LIKELY.AI

REALTORS GUIDE TO CHATGPT
Vol. 2

The ultimate prompt
template playbook
for realtors

Welcome to the world of ChatGPT! As a real estate agent, you are probably well-versed in the art of communication and persuasion. But have you ever considered the power of artificial intelligence in your marketing efforts?

ChatGPT is a language model that uses natural language processing to generate human-like responses to prompts. With ChatGPT, you can create compelling content in minutes instead of hours, freeing up your time to focus on what really matters: your clients.

So, how can you use ChatGPT to create content? It's simple - with prompt templates. Prompt templates provide a framework for your content, allowing you to generate high-quality output quickly and efficiently.

For example, let's say you want to create a blog post about the benefits of living in a particular neighborhood. Instead of starting from scratch, you could use a prompt template like this:

> "Living in [neighborhood name] is great because of [benefit 1], [benefit 2], and [benefit 3]. In this post, we'll explore each of these benefits in detail, so you can see why [neighborhood name] is the perfect place to call home."

Using this prompt template, you can easily fill in the blanks with information about the neighborhood, the benefits of living there, and your own unique insights. The result is a polished, professional blog post that showcases your expertise and helps potential clients see the value of working with you.

But why should you use prompt templates? For one, they save time. Instead of staring at a blank page, wondering where to start, you have a clear structure to guide your writing. Plus, prompt templates help you stay focused on your goals. By following a pre-determined format, you can ensure that your content is always relevant, informative, and engaging.

Of course, using prompt templates requires a mindset shift. You'll need to let go of the idea that every piece of content needs to be completely original and start thinking about how to communicate your message in the most effective way possible. But once you make this shift, you'll be amazed at how much easier and more enjoyable content creation can be.

So, are you ready to start using prompt templates with ChatGPT? With a little practice, you'll be able to generate high-quality content in minutes, impressing your clients and attracting new leads. The future of real estate marketing is here - and it starts with ChatGPT.

OUTLINE

PROMPT KEY:

The text for each prompt is displayed with a background highlight and its text is confined to the center $^1/_3$ of the page.

Placeholder text that you need to replace is purple and surrounded by brackets [ ] . Make sure you replace after pasting the prompt into ChatGPT with whatever it ask for when entering the prompt into ChatGPT.

90 day Email Campaign Prompt

What you will get: A 90 day email campaign branded to your team or company. You can use it as a general automation/action plan/sequence/workflow/smartplan for Moderate and High Likely Sellers from Likely.AI. It will include a subject, email body, placeholders for mailmerge fields and the amount of time to wait between sending each email.

Instructions: Copy and paste the below prompt into ChatGPT. Replace the placeholder text and brackets highlighted in purple with your own brand.

Prompt:

Your task is to create a 90-day email marketing nurture sequence that engages and informs owners of properties predicted to have a high likelihood thinking of selling soon about selling their home with [team / company brand]. The sequence should be designed to build trust, establish authority, and ultimately convert leads into paying customers. Please include email copy including variables in brackets and proposed subject lines per email. Each email in the sequence should have a clear purpose and call-to-action, such as downloading a free resource, signing up for a demo, or making a purchase.

DO NOT MENTION you know they have a high likelihood of thinking of selling.

The emails should also provide valuable content that educates and entertains the reader, such as tips, case studies, testimonials, or industry news. The tone of the emails should be conversational and friendly while still maintaining professionalism. You should aim to personalize each email by addressing the recipient by name and using relevant information about their interests or needs.

Be sure to include the number of days between each email.

Please ensure that your sequence follows best practices for email marketing, including avoiding spam triggers like excessive capitalization or exclamation marks, providing an easy opt-out option for recipients who no longer wish to receive emails from you, and complying with all applicable laws and regulations regarding email marketing.

