

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

- [Real Estate Knowledge Quiz](#)
- [Mortgage Calculator](#)



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.



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 a rent for your home?
- 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

- --- vs---- : Which is better for your budget?
- Why is ---- the ideal housing society that you are looking for?



GROWING **MQL**