

Real Estate

Prompting guide for real estate using Chirpy: captions, images, designs, image editing, AI video and video editing.

[chirpy.me](#) · Social Media Operating System

Introduction

Great real estate content starts with a clear instruction.

Instead of asking Chirpy to:

"Write a post about this house."

Tell Chirpy:

- What you are promoting
- Who you want to reach
- What makes the property or topic important
- Where the content will be published
- What tone to use
- What action the reader should take

Chirpy can already use information from your BrandKit, such as your business name, brand voice, colours, logo, fonts and target audience. Your prompt should focus on the specific property, campaign or message you want to create.

1. Post Captions and Written Content

What to include in a caption prompt

A strong real estate caption prompt should include:

Content type + platform + audience + property or topic + key details + tone + objective + call to action

Reusable formula

Create a **[content type]** for **[platform]** about **[property, service or topic]** .
The target audience is **[audience]** .
Include **[important facts or features]** .
Focus on **[main angle or benefit]** .
Use a **[tone]** tone.
The goal is to **[objective]** .
End with a call to action asking readers to **[action]** .
Keep it **[length or format requirements]** .

WEAK PROMPT

Write a caption for this house.

IMPROVED PROMPT

Create an Instagram caption for a newly listed four-bedroom family home in Scottsdale, Arizona. The target audience is families relocating to the area. Highlight the renovated kitchen, large garden, nearby schools and move-in-ready condition. Use a warm, knowledgeable and confident tone. Encourage readers to book a private viewing. Keep the caption under 180 words and include five relevant local hashtags.

Ready-to-use caption prompts

New property listing

Create an Instagram and Facebook caption announcing a new property listing in **[location]** . The property is a **[property type]** with **[number]** bedrooms, **[number]** bathrooms and **[key features]** . The target audience is **[ideal buyer]** . Focus on **[strongest selling point]** . Use an exciting but professional tone. End by inviting readers to book a private viewing or request the full listing details. Include five relevant local hashtags.

Luxury property listing

Write a premium Instagram caption for a luxury home in **[location]** priced at **[price]** . Highlight **[feature one]** , **[feature two]** , **[feature three]** and the lifestyle offered by the property. The audience is affluent buyers looking for **[primary motivation]** . Use elegant, sophisticated language without sounding exaggerated. End with an invitation to arrange a confidential private viewing.

Open house promotion

Create a short promotional caption for an open house taking place at **[property address or area]** on **[date]** from **[start time]** to **[end time]** . Mention **[three key property features]** . Use an inviting and energetic tone. Clearly include the date, time and booking instructions. Create versions for Instagram, Facebook and LinkedIn.

Price reduction announcement

Write a persuasive but professional post announcing that the price of **[property description]** in **[location]** has been reduced from **[previous price]** to **[new price]**. Focus on the value this creates for buyers without making the property appear undesirable. Highlight **[main features]**. End with an urgent but not pushy invitation to schedule a viewing.

Recently sold property

Create a "Just Sold" social-media caption for a **[property type]** in **[location]**. Mention that the property sold [at asking price, above asking price, within a certain number of days, or other result]. Thank the seller for trusting **[agent or agency name]**. Use the result to demonstrate local expertise and invite other homeowners to request a property valuation.

Buyer education post

Create an educational carousel caption explaining **[topic, such as five costs first-time buyers often overlook]**. The audience is first-time buyers in **[location]**. Use simple, reassuring language and avoid unnecessary industry jargon. Include practical advice and end by inviting readers to contact **[agent name]** for guidance.

Seller lead-generation post

Write a Facebook and Instagram post aimed at homeowners considering selling in **[location]**. Explain three signs that it may be a good time to sell. Use a helpful, knowledgeable tone rather than a hard sales approach. End with an invitation to request a free, no-obligation property valuation.

Local market update

Create a concise LinkedIn post summarising the real estate market in **[location]** for **[month or quarter]**. Include the following verified information: **[insert market data]**. Explain what the information may mean for buyers and sellers. Do not invent statistics or make guarantees. Use a confident, analytical tone and end by inviting readers to discuss their property plans.

Neighbourhood spotlight

Write an Instagram caption showcasing **[neighbourhood]**. Focus on lifestyle, amenities, schools, transport, recreation and the types of homes commonly available. The target audience is [families, retirees, investors, young professionals or another group]. Use a warm, locally informed tone. End by inviting readers to explore available homes in the area.

