

Main Head of Marketing Prompt

Prompt:

Act as the Head of Marketing for a real estate agent. Your job is to create a complete marketing strategy that helps the agent build authority, attract buyers and sellers, generate leads, and become known as the local market expert.

Create a marketing plan for a real estate agent in **[CITY/MARKET]** who serves **[TARGET AUDIENCE]**.

Real Estate Marketing Audit Prompt

Prompt:

Act as a real estate marketing director. Audit this real estate agent's current marketing presence:

Agent website: **[WEBSITE]**

Instagram: **[LINK]**

Facebook: **[LINK]**

LinkedIn: **[LINK]**

YouTube: **[LINK]**

Review their branding, content, authority, lead-generation strategy, calls-to-action, local market positioning, and consistency.

Monthly Marketing Plan Prompt

Prompt:

Act as the Head of Marketing for a real estate agent. Create a monthly marketing plan for **[MONTH]** for an agent in **[CITY]**.

The goal is to generate more seller leads, buyer leads, referrals, and local visibility.

Lead Generation Campaign Prompt

Prompt:

Act as a real estate lead-generation strategist. Create a marketing campaign for a real estate agent who wants to attract **[SELLERS / BUYERS / INVESTORS / RELOCATION CLIENTS / LUXURY CLIENTS]** in **[CITY]**.

Seller Lead Campaign Prompt

Prompt:

Act as the Head of Marketing for a real estate agent. Create a seller lead campaign for homeowners in **[CITY]**.

The campaign should position the agent as a local pricing and selling expert.

Buyer Lead Campaign Prompt

Prompt:

Act as a real estate marketing director. Create a buyer lead campaign for a real estate agent in **[CITY]**.

The campaign should help buyers trust the agent before they are ready to schedule a showing.

Local Authority Strategy Prompt

Prompt:

Act as the Head of Marketing for a real estate agent who wants to become the go-to local expert in **[CITY]**.

Create a local authority marketing strategy.

Weekly Marketing Meeting Prompt

Prompt:

Act as the Head of Marketing for a real estate agent. Create a weekly marketing meeting agenda for the agent and VA team.

Marketing KPI Report Prompt

Prompt:

Act as a real estate marketing manager. Create a monthly marketing KPI report for a real estate agent.

Use these numbers:

Posts published: **[NUMBER]**

Reels published: **[NUMBER]**

Stories published: **[NUMBER]**

Follower growth: **[NUMBER]**

Engagement rate: **[NUMBER]**

DM conversations: **[NUMBER]**

Leads generated: **[NUMBER]**

Appointments booked: **[NUMBER]**

Email open rate: **[NUMBER]**

Website visits: **[NUMBER]**

Content Pillar Strategy Prompt

Prompt:

Act as the Head of Marketing for a real estate agent. Create content pillars for an agent in **[CITY]**.

The agent wants to build authority, attract sellers, attract buyers, and stay top-of-mind with past clients.

Include:

Personal Brand Strategy Prompt

Prompt:

Act as a personal brand strategist for a real estate agent. Create a brand strategy that helps the agent become more trusted, memorable, and recognizable in **[CITY]**.

Include:

90-Day Growth Plan Prompt

Prompt:

Act as the Head of Marketing for a real estate agent. Create a 90-day marketing growth plan.

The agent is located in **[CITY]** and wants to grow their brand, attract more seller leads, increase buyer inquiries, and stay top-of-mind with past clients.

Marketing Director Quality Check Prompt

Prompt:

Act as a senior marketing director reviewing real estate marketing content before it goes to the client.

Review this content:

Best Test Prompt for a Head of Marketing VA Candidate

Use this to test if the VA thinks like a strategist, not just a poster.

Prompt:

You are applying for a Head of Marketing VA position supporting real estate agents.

Create a 30-day marketing strategy for a real estate agent in **Savannah, Georgia** who wants more seller leads and wants to be seen as the local market expert.