

MAVE PLAYBOOK · CASE STUDY

Create Listing Marketing

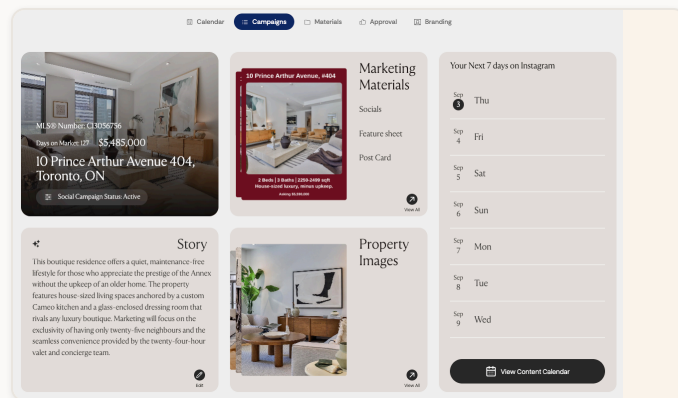
A new listing goes live, and Mave takes it from there — pulling the details in automatically to build a full marketing campaign. All you need to do is approve, and it posts according to your schedule.

HOW IT WORKS

- Mave pulls in the listing**
The moment it's live, Mave automatically pulls the details — price, beds/baths, square footage, MLS number, and photos. No data entry required.
- Set the story**
Call out the specific details you want highlighted — Mave weaves them into a narrative and carries it across every asset.
- It runs on autopilot**
Mave creates new content based on listing updates — new listing, price change, open house, sold — each one staged for your approval before it posts.
- Review and approve**
Every post and print piece is ready for you to review, edit, or approve with one click before it goes out.

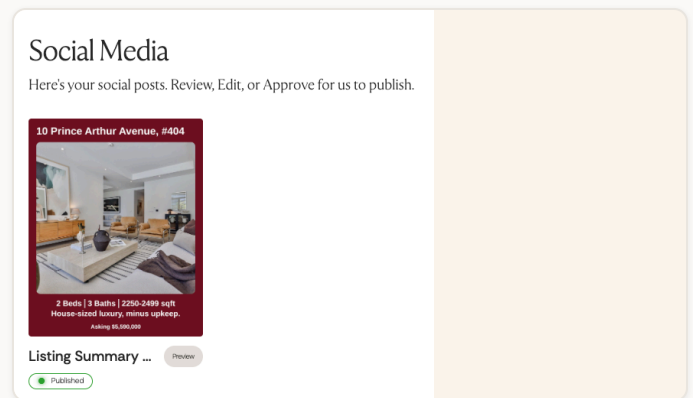
THE OUTPUT — NO PROMPT REQUIRED

One listing, one campaign — the same photos and story carried across the dashboard, social, print, and your settings.



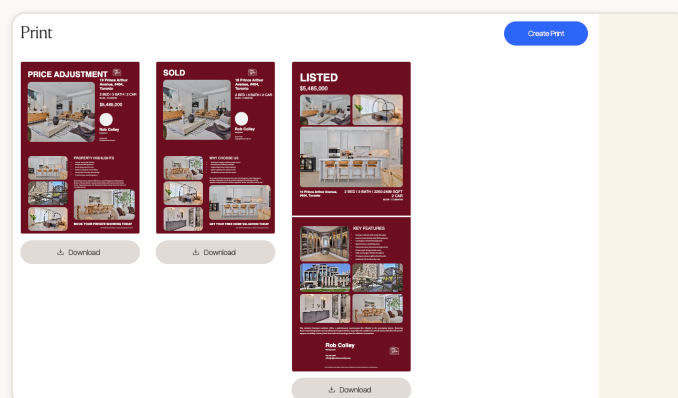
Campaign Overview

Photos, story, materials, and the next 7 days of posts, all on one dashboard.



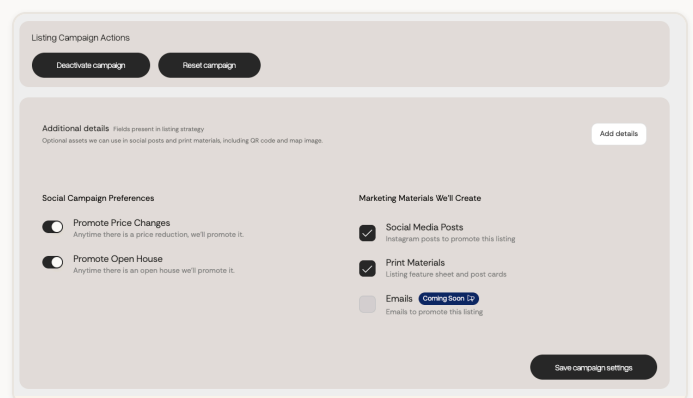
Social Posts

Generated automatically and staged for review, edit, or one-click approval.



Print Materials

Feature sheets and postcards built from the same listing data, ready to download.



Campaign Settings

Choose what Mave promotes automatically and which materials it creates.

WHY IT WORKS

- No prompt required.** Mave pulls the listing data itself — there's nothing to type to get started.
- One input feeds everything.** The photos and story you set once show up consistently across social, print, and the dashboard.
- It keeps working without you.** Price changes and open houses trigger new posts automatically, on a schedule you can see a week out.
- Nothing goes out unreviewed.** Every post and print piece sits in Approval until you sign off.