** Pro Tip: If ChatGPT stops before completing all content for this 90 day campaign in the first response. Simply write **"Please continue from where you stopped"** in the prompt bar. With this simple trick ChatGPT will start writing again where it left off.*

90 day SMS Message Campaign Prompt

What you will get: A 90 day SMS text message campaign branded to your team or company. You can use it as a general automation/action plan/sequence/workflow/smartplan for Moderate and High Likely Sellers from Likely.AI. It will include all the text content, placeholders for mailmerge fields and the amount of time to wait between sending each SMS text message.

Instructions: Copy and paste the below prompt into ChatGPT. Replace the placeholder text and brackets highlighted in purple with your own brand.

Prompt:

Your task is to create a 90-day sms text message marketing nurture sequence that engages and informs owners of properties predicted to have a high likelihood thinking of selling soon about selling their home with [team / company brand]. The sequence should be designed to build trust, establish authority, and ultimately convert leads into paying customers. Please include sms text message copy including variables in brackets. Each sms text message in the sequence should have a clear purpose and call-to-action, such as responding, setting up time to talk, request current market analysis, get home value. The maximum number of characters allowed per sms text message is 160.

DO NOT MENTION you know they have a high likelihood of thinking of selling.

The sms text message should also provide valuable content that educates and entertains the reader, such as tips, case studies, testimonials, or industry news. The tone of the sms text messages should be conversational and friendly while still maintaining professionalism. You should aim to personalize each email by addressing the recipient by name and using relevant information about their interests or needs.

Be sure to include the number of days between each sms text message.

Please ensure that your sequence follows best practices for sms text message marketing, including avoiding spam triggers like excessive capitalization or exclamation marks, providing an easy opt-out option for recipients who no longer wish to receive sms text messages from you, and complying with all applicable laws and regulations regarding sms text message marketing.

** *Pro Tip:* If ChatGPT stops before completing all content for this 90 day campaign in the first response. Simply write **"Please continue from where you stopped"** in the prompt bar. With this simple trick ChatGPT will start writing again where it left off.

90 day Email & SMS Message Campaign Prompt:

What you will get: A 90 day email & SMS text message campaign branded to your team or company. You can use it as a general automation/action plan/sequence/ workflow/smartplan for Moderate and High Likely Sellers from Likely.AI. It will include all the content for both emails and SMS text messages. For the emails you will get a subject, email body, placeholders for mailmerge fields; for the SMS text messages you will get all the text content, placeholders for mailmerge fields and the amount of time to wait before sending the next email or SMS text message.

Instructions: Copy and paste the below prompt into ChatGPT. Replace the placeholder text and brackets highlighted in purple with your own brand.

Prompt:

Your task is to create a 90-day mixed email and sms text message marketing nurture sequence that engages and informs owners of properties predicted to have a high likelihood thinking of selling soon about selling their home with [team / company brand]. The sequence should be designed to build trust, establish authority, and ultimately convert leads into paying customers. Please include sms text message and email copy including variables in brackets. Each sms text message and email in the sequence should have a clear purpose and call-to-action, such as responding, setting up time to talk, request current market analysis, get home value and downloading a free resource. The maximum number of characters allowed per sms text message is 160.

DO NOT MENTION you know they have a high likelihood of thinking of selling.

The sms text message and emails should also provide valuable content that educates and entertains the reader, such as tips, case studies, testimonials, or industry news. The tone of the sms text messages and emails should be conversational and friendly while still maintaining professionalism. You should aim to personalize each email by addressing the recipient by name and using relevant information about their interests or needs.

Be sure to include the number of days between each sms text message and email.

Please ensure that your sequence follows best practices for sms text message and email marketing, including avoiding spam triggers like excessive capitalization or exclamation marks, providing an easy opt-out option for recipients who no longer wish to receive sms text messages or emails from you, and complying with all applicable laws and regulations regarding sms text message and email marketing.

