

# SOCIAL MEDIA IS A FUNNEL

TURN VIEWS INTO CONVERSIONS.  
CONVERSIONS INTO CLIENTS.

## What is a Funnel?

A funnel is a marketing framework that guides potential clients through a series of intentional steps—starting with awareness and ending in conversion. In real estate, that means taking someone from "I saw your video" to "Let's list my home with you."

Just like a sales process, a funnel narrows the focus:

- At the top: You attract a lot of people with content (awareness)
- In the middle: You start engaging with those who show interest (nurture)
- At the bottom: You convert the warmest leads into actual clients (conversion)

In 2026, social media is your most accessible funnel tool. It's always on, scalable, and can move people through the stages passively and actively.

Let's break this guide down into:

1. Step-by-Step Organic Funnel Strategy
2. Step-by-Step Paid Funnel Strategy
3. AI Prompts to Support Each Stage

## The Organic Social Funnel (Free & High-Trust Building)

### Step 1: Create Magnetic Top-of-Funnel Content

What You're Doing: Building brand awareness and getting seen by new audiences.

Do This:

- Reels that answer common buyer/seller questions (e.g. "What credit score do I need to buy?")
- Local restaurant or neighborhood spotlights
- Testimonials with client success stories

Why: You need attention before you can earn trust. This content gives value before you ever ask for anything.

## **Step 2: Lead Magnet CTA (Middle of Funnel)**

What You're Doing: Moving engaged followers onto your email list or into your DMs.

Do This:

- Offer a free guide: "DM me 'List' for my 5 Must-Do Seller Tips!"
- Add a link in your bio to a simple lead magnet landing page.
- Run polls or question boxes in Stories (e.g. "Are you thinking of buying in 2026?")

Why: You're building a list of leads who've raised their hand. That's who your follow-up targets.

## **Step 3: Nurture and Follow-Up (Bottom of Funnel)**

What You're Doing: Converting warm leads to appointments.

Do This:

- Weekly email campaigns using the "Give, Give, Ask" format
- Send updated buyer/seller guides monthly
- Drop a casual DM to re-engage past convos ("Hey! Just checking in—are you still looking for a place in Las Vegas?")

Why: People convert on their timeline, not yours. Stay top-of-mind and helpful until they're ready.

## **The Paid Social Funnel (Faster & Targeted Growth)**

### **Step 1: Paid Traffic Campaign (Top of Funnel)**

What You're Doing: Driving new eyeballs to your page or lead magnet.

Do This:

- Run Instagram/Facebook ads targeting homeowners or renters by zip code, income, interest in Zillow, etc.
- Promote your best-performing reel with a "Learn More" CTA
- A/B test different hooks: price drops, buyer programs, just solds

Why: Paid traffic builds exposure faster. You control volume.

### **Step 2: Retargeting Campaign (Middle of Funnel)**

What You're Doing: Re-engaging people who've already interacted with you (watched videos, visited profile, clicked links).

Do This:

- Run retargeting ads like "Still thinking about buying in Las Vegas? Let's run the numbers."
- Offer something new to push conversion (e.g. limited-time consultation spots)

Why: It often takes 7-10 touchpoints for someone to take action. Retargeting helps you stay in their orbit.

### **Step 3: Conversion CTA (Bottom of Funnel)**

What You're Doing: Making the final ask.

Do This:

- Book a strategy call
- Instant home valuation offer
- VIP list opt-in for exclusive listings

Why: You need a clean, frictionless path to get them off social and into a real conversation.

### **AI Prompt Support**

Use these prompts in ChatGPT to generate content that converts:

#### **Hook & Script Prompts**

- "Act as a real estate marketing strategist. Write 10 high-performing hooks for Instagram Reels targeting sellers worried about pricing their home in 2026."
- "Give me 5 Instagram captions for buyer advice that include a CTA to DM me."

#### **Offer & CTA Prompts**

- "Create a lead magnet headline and subhead for a buyer guide about 2026 lending options."
- "Write a short ad that encourages buyers to book a strategy call with me after viewing a listing."

#### **Content Calendar Prompts**

- "Give me a 2-week content calendar using Reels, Stories, Carousels, and Lives that walks a cold audience from awareness to booking a call."