



# دورة تدريبية في تطبيقات الذكاء الاصطناعي في التسويق العقاري



**AGILE LEADERS**  
Training Center

27 Sep - 01 Oct 2026  
كيب تاون



## دورة تدريبية في تطبيقات الذكاء الاصطناعي في التسويق العقاري

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### Course Overview:

The course is a comprehensive training program designed to equip real estate professionals with the skills to seamlessly integrate AI into their marketing strategies. This course offers insights into AI-driven data analysis, property segmentation, AI-powered lead generation, and the use of AI software and tools, enabling participants to effectively leverage artificial intelligence in real estate marketing. Unique course offerings include exploration of ethical considerations in AI marketing, AI-enhanced customer relationship management, and the fundamentals of email marketing using AI. This course prepares you to become an AI-enabled real estate marketing specialist, ready for the future of digital real estate marketing.

### Target Audience:

- Real Estate Agents
- Property Managers
- Marketing Managers
- Digital Marketing Executives
- Sales Professionals
- CRM Managers
- Business Development Executives
- Marketing Strategists

### Targeted Organizational Departments:

- Marketing
- Sales
- Customer Service
- IT
- Business Development
- Strategy and Planning
- CRM
- Data Analysis
- Public Relations

## Targeted Industries:

- Real Estate
- Property Management
- Construction
- Finance
- Retail
- Advertising and Media

## Course Offerings:

By the end of the course, participant will be able to:

- Implement AI-powered marketing strategies
- Gain Experience in property data segmentation using AI
- Make AI-driven content personalization for real estate listings
- Apply AI in predictive modeling for property market trends
- Consider the Ethical considerations and future trends in AI marketing
- Master AI-driven customer relationship management
- Use AI-powered lead generation techniques for real estate
- Gain Best practices in SEO, email marketing, and social media marketing with AI

## Training Methodology:

The training course is delivered using a range of methodologies to ensure a comprehensive and engaging learning experience. It includes:

- Theoretical sessions explaining AI concepts
- Practical case studies showcasing real-world applications of AI in real estate marketing
- Interactive sessions for hands-on learning and queries
- Group work promoting collaborative problem-solving
- Feedback sessions to measure progress and identify areas for improvement

## Course Toolbox:

As part of the training course, participants will receive:

- Comprehensive workbooks
- A selection of online resources for self-study
- Email marketing templates and best practice guidelines

## Course Agenda:

## Day 1: Introduction to AI in Real Estate Marketing

- Exploring artificial intelligence examples in the context of real estate marketing. •  
Topic 1: Understanding Artificial Intelligence
- Learning how AI-driven marketing strategies are shaping business outcomes in real estate. •  
Topic 2: AI in Business
- Understanding the role of AI in property data analysis and segmentation. •  
Topic 3: AI in Data Analysis
- : Recap of AI basics, its business impact, and data applications. •  
Reflection & Review

## Day 2: AI Tools in Real Estate Marketing Strategy

- Discovering the role of AI in content personalization for targeted real estate marketing. •  
Topic 1: Personalizing Content with AI
- Learning about marketing automation with AI and its benefits for real estate. •  
Topic 2: AI in Marketing Automation
- Understanding how AI-driven customer relationship management improves client interactions. •  
Topic 3: AI in CRM
- : Review of AI applications in content personalization, marketing automation, and CRM. •  
Reflection & Review

## Day 3: Advanced AI in Real Estate Marketing

- Understanding how predictive modeling aids in making data-driven marketing decisions. •  
Topic 1: Predictive Modeling in Real Estate
- Exploring the functionality and benefits of AI-powered chatbots in client service. •  
Topic 2: AI-Powered Chatbots
- Learning how AI-powered lead generation is revolutionizing the sales funnel in real estate. •  
Topic 3: AI in Lead Generation
- : Recap of advanced AI applications in predictive modeling, chatbots, and lead generation. •  
Reflection & Review

## Day 4: AI Marketing Ethics and Future Trends

- Exploring ethical considerations and responsible use of AI in real estate marketing. •  
Topic 1: Ethics in AI Marketing
- Learning about future trends and the role of artificial intelligence in the future of real estate marketing. •  
Topic 2: The Future of AI in Real Estate Marketing
- Understanding the functionality of various AI software and tools used in real estate marketing. •  
Topic 3: AI Software and Tools
- : Recap of AI ethics, future trends, and useful AI software and tools. •  
Reflection & Review

## Day 5: Real Estate Marketing Specialist with AI

- Discovering the role of AI in SEO marketing and exploring SEO tools •  
Topic 1: SEO Marketing with AI specific to real estate.
- Learning the fundamentals of email marketing using AI tailored for real •  
Topic 2: Email Marketing with AI estate.
- Assessing learning outcomes and awarding "Applications of Artificial •  
Topic 3: Wrap-up & Certification Intelligence in Real Estate Marketing Certification."
- : Final review of the entire course content and the future pathway as an AI-enabled real •  
Reflection & Review estate marketing specialist.

## How This Course is Different from Other AI in Real Estate Marketing Courses:

Our course is uniquely designed to cover all the significant aspects of artificial intelligence in real estate marketing. Unlike other courses that focus primarily on theoretical aspects, our course offerings include practical learning through AI software and tools, real-world case studies, and interactive sessions. With a focus on both current applications like AI-driven customer relationship management and future trends in AI and marketing, this training course equips you with skills that are immediately applicable and industry-relevant for the foreseeable future.



## فئات الدورات التدريبية



HR TRAINING & DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات



دورات التدريب القانوني والمشتريات والتعاقدات



دورات الاتصال الجماهيري و السياسات والعلاقات العامة



دورات النظم السيبراني ودورات تقنية المعلومات



دورات الصيانة ودورات المجالات الهندسية المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



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## فئات الدورات التدريبية



دورات معتمدة من قبل هيئات دولية



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية

## مدن التدريب



أمستردام - هولندا



أكرا - غانا



أثينا - اليونان



أبوظبي - الإمارات العربية المتحدة



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



استنبول - تركيا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



الرياض - المملكة العربية السعودية



بانكوك - تايلند



بالي - جمهورية إندونيسيا



بأكو - أذربيجان



باريس - فرنسا

## مدن التدريب



بورنو - البرتغال



برلين - ألمانيا



برشلونة - إسبانيا



براغ - جمهورية التشيك



جنيف - سويسرا



جاكرتا - جمهورية إندونيسيا



تيليسي - جورجيا



بوكيت - تايلاند



زنجبار - تنزانيا



روما - إيطاليا



دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



شهر الشيخ - مصر



سيول - كوريا الجنوبية



سنغافورة - سنغافورة



سان دييغو - الولايات المتحدة الأمريكية

## مدن التدريب



طوكيو - اليابان



طشقند - اوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة  
الأمريكية



فيينا - النمسا



فرانكفورت - ألمانيا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



لشبونة - البرتغال



لانكاوي - ماليزيا



كيب تاون - جنوب إفريقيا



كوالالمبور - ماليزيا



مسقط - سلطنة عمان



مدريد - إسبانيا



ماربيا - إسبانيا



لندن - المملكة المتحدة

## مدن التدريب



نيروبي - كينيا



ميونخ - ألمانيا



ميلان - إيطاليا



مونترنو - سويسرا



نيس - فرنسا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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