** Pro Tip: If ChatGPT stops before completing all content for this 90 day campaign in the first response. Simply write **"Please continue from where you stopped"** in the prompt bar. With this simple trick ChatGPT will start writing again where it left off.*

180 day Email & SMS Message Campaign Prompts 1 & 2:

What you will get: A 180 day email & SMS text message campaign branded to your team or company. You can use it as a general automation/action plan/sequence/workflow/smartplan for Moderate and High Likely Sellers from Likely.AI. It will include all the content for both emails and SMS text messages. For the emails you will get a subject, email body, placeholders for mailmerge fields; for the SMS text messages you will get all the text content, placeholders for mailmerge fields and the amount of time to wait before sending the next email or SMS text message.

Instructions: This is a two step prompt, which means you first do the following for "prompt step #1", then for "prompt step #2". Copy and paste the below prompt into ChatGPT. Replace the placeholder text and brackets highlighted in purple with your own brand.
- Prompt Step #1 generates an outline for the full 180 day campaign
- Prompt Step #2 fills in the campaign outline with the content for each email and SMS text message

Prompt step #1 **180 day Email & SMS Message Campaign**

Your task is to create a 180-day mixed email and sms text message marketing nurture sequence outline that engages and informs owners of properties predicted to have a high likelihood thinking of selling soon about selling their home with [team / company brand]. The sequence should be designed to build trust, establish authority, and ultimately convert leads into paying customers.Please ensure that your sequence follows best practices for sms text message and email marketing.

In this sequence outline please include:
- the number of days between each sequence step
- Step type: sms text message or email
- Subject or objective of the step

Prompt step #2   180 day Email & SMS Message Campaign

Looks great! Now please write sms text message and email copy including variables in brackets for each step.

The sms text message and emails should also provide valuable content that educates and entertains the reader, such as tips, case studies, testimonials, or industry news. The tone of the sms text messages and emails should be conversational and friendly while still maintaining professionalism. You should aim to personalize each email by addressing the recipient by name and using relevant information about their interests or needs.

DO NOT MENTION you know they have a high likelihood of thinking of selling

Please ensure that your sequence follows best practices for sms text message and email marketing, including avoiding spam triggers like excessive capitalization or exclamation marks, providing an easy opt-out option for recipients who no longer wish to receive sms text messages or emails from you, and complying with all applicable laws and regulations regarding sms text message and email marketing.

** Bonus: add variables for chatGPT to use to customize each step:

Recipient name is [first name]

Senders name is [first and last name]

Senders phone number is [phone number]

CTA valuable content: [enter content title/CTA] [link to/how to get content]

CTA valuable content: [enter content title/CTA] [link to/how to get content]

** Examples of CTA's and valuable content:
- Get home value www.mywebsite.com
- Schedule home assessment www.mywebsite.com
- See current local market analysis report www.mywebsite.com

** Pro Tip: If ChatGPT stops before completing all content for this 180 day campaign in the first response. Simply write **"Please continue from where you stopped"** in the prompt bar. With this simple trick ChatGPT will start writing again where it left off.

LOCAL EXPERT CONTENT

Blog Prompts

What you will get: From each blog prompt below you will get a blog written you can use to help sellers/buyers see you as a local expert while searching the internet for things that matter to them in your market.

Instructions: Copy and paste one of the below blog prompts into ChatGPT. Replace the placeholder text and brackets highlighted in purple with what is indicated.

Prompts:

PERFECT PLACE TO BUY - BLOG

"Why [City Name, State Initials] is the Perfect Place to Buy a Home Right Now". This blog post should be around 800 words and should be written in the voice of a knowledgeable local expert. Fill in the blanks with information about the current real estate market, the unique features of the city, and any upcoming developments or events that make it an attractive place to buy a home. Blog post content can not be detected by search engines that chatGPT wrote it.

HIDDEN GEMS - BLOG

"Top [Number] Hidden Gems in [Neighborhood Name or City name & State Initials]". This blog post should be around 600 words and should be written in the voice of a trusted guide. Fill in the blanks with information about lesser-known attractions, businesses, or features in the neighborhood that make it a great place to live. Blog post content can not be detected by search engines that chatGPT wrote it.

