Syllabus of Module

7. Real Estate Marketing

Lecturer: Ing. Tomáš Frýdek

Module Annotation

In this advanced module, students will gain an insight into the strategies and methodologies of using social media and content marketing within the real estate industry. The aim is to not only understand the importance of these tools for the modern estate agent, but also to learn how to create and manage comprehensive strategies that will generate high levels of leads and build brand trust. This module emphasizes linking strategy to practical application and analysis of results.

Module Objective

1. In-depth understanding of the role of social media in real estate marketing:

- Analyze and discuss the development and trends of social media usage in the real estate industry.

- Assess how social media influences client decision making and market dynamics.

- Evaluate the benefits and challenges associated with integrating social media into the overall marketing strategy of a real estate enterprise.

2. Strategic content marketing planning:

- Identify the target audience and create a strategy to reach them with relevant content.
- Formulate long-term and short-term content marketing goals and a strategy to achieve these goals.
- Develop the ability to analyze the competitive landscape and use this knowledge to differentiate in content strategy.

3. Content creation and optimization:

- Develop skills to create diverse and engaging content for different social platforms.
- Apply principles of storytelling, visual design and copy writing to maximise the impact of content.
- Learn techniques for A/B testing and iterative content improvement based on data and feedback.

4. Interaction and engagement strategies:

- Formulate strategies for interacting with clients on social media that build mutual interaction and interest.
- Recognize opportunities to engage clients in dialogue, discussion and collaboration.
- Analyze engagement metrics and evaluate the success of strategies to increase client participation.

Literature

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