

# The Real Estate Developer's Playbook

How to Use AI, Social Media, and Funnels to Sell Out Projects in 2025



*By Mohamad El Ghali - Real Estate Marketing & Advertising Professional*

You're not selling slower because your properties aren't great. You're selling slower because your marketing is outdated. The Real estate market, and especially Riyadh's real estate market has become a digital battlefield.

Developers compete for the same attention, on the same platforms, using the same kind of content. Meanwhile, buyers have evolved — they research, compare, and validate before ever picking up the phone.

Only the developers who guide buyers through that journey — from awareness to trust to action — are selling out their projects. Those who use advanced techniques in their content and campaigns, powered by AI and strategic marketing funnels, are the ones who consistently win. They don't just run ads — they build intelligent systems that present a stream of diverse, valuable information to buyers at every step, nurturing interest until it turns into a decision.

This Playbook reveals how to use AI, social media, and funnels to attract qualified leads, nurture them, and close sales consistently.

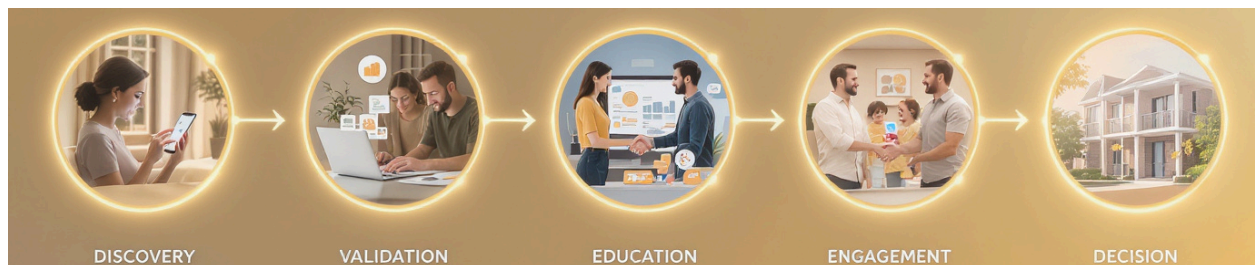
*Because in 2025, selling real estate isn't about exposure — it's about direction.*

## Section 2: The New Buyer Journey

The buyer's path has changed. Today, decisions are made online, long before the sales office call.

The new buyer journey:

- Discovery – They see your ad on social media.
- Validation – They visit your profile and judge your credibility.
- Education – They watch videos, read reviews, and compare.
- Engagement – They message or request details.
- Decision – After retargeting and follow-up, they convert.



Most developers only target step 1 — awareness — and ignore the rest.

Those who build full funnels and respect the clients journey, and continue from step 1 to step 5, sell their properties.

## Section 3 — The Funnel Framework

If you're still running random ads and hoping people will call — you're not marketing, you're gambling.

### Step 1: Awareness (top of funnel - TOF)

- Goal: Introduce & Attract
- Use emotional, cinematic AI visuals — not static renders.
- Example: Lifestyle videos showing family moments, sunrise views, and community life doubled engagement within the first week.
- CTAs: Follow the project, See more, Explore

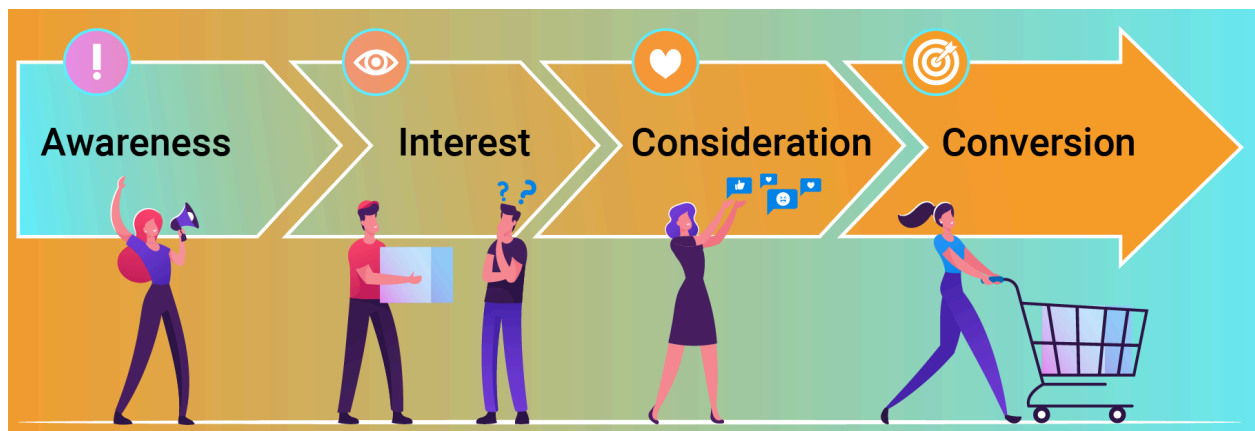
### Step 2: engagement (Middle of Funnel - MOF)

- Goal: Build Trust & Educate
- Retarget people who engaged earlier. Show design stories, testimonials, quality details, and location advantages.
- Results: Mid Funnel audiences are x5 likely to inquire.
- CTAs: Download Brochure, Learn more.

### Step 3: Conversions (Bottom of Funnel - BOF)

- Goal: Convert & nurture
- Run Whatsapp or Lead Form ads with fast automation and CRM follow-up.
- CTAs: Book a visit, Message on Whatsapp, get Offer

*Your Funnel isn't an ad Campaign - It's a digital sales system that never sleeps.*



## Section 4 — The Power of AI in Real Estate Marketing

*AI isn't a trend — it's your competitive edge.*

### **The Power of AI in Real Estate Marketing — The Game Changer**

AI has completely rewritten the rules of real estate marketing. It's not a fancy extra — it's the most powerful storytelling tool ever created for developers.