BEST NEIGHBORHOODS - BLOG

"The Best Neighborhoods for [Type of Buyer, e.g. Families, Singles, Retirees] in [City Name, State Initials]". This blog post should be around 1000 words and should be written in the voice of a knowledgeable guide. Fill in the blanks with information about different neighborhoods in the city, including their unique features, demographics, and amenities that make them a good fit for the target buyer.Blog post content can not be detected by search engines that chatGPT wrote it.

BENEFITS OF WORKS REALTOR - BLOG

The Benefits of Working with a [City Name, State Initials] Real Estate Agent". This blog post should be around 700 words and should be written in the voice of a friendly advisor. Fill in the blanks with information about your experience, expertise, and the unique services you provide as a real estate agent in that city. Blog post content can not be detected by search engines that chatGPT wrote it.

BONUS:
CREATE SHORT SOCIAL MEDIA POST FOR YOUR BLOG POST

Act as a social media expert, and write a caption for this [enter the blog post title ChatGPT gives you from the blog post prompt] using the format: HOOK, COMMON MISCONCEPTION (less than 15 words), CURIOSITY PROVOKING QUESTION, and then add more value related to the blog post from above. End it with a call-to-comment. Create one for each of the following social media platforms: facebook, instagram, twitter and linkedin.

EXPIRED LISTING PROMPTS

Expired Listing Seller Persona with Initial Text & Email

Use this prompt: Before starting marketing efforts to expired listings.

What you will get: You will get a detailed expired listing owner persona, words and phrases to use to connect with the owner, initial text message and email, and comprehensive marketing strategy summary. Use this prompt before starting marketing efforts to expired listings.

Instructions: Copy and paste the below prompt into ChatGPT. Replace the placeholder text and brackets highlighted in purple with the zipcode the expired property is located in.

Prompt:

Act as a marketing director, your task is to create a comprehensive expired listing home owner persona based on home owners in [zip code property is in]

For context:
An "expired listing" is a property that went on the market for sale, but failed to attract a buyer and thus after a period of time the listing agreement with the seller agent expired and the property came off the market.

The seller persona should be well-defined and include details such as pain points, desires, demographics.

Include words and phrases to use to connect with desires and empathize with pain points to build trust that you can get their home sold.

Include a short sms text message to send to connect with desires and shows empathy toward pain points that has a maximum of 170 characters long using placeholder for name.

Include a short email to send including a subject to maximize open rate and email body that connects with desires and shows empathy for pain points.

Include an executive summary for a comprehensive marketing strategy as bullet points to achieve their desire to sell their home, include a few guerrilla marketing ideas that are unique and will get buyers attention and their home sold.

Do not hallucinate.

Create Drip Campaign to Get Expired Listings

Use this prompt: Before starting marketing efforts to expired listings.

What you will get: You will get a detailed expired listing owner persona, words and phrases to use to connect with the owner, initial text message and email, and comprehensive marketing strategy summary.

Instructions: Copy and paste the below prompt into ChatGPT. Replace the placeholder text and brackets highlighted in purple with the zipcode the expired property is located in.

Prompt:

Great! Now act as marketing director using persuasive copywriting and a trustworthy professional tone, create a 45-day drip campaign that includes emails and sms text messages intended to resonate with the expired listing person, making them feel their pain points are acknowledged, desires are possible and compelling them to ask me to sell their home. The text should convey a sense of urgency while maintaining a trustworthy tone.

For context, I am a [job role ie: real estate agent/Realtor/Broker] with [team / company brand], and I specialize in selling expired residential real estate properties.

The drip campaign should be designed to build trust, establish authority, and ultimately convert leads into paying customers. Please include sms text message and email copy including variables in brackets. Each sms text message and email in the drip campaign should have a clear purpose and call-to-action, such as responding, setting up time to talk, request current market analysis, get home value and downloading a free resource. The maximum number of characters allowed per sms text message is 160.