Testimonial post

Turn the following client testimonial into a polished social-media caption: "**[insert testimonial]**". Preserve the client's meaning and do not invent details. Add a short introduction and a closing call to action for people who are planning to buy or sell in **[location]**.

REAL ESTATE WRITING TIPS

- Do not invent property features, prices, statistics or sale results.
- Include the city, suburb or neighbourhood where relevant.
- Use clear calls to action such as "Book a viewing," "Request the brochure" or "Get a valuation."
- Avoid unsupported claims such as "best investment" or "guaranteed return."
- Adjust the tone for the property. A starter home should not sound like a luxury resort.
- Use platform-appropriate lengths rather than posting the same caption everywhere.

2. Image Generation

What to include in an image prompt

A strong image prompt should include:

Subject + property type + environment + composition + visual style + lighting + perspective + mood + aspect ratio + exclusions

Reusable formula

Create a **[type of image]** showing **[subject]** in **[setting]** .
Use a **[visual style]** style with **[lighting]** .
Show the scene from **[camera angle or perspective]** .
The image should feel **[mood or emotion]** .
Include **[important visual details]** .
Leave clear space in **[location]** for **[headline, logo or offer]** .
Format it as **[aspect ratio]** .
Do not include **[unwanted elements]** .

WEAK PROMPT

Generate a nice luxury house.

IMPROVED PROMPT

Create a photorealistic exterior image of a contemporary luxury home in Scottsdale at sunset. Show clean desert landscaping, warm interior lighting, a modern swimming pool and distant mountain views. Use an architectural photography style with a wide but natural camera angle. The image should feel refined, welcoming and exclusive. Leave negative space in the upper-left corner for a headline. Format it as a 4:5 Instagram image. Do not include people, cars, logos or generated text.

Ready-to-use image prompts

Dream-home lifestyle image

Create a photorealistic lifestyle image of a **[property style]** home in **[location or environment]**. Show **[key architectural features]** with **[time-of-day lighting]**. The mood should feel aspirational, comfortable and attainable. Use high-end real estate photography styling. Leave clear space for a short headline and logo. Format it as **[aspect ratio]**. Do not include generated text.

First-time buyer campaign

Create a warm, photorealistic image of a young couple receiving the keys to their first home. Show them standing outside a clean, modern starter home in a welcoming suburban neighbourhood. Use natural morning light and an authentic lifestyle-photography style. The image should feel hopeful and genuine rather than staged. Format it as a vertical 4:5 image. Do not include visible brand logos or text.

Seller valuation campaign

Create a polished real estate marketing image showing an attractive residential home with a subtle visual suggestion of increasing property value. Use a clean, contemporary advertising style without displaying fake numbers, charts or currency symbols. Leave the right side uncluttered for the headline "What Could Your Home Be Worth?" Format it as 4:5.

Neighbourhood lifestyle image

Create a photorealistic image representing life in **[neighbourhood]**. Include [local lifestyle elements, such as parks, cafés, coastal scenery, mountain views or walkable streets]. Use bright natural light and an editorial travel-photography style. The image should feel authentic to the location and suitable for a real estate neighbourhood guide. Do not include identifiable business logos.

Luxury interior

Create a high-end editorial photograph of a luxury living room with **[design style]**, **[materials]**, **[view or surrounding environment]** and carefully staged furniture. Use soft natural window light, realistic shadows and premium architectural photography. Keep the room believable and functional. Format it as a landscape 16:9 image. Do not include people or text.

Property investment concept

Create a professional conceptual image for a real estate investment post. Show a modern residential building with subtle visual elements representing long-term growth, careful planning and financial stability. Avoid exaggerated money imagery, floating coins or unrealistic charts. Use a sophisticated corporate visual style and leave space for a headline.

Seasonal property campaign

Create a photorealistic image of a welcoming **[property type]** during **[season or holiday]** . Include tasteful seasonal details such as **[decorations or environmental details]** , while keeping the property as the main subject. Use warm, natural lighting and avoid excessive decoration. Leave clean space for campaign text.

Relocation campaign

Create an aspirational image representing a move to **[city or region]** . Combine a welcoming residential home with recognisable but subtle environmental features associated with the area. The image should communicate a fresh start, quality of life and relocation support. Use a photorealistic editorial style and format it as 4:5.

