

Real Estate Marketing Mastery

Turn a listing into a movement — and an agency into a brand.

VERTICAL

Marketing

LEVEL

Intermediate

DURATION

20 hours · 10 modules · 39 lessons

MODULES

10

Programme overview

For agency marketing coordinators, marketing managers and agent-marketers running their own campaigns. Vendor-paid campaign strategy, editorial-quality copy, portal optimisation, paid social, video, personal branding and vendor reporting that justifies the fee. Includes 20+ swipe-file examples from top Australian agencies.

What you'll master

- 01 Design a vendor-paid campaign scaled to property tier and channel ROI
- 02 Write property copy that ranks on portals and converts to enquiry
- 03 Optimise a listing on Domain and realestate.com.au for maximum visibility
- 04 Run a paid social campaign that produces measurable enquiries
- 05 Produce a video walkthrough that outperforms the standard portal slideshow
- 06 Build a personal brand system for an agent that generates 10+ appraisals a month
- 07 Deliver vendor reports that make renewals and referrals easy
- 08 Read campaign analytics and diagnose an underperforming listing in 10 minutes

Skill focus

- Campaign Strategy
- Copywriting
- Portal Optimisation
- Paid Social
- Video Production

- Personal Brand
- Vendor Reporting
- Analytics

The syllabus

10 modules · one standard

I. 01 · Channel strategy by property tier

5 LESSONS

01	Portal spend vs social spend	masterclass · 14 min
02	Campaign budget benchmarks by property tier	reading · 13 min
03	Prestige marketing — a different playbook	reading · 12 min
04	Knowledge check	quiz · 10 min
05	Scenario: "I'm not paying for advertising"	scenario · 10 min

II. 02 · Editorial-quality copy

4 LESSONS

01	The seven headline formulas that outperform	reading · 14 min
02	Body copy: the four-paragraph structure	masterclass · 12 min
03	The 20-listing swipe file	reading · 16 min
04	Knowledge check	quiz · 8 min

III. 03 · Portal optimisation

4 LESSONS

01	Photo order — the science of the first 8 photos	reading · 14 min
02	Floorplans, 3D tours and virtual staging	masterclass · 12 min
03	Knowledge check	quiz · 8 min
04	Scenario: The vendor wants a lower guide to pull crowds	scenario · 9 min

IV. 04 · Paid social that converts

3 LESSONS

01	Meta Ads for real estate — the correct setup	masterclass · 16 min
02	TikTok and Reels — the current playbook	reading · 12 min
03	Knowledge check	quiz · 6 min

V. 05 · Video that outperforms

3 LESSONS

01	Three video formats every listing needs	masterclass · 14 min
02	Agent-to-camera — overcoming the awkwardness	reading · 10 min

VI. 06 · Personal brand — the agent as media brand

3 LESSONS

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|----|--|----------------------|
| 01 | The three-pillar content framework | reading · 13 min |
| 02 | Instagram cadence — 5 posts / 3 reels / 7 stories per week | masterclass · 11 min |
| 03 | Knowledge check | quiz · 4 min |

VII. 07 · Vendor reporting that renews and refers

4 LESSONS

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|----|---|----------------------|
| 01 | The weekly vendor report — a template | reading · 13 min |
| 02 | Reporting a poor week without losing the campaign | masterclass · 11 min |
| 03 | Knowledge check | quiz · 4 min |
| 04 | Scenario: Week three, no offers, angry vendor | scenario · 10 min |

VIII. 08 · Analytics — diagnosing an underperformer

3 LESSONS

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|----|--|----------------------|
| 01 | Diagnosing a flat listing in 10 minutes | masterclass · 13 min |
| 02 | Attribution — where the good buyers actually came from | reading · 11 min |
| 03 | Knowledge check | quiz · 4 min |

IX. 09 · SEO, email lifecycle marketing and reputation

5 LESSONS

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|----|---|----------------------|
| 01 | Local search and SEO for individual agents | masterclass · 12 min |
| 02 | Building an email lifecycle, not a newsletter | reading · 14 min |
| 03 | Review and reputation management as a system | masterclass · 13 min |
| 04 | A vendor leaves a critical review after a slow sale | scenario · 9 min |
| 05 | Knowledge check: SEO, email and reputation | quiz · 6 min |

X. 10 · Budget-per-listing ROI and short-form video cadence

5 LESSONS

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|----|---|----------------------|
| 01 | Modelling marketing ROI per listing | masterclass · 13 min |
| 02 | Setting a budget-per-listing framework by price tier | reading · 14 min |
| 03 | A systemised short-form video production cadence | masterclass · 12 min |
| 04 | A vendor wants to cut the marketing budget mid-campaign | scenario · 9 min |
| 05 | Knowledge check: ROI modelling and video cadence | quiz · 6 min |

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