The sms text message and emails should also provide valuable content that educates and entertains the reader, such as tips, case studies, testimonials, or industry news. The tone of the sms text messages and emails should be conversational and friendly while still maintaining professionalism. You should aim to personalize each email by addressing the recipient by name and using relevant information about their interests or needs.

Be sure to include the number of days between each sms text message and email.

Please ensure that your drip campaign follows best practices for sms text message and email marketing, including avoiding spam triggers like excessive capitalization or exclamation marks, providing an easy opt-out option for recipients who no longer wish to receive sms text messages or emails from you, and complying with all applicable laws and regulations regarding sms text message and email marketing.

*** Pro Tip:** *If ChatGPT stops before completing all content for this 90 day campaign in the first response. Simply write* **"Please continue from where you stopped"** *in the prompt bar. With this simple trick ChatGPT will start writing again where it left off.*

Expired Listing Marketing Plan & Campaign Calendar

Use this prompt: Before you go on the listing appointment, so you can bring it with you on the listing presentation to impress the home owner and get the listing!

What you will get: You will get a detailed expired listing marketing plan and campaign calendar that uses ADIA to maximize the campaign results.

Instructions:
1. Copy and paste the "expired listing seller persona" into ChatGPT
2. Then, copy and paste the below prompt into ChatGPT below "expired listing seller persona" you already pasted into ChatGPT. Replace the placeholder text and brackets highlighted in purple with what it asks for.

Prompt:

Great! Turn this executive summary into a marketing campaign calendar using [month day and year your listing will go active on the MLS. example: "June 4th 2023"] as the date the property will be listed for sale on the MLS. Use ADIA to generate interest before it is on the market and drive maximum engagement once the property hits the market for sale.

*** Pro Tip:** *If ChatGPT stops before completing all content for this 90 day campaign in the first response. Simply write* **"Please continue from where you stopped"** *in the prompt bar. With this simple trick ChatGPT will start writing again where it left off.*

DATA DRIVEN MARKETING

Listing Presentation Likely Buyer Persona prompt:

What you will get: You will get a detailed Likely Buyer persona for homes within the indicated zipcode. Use it during a listing presentation to showcase your expertise and ability to market their home professionally and find a seller quickly.

Instructions: Copy and paste the below prompt into ChatGPT. Replace the placeholder text and brackets highlighted in purple with what the placeholder asks for.

Prompt:

As a marketing director, your task is to create a comprehensive buyer audience persona based on home owners in [zip code].

The audience persona should be well-defined and include details such as demographics, social platforms most frequently used with words to use to connect with audience on each social platform, interests, pain points, desires, buying behaviors and include specific examples of brand names that they typically buy from

Seller Persona for Likely Sellers

Use this prompt to: Analyze any property and especially for Likely Seller properties.

What you will get: You will get a detailed Seller Persona for the Likely Seller so you can better understand the best approach to get the listing. Use it to analyze any property and especially for Likely Seller properties.

Instructions: Copy and paste the below prompt into ChatGPT. Replace the placeholder text and brackets highlighted in purple with what the placeholder asks for.

Prompt:

As a marketing director, your task is to create a comprehensive seller persona based on home owners in [zip code], for [first & last name of owner] who owns [full property address].

The seller persona should be well-defined and include details such as demographics, interests, pain points, desires, social platforms most frequently used with words to use to connect with audience on each social platform, buying behaviors and include specific examples of brand names that they typically buy from

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Digital Ad Targeting

Use this prompt to: Direct after any persona prompt in the playbook.

What you will get: You will get everything you need to target the specified persona with digital ads. This includes by digital platform:

1. Ad targeting settings & type of campaign
2. Daily ad spend with KPIs
3. 3 ads
4. Words to include in additional ads
5. Best practices for monitoring Ad Performance

Instructions: Copy and paste the below prompt into ChatGPT. Replace the placeholder text and brackets highlighted in purple with what the placeholder asks for.