REAL ESTATE IMAGE-GENERATION TIPS

- Use generated images for campaigns, education and conceptual marketing.
- Do not present an AI-generated property as a real listing.
- Label conceptual or illustrative property images when necessary.
- Avoid requesting text inside the generated image when exact spelling matters.
- Leave negative space so Chirpy can add accurate branded text afterwards.
- Mention architectural style, region, season and time of day.
- Use "photorealistic architectural photography" when realism is important.

3. Posters, Carousels and Infographics

What to include

A strong design prompt should include:

Design format + objective + platform + exact text + number of slides or sections + information hierarchy + visual style + brand instructions + call to action

Reusable carousel formula

Create a **[number]** -slide carousel for **[platform]** about **[topic]** .

The target audience is **[audience]** .

Slide 1: **[hook or title]** .

Slide 2: **[content]** .

Slide 3: **[content]** .

Continue with **[remaining structure]** .

The final slide should include **[call to action]** .

Use **[visual style]** with **[brand requirements]** .

Keep each slide under **[word limit]** .

Format every slide as **[aspect ratio]** .

WEAK PROMPT

Make a carousel about selling a house.

IMPROVED PROMPT

Create a seven-slide Instagram carousel titled "6 Mistakes That Can Reduce Your Home's Selling Price." Slide 1 should be a bold title slide. Slides 2–6 should cover poor presentation, unrealistic pricing, weak photography, deferred maintenance, limited viewing availability and emotional decision-making. Slide 7 should invite homeowners in Scottsdale to request a free property valuation. Use an elegant, modern real estate design with strong typography, clean icons and minimal copy. Keep each slide under 30 words and format every slide as 4:5.

Ready-to-use design prompts

New-listing poster

Create a premium social-media poster for a new property listing. Use the supplied property photo as the main visual. Include the exact headline "Just Listed," the location "[location] ," the price "[price] ," and the details "[bedrooms] Beds | [bathrooms] Baths | [size] ." Include the call to action "[exact call to action] ." Use the colours and fonts from my Chirpy BrandKit. Keep all text readable on mobile and format it as 4:5.

Open-house poster

Create an open-house poster using the supplied property image. Include the exact text:

"Open House"

" [Day and date] "

" [Start time] – [End time] "

" [Area or address] "

" [Booking details] "

Use a polished, welcoming real estate design with clear hierarchy. Make the date and time immediately visible. Format it for Instagram Stories at 9:16.

Seller education carousel

Create a six-slide Instagram carousel titled "How to Prepare Your Home for Sale." Slide 1 should introduce the topic. Slides 2–5 should cover decluttering, repairs, presentation and professional photography. Slide 6 should invite homeowners to request a personalised selling plan. Use short, practical advice, clean icons and a trustworthy modern design.

First-time buyer carousel

Create an eight-slide carousel titled "Your First Home: From Pre-Approval to Moving Day." Cover pre-approval, setting a budget, choosing an agent, viewing homes, making an offer, inspections, closing and moving in. Use plain language and a calm, reassuring visual style. Include no more than 25 words on each slide.

Market statistics infographic

Create a clear real estate market infographic for **[location]** covering **[month or quarter]**. Use only the following verified figures: **[insert statistics]**. Include sections for median sale price, average days on market, number of sales and year-on-year change. Do not calculate, modify or invent any figures. Use a professional data-visualisation style and include a small source note at the bottom.

Neighbourhood guide carousel

Create a seven-slide carousel introducing **[neighbourhood]** to prospective buyers. Cover location, housing styles, schools, amenities, lifestyle, transport and who the area may suit. Use local imagery, map-inspired graphic elements and an approachable editorial style. Avoid unsupported claims and include a final invitation to explore available properties.

Property comparison graphic

Create a clean comparison graphic showing the differences between Property A and Property B. Compare price, location, bedrooms, bathrooms, property size, monthly costs and standout features. Use only the information I provide. Present the comparison in a neutral way without declaring a winner.

Home valuation lead poster

Create a lead-generation poster with the headline "What Could Your Home Be Worth?" Include the supporting text "**[exact supporting copy]**" and the call to action "**[exact CTA]**." Use a strong property image, clear typography and my BrandKit. The design should feel trustworthy and local rather than aggressive.

DESIGN TIPS

- Provide exact wording for dates, prices, addresses and contact details.
- Keep social-media carousel slides easy to read on a phone.
- Use one key message per slide.
- Do not overload listing posters with every property detail.
- Verify market figures before placing them into an infographic.
- Use the BrandKit for fonts, colours, logos and visual consistency.

