



How?

TURN INSTAGRAM AND FACEBOOK MESSAGES INTO APPOINTMENTS

What is a Funnel?

A funnel is the path someone takes from discovering you to booking time with you. In social media, your funnel moves people through 4 stages:

1. Attention (they see your content)
2. Engagement (they reply, vote, comment, DM)
3. Capture (you get their contact info or permission to follow up)
4. Conversion (you book a consult or showing)

Most agents post content but never guide people to the next step. This fixes that.

Hook Content That Creates Replies

Goal: Get them to DM you first (or respond to a story)

Post formats that work best:

- Instagram Story polls
- Question boxes
- Reels with “DM me ___”
- Carousels with “Comment ___ and I’ll send it”
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Examples of hooks (copy/paste):

- “Be honest, are you still in the same house you were in 2022?”
- “If rates dipped even a little... would you move?”
- “Home values in [City] surprised people this month. Want the quick breakdown?”
- “Thinking of selling but nervous about where you’d go next? I made a simple plan.”

CTA examples:

- “DM me PLAN and I’ll send the 1-page checklist.”
- “Reply YES and I’ll send 5 homes that match your budget.”
- “Comment VALUE and I’ll send the quick equity check steps.”

AI Prompt:

Act as a social media strategist for a real estate agent in [CITY]. Create 20 story poll questions and 20 Reel hooks that spark replies from hesitant buyers and sellers in 2026. Include CTAs that ask them to DM a keyword.

2.The First DM Reply (What to Say Immediately)

Goal: Respond fast and direct the conversation with one simple question.

Buyer DM Script:

“Love it, happy to send that. Quick question so I tailor it: are you thinking 0–3 months, 3–6 months, or 6+ months?”

Seller DM Script:

“Absolutely. Before I send it, are you mainly trying to maximize price, sell with less hassle, or figure out your next move?”

If they just “like” or reply with one word:

“Perfect. One quick question: what part of [buying/selling] feels most uncertain right now?”

AI Prompt:

Act as a lead conversion expert. Write 12 first-response DM replies: 6 for buyers, 6 for sellers. Keep them friendly, confident, and designed to ask one qualifying question.

3) Deliver Value + Capture Contact Info (Without Being Weird)

Goal: Give them what they asked for, then capture email/phone naturally.

The best “smooth capture” line:

“I can send it here, but it’s easier to keep it organized by email. What’s the best email for you?”

Or if you want phone:

“Want me to text it over so you have it saved? What number should I send it to?”

Value delivery options:

- 1-page buyer checklist
- 1-page seller prep steps
- “Cost of waiting” breakdown
- “5 homes under \$X” list
- Equity snapshot

AI Prompt:

Act as a real estate marketer. Write 10 “value delivery + contact capture” DM messages that feel helpful, not salesy. Include versions for email capture and phone capture.

4) Book the Consult (Two-Time Close)

Goal: Convert warm interest into a scheduled time.

Booking Script:

“Quickest way to help is a 10-minute plan call. I’ve got today at 4:30 or tomorrow at 11:00—which works?”

If they hesitate:

“No pressure. If you tell me your timeline, I can send the right info and check back at the right time. Are you thinking weeks or months?”

AI Prompt:

Act as a real estate ISA manager. Create 8 appointment-setting messages for DM leads. Include responses for common hesitations like “not ready yet,” “just browsing,” and “need to talk to spouse.”

Follow-Up Cadence (DM Leads)

Day 0: DM + value delivered + ask for consult

Day 1: “Want me to tailor options based on budget/timeline?”

Day 3: Send micro-value (list or market insight)

Day 5: Ask for a time again (two-time close)

Day 7: “Should I pause or keep sending?”

Day 14: Re-engage with new micro-value

Key Performance Indicators to Aim for

- 5 story CTAs/week
- 10 DMs/week
- 3 contact captures/week
- 1–2 consults/week