Prompt:

Great! Using the paint points and desires of the persona just created, Act as a marketing director for digital media buying who is a persuasive copywriter, your task is to create a comprehensive digital targeting strategy that includes ads for each digital platform.

The digital targeting strategy should be based off the persona you just created. By digital platform include type of campaign with ad targeting settings to be used, recommended daily ad spend with KPI range of good performing ads for (lead generation/branding) campaign, ad text for three ads, recommended images to be included if any for each ad, words to be used when creating additional ads.

Also include best practices to keep in mind while watching the ad performance once ads are running.

** Pro Tip: *If ChatGPT stops before completing all content for this 90 day campaign in the first response. Simply write* **"Please continue from where you stopped"** *in the prompt bar. With this simple trick ChatGPT will start writing again where it left off.*

LISTING MARKETING PLAN

What you will get: An audience persona, marketing plan with multiple ideas, content for posting and a campaign calendar if you use both prompt #1 and #2. Use this while thinking about how best to market a new listing, and/or to come up with creative new ways to market a listing.

Instructions: This is a two step prompt, which means you first do the following for "prompt step #1", then directly after for "prompt step #2". Copy and paste the below prompt into ChatGPT. Replace the placeholder text and brackets highlighted in purple with your own brand.

- Prompt Step #1 - generates an audience persona and content ideas
- Prompt Step #2 - creates a campaign content calendar using the content from prompt step 1, leading up to your listing date to create interest and afterwards.
- Prompt Step #2 alternative - use this one instead for the second prompt when you want to expand on just one of the ideas to create a campaign content calendar.

Prompt step #1   create content ideas

As a marketing director, your task is to create a comprehensive marketing strategy that includes an audience persona and 10 content ideas related to marketing the property for sale at [full address of the property your listing]. The property is a [property type].

The audience persona should be well-defined and include details such as demographics, interests, pain points, desires, and buying behaviors and include specific examples of brand names that they typically buy from.

For the content ideas, please provide a table with four columns: Type of content, Where it will be used, 3 three different compelling headlines for the content title, and content description. Each idea should incorporate the specified keyword in some way and be relevant and engaging for the target audience.

Please note that your marketing strategy should focus on providing value to the target audience while also promoting your product or service organically without being salesy. Your response should be creative and original while still maintaining a clear structure and focus on accuracy.

Prompt step #2   **create campaign calendar**

Great! Turn these into a marketing campaign calendar using [month day and year your listing will go active on the MLS. example: "June 4th 2023"] as the date the property will be listed for sale on the MLS. Use ADIA to generate interest before it is on the market and drive maximum engagement once the property hits the market for sale.

Prompt step #2 alternative   **expand on just one idea**

Great! Expand on your "[past here one of the ideas generated in prompt #1]" idea and turn it into a marketing campaign calendar using [month day and year your listing will go active on the MLS. example: "June 4th 2023"] as the date the property will be listed for sale on the MLS. Use ADIA to generate interest before it is on the market and drive maximum engagement once the property hits the market for sale.

BONUS PROMPTS

10 Closing Gift Ideas

Act as a master networker, brainstorm with me a specific list of 10 gifts ideas for a client that just closed on a home who [describe what they do for work] and that enjoys [things you know your client likes/enjoys]. The gift should have an association with selling or buying their home. What are some gift ideas that they might find unique, personalized, helpful and valuable. Brainstorm the list but don't be generic or cheesy by saying I should get them merch with our company logo. Keep it between [enter a range you want to spend on the gift ie: $100 - $300].

Housiversary Celebration Text

You are an expert networker and relationship builder. Write a short casual [tone of voice to use] SMS text message to a past client on the anniversary of their home purchase in celebration. Call this anniversary, their housiversary.

Limit the length of the SMS text message to 178 characters.