4. Image Editing

What to include in an editing prompt

A strong editing prompt should identify:

What to preserve + what to change + where the change is needed + how realistic it must be + what must not be altered

Reusable formula

Edit the supplied image while preserving **[protected elements]** .
Change **[specific item]** by **[requested modification]** .
The change should appear in **[location]** .
Match the original image's lighting, perspective, textures and shadows.
Keep the result photorealistic.
Do not alter **[elements that must remain unchanged]** .

WEAK PROMPT

Make this room look better.

IMPROVED PROMPT

Edit the supplied living-room photograph while preserving the walls, windows, flooring, room dimensions and camera angle. Remove the cardboard boxes, loose cables and cleaning equipment. Add tasteful contemporary furniture suitable for a family home, including a neutral sofa, coffee table, rug and two accent chairs. Match the original lighting, perspective and shadows. Do not make structural changes or alter the view through the windows.

Ready-to-use image-editing prompts

Virtual staging

Edit the supplied image of the empty **[room type]** . Preserve the architecture, room dimensions, flooring, windows, doors and camera angle exactly. Add realistic **[interior style]** furniture appropriate to the scale of the room. Match the existing lighting, perspective, reflections and shadows. Do not make structural changes.

Decluttering

Clean up the supplied property image by removing **[specific clutter or objects]** . Preserve all permanent fixtures, furniture, architectural details and room proportions. Reconstruct any hidden surfaces naturally. Keep the result realistic and suitable for a property listing.

Exterior enhancement

Edit the supplied exterior property photograph. Improve the lawn, tidy the garden beds, remove bins and loose garden equipment, and subtly enhance the sky and natural lighting. Preserve the building, driveway, boundaries and surrounding structures exactly. Do not change the architecture or make the property appear larger.

Day-to-dusk conversion

Convert the supplied daytime exterior property image into a realistic early-evening dusk photograph. Preserve the building, landscaping, camera angle and all architectural details. Add warm interior window lighting, a natural twilight sky and realistic exterior lighting. Avoid dramatic or artificial colours.

Remove personal information

Edit the supplied property image to remove visible family photographs, names, certificates, vehicle registration numbers and other personal information. Preserve frames, walls, furniture and surrounding surfaces. Replace removed content with neutral, natural-looking surfaces or artwork.

Change wall colour

Edit the supplied room photograph by changing the wall colour from **[current colour]** to **[new colour]**. Preserve the room, furniture, lighting, textures and shadows. Apply the new colour naturally to the correct wall surfaces without affecting trim, ceilings, windows or décor.

Improve property photograph

Enhance the supplied property photograph by correcting exposure, white balance, vertical lines and overall clarity. Preserve the property's true colours, dimensions and features. Do not add, remove or materially alter any part of the property.

Seasonal exterior edit

Edit the supplied exterior property photograph to reflect **[season]**. Preserve the home, landscaping layout and surrounding structures. Add subtle, realistic seasonal changes such as **[requested details]**. Keep the property accurate and avoid excessive or artificial effects.

Remove a vehicle or object

Remove the **[vehicle or object]** from the supplied property photograph. Reconstruct the driveway, road, lawn or background area naturally. Preserve the property, neighbouring structures, shadows and perspective. Do not change any architectural features.

Extend for social media

Extend the supplied landscape property image into a vertical 4:5 composition. Preserve the original property and central composition. Naturally extend the sky, landscaping or surrounding environment to create additional space. Do not crop or distort the building.

REAL ESTATE IMAGE-EDITING TIPS

- State which parts of the property must remain unchanged.
- Do not use editing to misrepresent structural condition or permanent features.
- Disclose virtual staging where required.
- Avoid removing permanent defects from a listing image.
- Ask for lighting, shadows and perspective to match.
- Name the exact objects that should be removed or changed.

5. AI Video Generation

What to include in a video-generation prompt

A strong video prompt should include:

Purpose + platform + duration + scene sequence + subject + camera movement + pacing + style + audio + text requirements + final frame

Reusable formula

Create a **[duration]** **[aspect ratio]** video for **[platform]** promoting **[topic]** .

Scene 1: **[opening hook]** .

Scene 2: **[next visual]** .

Scene 3: **[next visual]** .

End with **[final frame or call to action]** .

Use **[camera movement]** , **[visual style]** and **[pacing]** .

