



CAMPAIGN PLAN

5-day content plan to get homeowners to request a valuation



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.

 CONTENT

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.

 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 side-by-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.



Day
05

FACEBOOK STORY

"Would you move?"

Use an interactive question to provoke reflection.

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?*