** Tone of voice ideas:
1. Positive
2. Urgent
3. Authoritative
4. Friendly
5. Conversational
6. Professional
7. Playful
8. Empathetic
9. Informative
10. Inspirational
11. Sensational
12. Casual
13. Trustworthy
14. Sophisticated
15. Direct
16. Nostalgic
17. Exclusive
18. Provocative
19. Accessible
20. Innovative

Short prompts to help come up with marketing ideas/subject/niche

- Discover the hidden gems of your neighborhood [City, State]
- Check out the best local restaurants in your neighborhood [City, State]
- Get to know your local schools and educational opportunities [City, State]
- Explore the parks and recreation options in your are [City, State]
- Tour the local museums and art galleries [City, State]
- Discover the hidden gems of your neighborhood [City, State]
- See the top attractions and landmarks in your area [City, State]
- Get the scoop on the best shopping spots nearby [City, State]
- Find out which local events you should attend [City, State]
- Uncover the best places to get coffee in your neighborhood [City, State]
- Check out the best hiking trails and outdoor activities [City, State]
- Learn about the local history and culture [City, State]
- Discover the best places to take your kids [City, State]
- Find out what your neighbors love about living in your area [City, State]
- Learn about the unique businesses in your neighborhood [City, State]
- Explore the best restaurants in your area [City, State]
- Get to know the local farmers markets [City, State]
- Find out where the best nightlife spots are [City, State]

Get the inside scoop on the best places to take a date [City, State]

- Discover the best places to get a drink in [City, State]
- What are the best places to grab a bite to eat in [City, State]
- First time home sellers in [City, State]
- Growing families home sellers in [City, State]
- Empty nester sellers in [City, State]
- Divorced single man home seller in [City, State]
- Divorced single women home seller in [City, State]
- Widow home seller in [City, State]

ADVANCED TWO STEP PROMPTS

Social Posts:

Prompt #1 **Get marketing ideas**

As a marketing director, your task is to create a comprehensive marketing strategy that includes an audience persona and 10 content ideas related to [specific keyword or marketing idea/subject/niche].

The audience persona should be well-defined and include details such as demographics, interests, pain points, desires, and buying behaviors and include specific examples of brand names that they typically buy from.

For the content ideas, please provide a table with four columns: Idea number, Content title, 3 different compelling headlines for the content title, and content description. Each idea should incorporate the specified keyword in some way and be relevant and engaging for the target audience.

Please note that your marketing strategy should focus on providing value to the target audience while also promoting your product or service organically without being salesy. Your response should be creative and original while still maintaining a clear structure and focus on accuracy.

Prompt #2 **Create Social Posts for top social networks**

Pick one of the ideas from the response of the previous prompt, and then ask this:

Turn [selected content idea from prompt #1] and turn it into a social media posts for the top social networks, with less than 25-30 words per post. Make sure to keep it conversational, easy to read, and relatable.

This social post set should be PACKED with valuable content for my ideal buyer persona.

Throw in some pain points, and mindset shifts to get them to think about the content in a new way. Your content should be unique, engaging, and making the readers want to start a conversation in the comments.

Make sure to display the content in the form of a table with the columns: Social Network | Headline | Post Body | CTA

Blog Posts:

Prompt #1 **blog content idea and audience persona**

As a marketing director, your task is to create a comprehensive marketing strategy that includes an audience persona and 10 bog topic ideas related to [specific keyword or marketing idea/subject/niche].

The audience persona should be well-defined and include details such as demographics, interests, pain points, desires, and buying behaviors and include specific examples of brand names that they typically buy from.

For the content ideas, please provide a table with four columns: Idea number, Blog topic idea, 3 different compelling headlines for the Blog topic idea, and content description. Each idea should incorporate the specified keyword in some way and be relevant and engaging for the target audience.

Please note that your marketing strategy should focus on providing value to the target audience while also promoting your product or service organically without being salesy. Your response should be creative and original while still maintaining a clear structure and focus on accuracy.

