

● THE PROPERTY & ARCHITECTURE MARKETING PLAYBOOK

Win the **right briefs.** Sell the right projects.

A practical guide for architects, building designers and property developers who want to win the right briefs, build design credibility and turn project interest into sales.



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Seen. Trusted. Chosen.

Build.

● PROPERTY DEVELOPMENT & ARCHITECTURE WHITEPAPER

The Property & Architecture Marketing Playbook

How clients and buyers research architects and developments today, and a practical plan to reach them at every stage, from first search to signed brief or contract.



Brandon Delardes, Founder, Base Digital · Brisbane · Published October 2026

INSIDE THIS PLAYBOOK

1. How clients and buyers decide
2. The project journey, stage by stage
3. Five foundations of design-led marketing
4. A campaign calendar for practices and projects
5. Marketing a development
6. Measuring what matters
7. The 20-point marketing checklist

1. How clients and buyers decide

Commissioning an architect or buying into a new development is a long, high-value decision. It is emotional and financial at the same time, it usually involves several people, and it can take months or years from first idea to signed agreement.

Most of that decision now happens before anyone picks up the phone. Clients browse portfolios, save images on Instagram and Pinterest-style platforms, read about award-winning projects, compare practices or developers on Google and, increasingly, ask AI assistants such as ChatGPT or Google's AI Overviews who to consider.

The short version: by the time someone enquires, they have already judged your design credibility. Your marketing has to earn that trust early, and then qualify the enquiry so you spend time on the right projects.

Who is involved in the decision

Architecture and property marketing rarely speaks to one person. Each project brings together people with different priorities and questions.

- **Residential clients** want to see work that matches their taste and budget, understand the process and fees, and feel confident they can work with you for a year or more.
- **Commercial clients and developers** look for relevant experience, delivery capability, approvals know-how and a team that can manage risk.
- **Buyers and investors** in a development compare location, design, floor plans, the developer's track record, price and timing.
- **Advisers and influencers** such as builders, agents, partners and family often shape the shortlist.

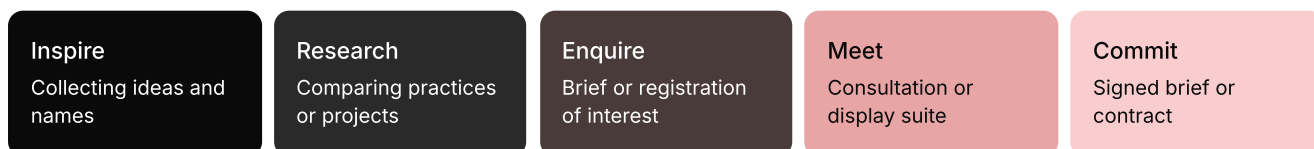
Where clients and buyers research

People move between channels constantly. The practices and projects that win are visible, consistent and credible everywhere their audience looks.

CHANNEL	WHAT THEY USE IT FOR
Google search	Finding architects, designers and developments by location, style or project type, and checking reviews.
AI assistants	Asking for shortlists, such as "residential architects in Brisbane known for subtropical design".
Instagram and inspiration platforms	Collecting ideas, following practices and judging style long before a brief exists.
Your website or project site	The deciding resource. Portfolio quality, clarity and ease of enquiry all count.
Awards, press and publications	Third-party proof of design quality and reputation.
Display suites and meetings	Seeing the work, materials and people in person, where most decisions are confirmed.

2. The project journey, stage by stage

Mapping the journey makes it clear what people need from you at each point, which channels matter and what to measure.



STAGE	WHAT THEY NEED	KEY CHANNELS	MEASURE
Inspire	Beautiful, memorable work that matches their taste and the kind of project they imagine.	Instagram, Meta Ads, press, awards	Reach, followers, saves, branded searches
Research	Relevant projects, clear process, fees or price guidance, and proof of delivery.	SEO, AI search, website, Google Ads	Organic visits, portfolio views, AI mentions
Enquire	A simple form that asks the right questions, or an easy way to register interest.	Website, landing pages, Google Ads	Qualified enquiries, registrations
Meet	Fast, personal follow-up and an easy way to book a consultation or display suite visit.	Email, phone, remarketing	Consultations, display suite visits
Commit	Confidence in the decision, clear next steps and ongoing communication.	Email, CRM, sales team	Briefs won, contracts, pre-sales

3. Five foundations of design-led marketing

Before adding more campaigns or budget, make sure these five foundations are in place. Each one makes every other channel work harder.

01 A portfolio-led website that loads fast

Present each project with strong imagery and its story: the brief, the site, the response and the outcome. Optimise images so pages stay fast on mobile, and make enquiry obvious from every project page.

02 Clear positioning around the work you want

Be specific about project types, budgets and locations. Pages for residential, commercial, multi-residential or heritage work help the right clients self-select and help search engines understand what you do.

