

(CAMPAIGN PLAN)

5-day content plan to get homeowners to request an appraisal This challenge is designed to help you **spark more inbound conversations in just five days**, by using curiosity-led posts that subtly create FOMO and prompt seller self-reflection.

### Each day includes:

- A suggested theme
- A done-for-you post or story template
- A follow-up DM/message prompt to keep the conversation going
- A recommended platform

#### How to use the challenge:

- Repeat monthly or rotate every 6–8 weeks with fresh listings, sold prices and interest rate updates.
- Track which posts get the most DMs, replies or poll taps; then reuse the winners regularly.

Always follow up gently, remember, you're not closing, you're guiding.

## Day **01**

### FACEBOOK POST

## **Sold Sign Curiosity**

A property that sold quickly or for over the asking price.

## **ONTENT**

Another one gone.

This home on [Street Name] sold in just 6 days and the owner got [\$\$\$] above asking. Quietly wondering what yours could go for? You're not alone.

Pop your postcode in the comments or DM for a quick comparison.

# Day 02

#### INSTAGRAM STORY

## **Price Change Shock**

A local property that reduced its asking price or had a dramatic price shift.

## **Ò.** CONTENT

Price drop alert.

One of the homes in [Postcode] just dropped by \$20K.

What would you do if this was your street?

#### **Poll sticker:**

Would you hold or drop?

### ★ FOLLOW UP

Saw you voted on our poll! Want a quick check-in on what your home might be worth in today's market?

## Day 03

#### FACEBOOK CAROUSEL

### New Listing Comparison

A freshly launched listing nearby.

## ♦ CONTENT

This just hit the market in [Area].

Thinking of selling this year? This, is the competition.

Want to know how your home compares? DM me your postcode and I'll show you.

#### ★ FOLLOW UP

Thanks for reaching out! Want me to send you a private sideby-side comparison?

## Day **04**

## EMAIL

### **Interest Rate Impact**

Use a recent mortgage rate shift as a reason to check in.

## ▲ CONTENT

#### Rates just changed. Should your plans?

If you're planning to sell or remortgage in the next 6–12 months, this could affect your strategy.

We've updated our home value tracker to reflect the new figures.

Want to see where your property stands? Drop your postcode and I'll send a quick update.

# <sup>Day</sup>

#### FACEBOOK STORY

## "Would you move?"

Use an interactive question to provoke reflection.

## **Ò.** CONTENT

#### **Poll sticker:**

"Would you sell if the price was right?"

- Yes, 100%
- I'd want to know what it's worth

#### ★ FOLLOW UP

Saw you voted on our poll! Want a quick check-in on what your home might be worth in today's market?