Include **[music, sound effects or voice-over instructions]** .

Do not include **[unwanted elements]** .

WEAK PROMPT

Make a video of a luxury house.

IMPROVED PROMPT

Create a 15-second vertical Instagram Reel showcasing a contemporary luxury home in Scottsdale. Open with a cinematic exterior shot at sunset, followed by a smooth entrance into the double-height living room, a slow pan across the designer kitchen, and a final shot of the pool with mountain views. Use elegant, controlled camera movement and warm premium lighting. Add subtle cinematic music with no voice-over. End on a clean frame with space for the property address and viewing call to action. Format it as 9:16.

Ready-to-use video-generation prompts

New-listing teaser

Create a 15-second vertical teaser video for a newly listed **[property type]** in **[location]**. Open with the strongest exterior view, followed by short cinematic shots of **[feature one]**, **[feature two]** and **[feature three]**. Use smooth camera movement and an elegant but energetic pace. End with space for the words "Just Listed" and a viewing call to action. Use upbeat instrumental music and no voice-over.

Luxury property campaign

Create a 30-second cinematic video promoting a luxury residence in **[location]**. Show the arrival experience, main living spaces, kitchen, primary suite, outdoor entertainment area and surrounding views. Use slow, refined camera movements, premium lighting and restrained transitions. The video should communicate privacy, quality and lifestyle. End with a clean logo frame and space for contact details.

Neighbourhood lifestyle video

Create a 20-second vertical lifestyle video introducing **[neighbourhood]**. Show residential streets, local cafés, parks, schools, recreation and typical homes in the area. Use warm natural light and a welcoming editorial style. Keep the pace energetic but not rushed. End with the message concept "Could this be your next neighbourhood?"

First-time buyer explainer

Create a 30-second animated vertical video explaining the first four steps to buying a home: getting pre-approved, setting a budget, choosing an agent and beginning the property search. Use clean modern graphics, friendly motion and simple visual metaphors. Leave space for accurate text overlays to be added later. Use positive, light background music.

Seller lead advertisement

Create a 15-second real estate advertisement aimed at homeowners in **[location]**. Begin with an attractive residential street, transition to a professional property consultation and finish with a sold sign outside a well-presented home. The message should communicate local expertise and a smooth selling process. End with space for the call to action "Request Your Free Home Valuation."

Relocation campaign

Create a 20-second video promoting relocation to **[city or region]** . Combine beautiful local scenery, neighbourhood life, attractive homes and a family settling into their new surroundings. Use optimistic cinematic music and warm, natural imagery. End with space for the message "Your Move Starts Here."

Property transformation

Create a before-and-after style video showing an empty living room becoming professionally staged. Keep the architecture, windows, walls and room dimensions consistent throughout the transformation. Use a smooth, visually satisfying transition. End with the fully staged room and space for the text "Presentation Changes Everything."

Real estate brand video

Create a 30-second brand-awareness video for a real estate professional serving **[location]** . Show a combination of client consultation, property preparation, local neighbourhood knowledge, property viewings and successful handover. Use a trustworthy, polished visual style. End with the agent's logo and the positioning statement " **[exact wording]** ."

REAL ESTATE VIDEO-GENERATION TIPS

- Give the video a beginning, middle and ending.
- Specify the ideal duration and platform.
- Keep individual social scenes short.
- Ask for space for accurate text rather than generating important text inside the footage.
- Describe camera movements such as slow pan, push-in, aerial reveal or tracking shot.
- Do not represent generated footage as an actual property tour.

6. Video Editing

What to include in a video-editing prompt

A strong editing prompt should include:

Source footage + target duration + platform + clips to keep + clips to remove + sequence + pacing + captions + music + branding + final call to action

Reusable formula

Edit the supplied footage into a **[duration]** video for **[platform]** .
Open with **[strongest hook or shot]** .
Keep **[important footage]** .
Remove **[unwanted footage]** .
Arrange the clips in this order: **[sequence]** .
Use **[pacing and transitions]** .
Add **[captions, music, logo or overlays]** .
End with **[call to action]** .
Export as **[aspect ratio and resolution]** .

WEAK PROMPT

Make this property video good for Instagram.

IMPROVED PROMPT

Edit the supplied property-tour footage into a 30-second Instagram Reel. Open with the strongest exterior shot, then show the entrance, kitchen, living room, primary bedroom and outdoor entertainment area. Remove shaky footage, repeated angles, long pauses and clips where the camera operator is visible. Use clean cuts, subtle speed ramps and elegant instrumental music. Add short captions naming each key room. End with the property address and "Book a Private Viewing." Export in 9:16.