03 Visibility in search and AI

Rank for the searches clients use, from "architect near me" to specific project types. Use clear answers, project schema and consistent details so AI assistants describe you accurately and include you in recommendations.

04 A visual presence on Instagram and beyond

Share projects consistently, from early sketches to completed photography. Visual platforms build recognition long before a brief exists, and paid campaigns extend your best work to the right audiences.

05 Qualifying enquiry forms and tracking

Ask about project type, site, budget and timing. Track every enquiry and registration back to its source so you know which channels bring the right work.

4. A campaign calendar for practices and projects

Practices benefit from an always-on presence with planned peaks. Developments run on a project timeline. Adapt this outline to your own awards, launches and release dates.

ALWAYS ON · PRACTICES

SEO and portfolio updates, AI search visibility, brand search ads, remarketing to recent visitors and regular Instagram content showing projects in progress and completed.

PROJECT COMPLETIONS, AWARDS AND PRESS

Publish a full project page, share photography across social, promote features and awards, and update directories and profiles so the new work is easy to find.

PRE-LAUNCH · DEVELOPMENTS

Launch the project site or landing page, open registrations of interest and run awareness campaigns to target buyer audiences and locations.

LAUNCH AND DISPLAY SUITE OPENING

Increase Google and Meta spend, invite registrants first, promote display suite opening hours and follow up every enquiry quickly.

RELEASES AND CONSTRUCTION MILESTONES

Use new releases, progress updates and milestones to re-engage registrants and remarketing audiences and keep momentum through a long sales cycle.

EVERY QUARTER

Review enquiries, briefs, registrations and sales by channel. Keep what worked, cut what didn't and set the plan for the next quarter or release.

5. Marketing a development

Off-the-plan and new developments ask buyers to commit to something they can't fully see yet. Marketing has to build confidence and a qualified buyer list well before construction.

- **Give the project its own home.** A dedicated project site or landing page with renders, floor plans, location and a simple registration form.
- **Target buyer profiles and locations.** Separate campaigns for owner-occupiers, downsizers and investors, each with messaging that answers their questions.
- **Make the display suite the goal.** Treat bookings and visits as key conversions, with reminders and directions.
- **Show the people and track record.** Past projects, the architect and the builder all add confidence.

6. Measuring what matters

Long, high-value decisions make marketing harder to measure, but not impossible. Focus on a small set of metrics that connect activity to real projects and sales.

METRIC	WHY IT MATTERS
Qualified enquiries by source	Shows which channels bring the right projects, not just more enquiries.
Registrations of interest	The core lead measure for a development, and the list your sales team works from.
Consultations and display suite visits	Your clearest signal of serious intent.
Cost per qualified enquiry or registration	Compares channels fairly and guides where to spend.
Briefs won and sales by source	The true measure of value. Connect marketing data with your CRM or sales system where possible.
Branded search, followers and AI mentions	Early signs that reputation and design credibility are growing.

Tip: ask every enquiry and registrant "How did you first hear about us?" and record the answer. Combined with digital tracking, it fills in the gaps that long journeys leave.

7. The 20-point marketing checklist

Work through this list. Anything you can't tick is an opportunity.

CHECK	AREA
1 Every project page has strong imagery and the story behind it	Website
2 Images are optimised so portfolio pages load fast on mobile	Website
3 Enquiry or registration is easy to find on every page	Website
4 Each service, project type or development has its own clear page	Website
5 You rank for the main searches clients use in your area	Search
6 Your Google Business Profile is complete, with photos and reviews	Search

CHECK	AREA
7 Key pages answer common questions in the first few sentences	Search & AI
8 Organisation, project and FAQ schema are on your key pages	Search & AI
9 You've checked how ChatGPT and Google's AI describe your practice or project	AI
10 Awards, press and publications are listed and linked on your site	Credibility
11 Your details match across directories, award sites and profiles	Credibility
12 Instagram is updated regularly with current and completed projects	Social
13 Remarketing reaches recent website and project site visitors	Campaigns
14 Each development has its own campaign and landing page	Campaigns
15 Campaigns are targeted to the project types and buyers you want	Campaigns
16 Enquiry forms ask about project type, site, budget and timing	Follow-up
17 Every enquiry is acknowledged within one business day	Follow-up
18 Registrants receive regular project updates and release news	Follow-up
19 Enquiries, registrations and sales are tracked by source	Measurement
20 Results are reviewed each quarter or release to set the next plan	Measurement

WORK WITH BASE DIGITAL

Want to know where your practice or project stands?

Base Digital is an independent, owner-led Brisbane digital marketing agency. We've helped architecture practices and developers present their work, win the right briefs and reach the right buyers. We'll review your practice or project against this checklist and show you the biggest opportunities, with no lock-in contracts and no hard sell.

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