Imagine selling a property before it's even built. Not through flat renders or static brochures, but through cinematic lifestyle scenes that make buyers see, feel, and believe in their future home.

That's what AI does. It transforms your architectural files into vivid, emotional stories that sell the dream — not the floor plan.

### **AI Visuals – Sell What Doesn't Exist Yet**

AI lets us go beyond blueprints. We create cinematic moments that bring your project to life:

- The golden light reflecting on glass balconies
- Families having breakfast with skyline views
- Kids jumping into the pool while parents relax nearby



Every image, every video tells a story of belonging — not construction. And when buyers see it, they don't think “that's a nice project” — they think “that's my life.”

AI doesn't just create visuals; it creates emotion, vision, and instant connection.

Tools used: Kling AI, Veo 3, Runway ML, ChatGPT — each used strategically to turn renders into cinematic assets ready for ads, videos, and websites.

### **AI-Powered Ads – Smarter, Faster, Cheaper**

While traditional campaigns rely on guesswork, AI-powered ads learn, adapt, and optimize automatically. They discover who's most likely to buy, when, and how to reach them — cutting costs by up to 30% while improving lead quality.

Instead of chasing impressions, AI ensures every rial works harder, showing your ads only to the people who are ready to see them.

## **AI Automations – Never Miss an Opportunity**

AI doesn't just attract — it converts.

Through smart automations, every time a prospect interacts with your ad, they get an instant WhatsApp message, brochure, or follow-up — no delays, no missed chances.

And while your competitors are still replying manually, you've already started a conversation with 92% of your leads — in under five minutes.

## **The Competitive Advantage**

AI gives you what no billboard, no video editor, and no agency can offer: Speed, precision, and presentation.

- Speed — because campaigns launch faster.
- Precision — because your targeting evolves automatically.
- Presentation — because your visuals are alive.

In markets as competitive as Riyadh, this isn't just an advantage — it's the edge that decides who sells out first.



## Section 5 — Social Media Strategies for Developers

*Social media isn't about posting — it's about positioning.*

### + Content Mix That Works

Type	Purpose	Example
Brand Storytelling	Build connection	"Our mission to redefine modern living."
Lifestyle Scenes	Sell emotion	All videos of daily life in the property
Testimonials	Build trust	Resident or investor clips
Behind-the-Scenes	Show transparency	Construction or finishing details
Educational Posts	Add value	"5 things to check before buying"

*Video First: short 10–20 sec lifestyle clips outperform static images 5–10×.*

## +CTA Diversity

<i>TOF (Top of Funnel)</i>		<i>Follow</i>
<i>MOF (Middle of Funnel)</i>		<i>Download Brochure</i>
<i>BOF (Bottom of Funnel)</i>		<i>Book Visit</i>

*Stop creating content that hard sells — create content that connects.*



## Page 6 — Lead Forms, WhatsApp & CRM

*Getting leads is easy. Closing them requires structure.*

Smart Lead Forms: Add qualifying questions: city, purpose, budget.

Headline: “Register now to get pricing and available units.”

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WhatsApp – The New Sales Office

Auto-reply instantly with brochure + call-to-action: “Would you like to book a visit this week?”

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CRM – Your Control Tower

Connect ads → WhatsApp → CRM (HubSpot, Zoho, Bitrix).  
Track every lead, assign follow-ups, and automate reminders.

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Lead Forms capture attention. WhatsApp builds trust. CRM closes deals.\

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## Section 7 — Case Study: 14 Floors Sold Out

A 14-floor residential project faced slow sales despite strong design and pricing. We re-engineered its marketing using AI, funnels, and automation.

### Process

- Emotional AI lifestyle visuals → awareness surge.
- Retargeted audiences → 2,000+ qualified leads.
- Instant WhatsApp follow-up + CRM integration → seamless tracking.

### Outcome

- SAR 9–10 CPL
- Full sell-out within 90 days
- Repeatable system for future launches

***What sold this project wasn't luck — it was precision.***

## Page 8 — Quick Audit Checklist: Is Your Marketing Ready for 2025?

Answer Yes / No to each:

- ☐ 1 Do you have a full funnel?
- ☐ 2 Are your visuals emotional, not static?
- ☐ 3 Are you using AI tools?
- ☐ 4 Do you track every conversion?
- ☐ 5 Does WhatsApp reply instantly?
- ☐ 6 Is CRM connected to ads?
- ☐ 7 Are you retargeting engaged users?
- ☐ 8 Are audiences segmented?
- ☐ 9 Does your content tell your story?
- ☒ 10 Do you measure ROAS?

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### Score Interpretation

Score	Status
8–10 Yes	Advanced / Scale
5–7 Yes	Optimize
0–4 Yes	Rebuild

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In 2025, it's not about the biggest budget — it's about the smartest system.

## Page 9 — Ready to Sell Out Your Next Project?

*If you've read this far, you already know what works.*

*Your competitors sell faster not because their projects are better — but because their marketing is smarter.*

*Combine AI, Funnels, and Automation, and your brand stops chasing clients — it attracts them.*

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➡  Book Your Free Consultation

*Let's design the system that will sell your next project.*

Contact:

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*You don't need an agency, you need a strategy.*

*Once you have it, selling out isn't luck — it's a process.*

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