Prompt #2 **write the blog**

Pick one of the ideas from the response of the previous prompt, and then ask this:

You are a master SEO writer, and your task is to write a 600 word blog titled [selected blog post title from prompt #1] , optimized for key search words associated with this topic and this Audience Persona: [audience persona output from prompt #1] . At the end provide a bulleted list of the key words the blog was optimized for and two alternative blog titles.

Prompt #3 **Get a social post for the blog post**

Act as a social media expert, and write a caption for this [selected blog post title used in prompt #2] using the format: HOOK, COMMON MISCONCEPTION (less than 15 words), CURIOSITY PROVOKING QUESTION, and then add more value related to the linkedin article from above. End it with a call-to-comment.

Linkedin Articles Posts:

Prompt #1 **Linkedin Article Post content idea and audience persona**

As a marketing director, your task is to create a comprehensive marketing strategy that includes an audience persona and 10 linkedin article topic ideas related to [specific keyword or marketing idea/subject/niche].

The audience persona should be well-defined and include details such as demographics, interests, pain points, desires, and buying behaviors and include specific examples of brand names that they typically buy from.

For the content ideas, please provide a table with four columns: Idea number, Linkedin Article idea, 3 different compelling headlines for the Linkedin Article idea, and content description. Each idea should incorporate the specified keyword in some way and be relevant and engaging for the target audience.

Please note that your marketing strategy should focus on providing value to the target audience while also promoting your product or service organically without being salesy. Your response should be creative and original while still maintaining a clear structure and focus on accuracy.

Prompt #2 **writing the linkedin article**

Pick one of the ideas from the response of the previous prompt, and then ask this:

You are a master linkedin article writer, and your task is to write a 600 word linkedin article titled [selected linkedin article title from prompt #1] , optimized for key search words associated with this topic and this Audience Persona:

[audience persona output from prompt #1]

At the end provide a bulleted list of the key words the linkedin article was optimized for and two alternative article titles.

Prompt #3 **Get a linkedin post for the LinkedIn Article**

Act as a LinkedIn Community Manager, and write a caption for this [selected linkedin article title used in prompt #2] using the format: HOOK, COMMON MISCONCEPTION (less than 15 words), CURIOSITY PROVOKING QUESTION, and then add more value related to the linkedin article from above. End it with a call-to-comment.

TESTIMONIALS

I am supper impressed with the FUB integration!

Really like the REfresh Engine and I am supper impressed with the Follow Up Boss integration! Im excited to see how you continue to build that out and I am currently looking at some of your other products as well!

Sergio Angulo
Team Lead @ Century 21

It's Amazing!

It's Amazing! I just set the "REfresh" tag in Follow Up Boss, and it all literally just pops up... It's Amazing, I love it!

Aaron Dotterer
The Dott Real Estate Group

First Listing In 3 Weeks

I purchased a Likely Seller REfresh Report and the 3rd person with a high Likely Seller score was an old friend I hadn't talked to in a while.. messaged him and listed his house 3 weeks later!

Matt Leiva
M Real Estate Group

Likely.AI gives detailed information about potential sellers!

Likely.AI gives detailed information about potential sellers & buyers. It is helpful to find unknown information concerning the prospect and will tell if they're beginning to think about relocating.

Jack Little
Real Estate Advisor

Allows me to focus on the ones that are most likely to list!

So far I like the data it provides. It fills in the gaps when I don't have all the prospects info. Also allows me to focus on the ones that are most likely to list.

Cody Emery
Realtor @ Century 21

This is going to be my number one tool!

I am so impressed! I had a current client give me their contact info (name and phone number) and up came her address, additional phone numbers, and email addresses. This is going to be my number one tool!

Steven Steiner
Realtor @ Whitehill Estates

moredeals@likely.ai   Try Pre-Market AI   Start 14 Day Free Trial

Start 14 Day Free Trial of the REfresh Engine

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