose effective keywords for Real Estate Industry
- 6) Search Campaign Planning
- 7) Ad Rank
- 8) How to increase CTR
- 9) Campaign Optimization
- 10) Remarketing Campaign
- 11) Predefined report techniques

##### D) Email Marketing ,SMS and What's app Campaigns for Real Estate

- 1) Generate Email Campaigns Via Zoho CRM/Mail Chimp
- 2) Using SMS and What's app Campaigns for Real Estate

##### E) LinkedIn Marketing for Real Estate

- 1) B2B Versus B2C in real estate
- 2) LinkedIn Different Campaign objectives
- 3) Lead Generation Campaign

##### F) Budget allocation and ROI

