

REAL ESTATE INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Find out the real estate price fluctuation rate in your city.
- Which city should you live in?
- How many of these upcoming real estate agencies can you recognize?

LINKS TO LIVE INDUSTRY EXAMPLES

- [Ultimate buyers' quiz](#)
- [Mortgage calculator](#)
- [What does your dream home look like?](#)
- [Should you buy or rent?](#)
- [First time home buyers' quiz](#)
- [Find out the resale value of your property](#)



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Where should your ideal home be?
- Based on your personality, what kind of building should you live in?



STAY **TOP OF MIND**

COST CALCULATORS

- How much does your dream house cost?
- What is the cost of renting an office space for your company?
- Find out your cost of living in Paris.
- What is the cap rate on commercial real estate in XYZ city?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- How much will your house be worth in 10 years?
- Are you paying too high for rent?
- What amount of home loan are you eligible for?
- Should you renovate your house or buy a new one?



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- Rent or buy: Which is better for you?
- How does XYZ real estate agent compare to ABC real estate agent?



GROWING **MQL**