Ready-to-use video-editing prompts

Property-tour Reel

Edit the supplied property footage into a **[duration]** vertical Reel. Begin with the best exterior shot, followed by the entrance, main living area, kitchen, bedrooms and outdoor space. Remove duplicate, dark, shaky or unfocused footage. Use smooth transitions and keep the pace engaging. Add room-name captions and finish with the viewing call to action " **[exact CTA]** ."

Agent talking-head video

Edit the supplied agent video into a 45-second social-media post. Open with the strongest statement. Remove pauses, repeated phrases, mistakes and off-topic sections without changing the speaker's meaning. Add accurate burned-in captions, subtle punch-in cuts and low-volume background music. End with the agent's name, area and call to action.

Market-update video

Edit the supplied market-update footage into a professional 60-second LinkedIn and Instagram video. Keep the verified statistics and explanations. Remove filler, repetition and long pauses. Add clean captions and simple on-screen graphics for each statistic. Do not alter or invent any figures. Create one 9:16 version and one 1:1 version.

Listing photos to video

Turn the supplied listing photographs into a 20-second video. Arrange them in the following order: exterior, entrance, living area, kitchen, bedrooms, bathrooms, garden and final exterior. Use subtle movement on still images and smooth transitions. Do not distort room dimensions. Add elegant instrumental music and end with the property details and viewing call to action.

Open-house promotional edit

Edit the supplied property footage into a 15-second open-house advertisement. Use the most visually striking shots and keep the pacing energetic. Add the exact date, time, location and booking instructions I provide. Make the event details easy to read on mobile. End with the agent logo and "We Look Forward to Welcoming You."

Client testimonial edit

Edit the supplied client testimonial into a 30- to 45-second video. Preserve the client's meaning and natural tone. Remove pauses and repetition. Open with the strongest positive statement, add accurate captions and use subtle supporting property footage where appropriate. End with the agent's logo and a soft call to action.

Long tour to short clips

Review the supplied long-form property tour and create three separate short-form videos:

1. A 15-second overall property teaser
2. A 20-second kitchen and living-area feature
3. A 20-second outdoor-lifestyle feature

Give each video a distinct opening hook, accurate captions and its own call to action. Export all three in 9:16.

Before-and-after property edit

Edit the supplied before-and-after property footage into a 20-second transformation video. Match corresponding camera angles where possible. Clearly show the original condition followed by the completed result. Use clean transformation transitions and avoid filters that misrepresent colours or finishes. End with the call to action " **[exact CTA]** ."

Listing video with voice-over

Edit the supplied property footage to match the provided voice-over. Select visuals that accurately support each spoken point. Remove clips that do not match the narration. Keep the music below the voice level and add accurate subtitles. Finish with the property details and contact information.

Multi-platform video adaptation

Adapt the supplied property video into three versions: a 9:16 Instagram Reel, a 1:1 Facebook post and a 16:9 YouTube video. Reframe each shot carefully so the main property features remain visible. Preserve all important captions, logos and calls to action within the safe area of each format.

Real Estate Prompt Checklist

Before generating content, check that the prompt includes:

- ✓ The property, service or topic
- ✓ The target buyer, seller or audience
- ✓ The city, suburb or neighbourhood
- ✓ Verified property details
- ✓ The content objective
- ✓ The publishing platform
- ✓ The preferred tone
- ✓ The required format or aspect ratio
- ✓ The call to action
- ✓ Anything Chirpy must not change or invent

Suggested Chirpy Interface

Each template in the Prompt Academy should have:

Prompt title

Example: New Property Listing Caption

Best for

Instagram, Facebook and LinkedIn

Editable fields

- Property type
- Location
- Target audience
- Price
- Key features
- Tone
- Call to action
- Platform

Actions

- Use this prompt

- Customise
- Copy
- Generate caption
- Generate image
- Generate design
- Edit image
- Generate video
- Edit video
- Save to BrandKit
- Add to content calendar

Example interactive template

Create a **[platform]** caption for a newly listed **[property type]** in **[location]**. The target audience is **[audience]**. Highlight **[feature one]**, **[feature two]** and **[feature three]**. Use a **[tone]** tone. End by asking readers to **[call to action]**. Keep it under **[word count]** words.