

MAVE PROMPT PLAYBOOK · CASE STUDY

Compose Social Posts

Create on-brand social content in minutes. Prompt Mave specifically, then edit, schedule, and publish—all from the chat.

What makes a good prompt?

Be specific. Tell Mave exactly what you want: how many slides, what tone, what real estate angle. The better you frame it, the better the output.

Tips for Getting the Best Content From Mave

- 1. Ask for ideas.** Ask Mave for post or video concepts.
- 2. Give direct feedback.** Don't love the first draft? Tell Mave to change the layout, tone, colors, image style, or try an entirely new direction.
- 3. Update your brand settings.** Go to Marketing → Branding to set your colours, fonts, tone of voice, and content mix.

THE PROMPTS

Local Events & Timely Roundup

"Build a [X]-slide carousel: 'What's happening in [neighbourhood] this [timeframe]' ([dates]). Caption opens with a seasonal hook, then [X-Y] lines connecting to the real estate angle. Tone: warm and local—like a friend."

Local Market Insight

"I'm a realtor working in the [neighbourhood] neighbourhood. Can you create a single Instagram post that talks about the [month/year] average detached home price in this area? Highlight the price, mention statistics like number of listings, sales, average days on market. Add in what this means for buyers looking for a home in this area? Make the caption friendly. Use a photo of a typical [neighbourhood] home."

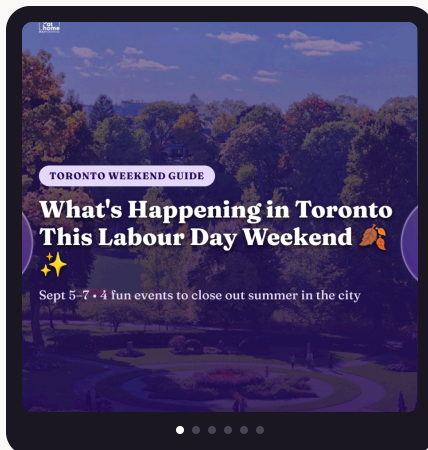
Perception vs. Reality

"Create a single post built around a ratio that reveals the work clients don't see: 'For every [X] hour(s) you see me, there are [Y] hours you don't.' Pair it with a bold visual splitting the client-facing moment from the behind-the-scenes effort. Caption should build trust in that unseen work. Tone: clever, confident, a little playful."

EXAMPLE OUTPUTS — ONE FOR EACH PROMPT ABOVE

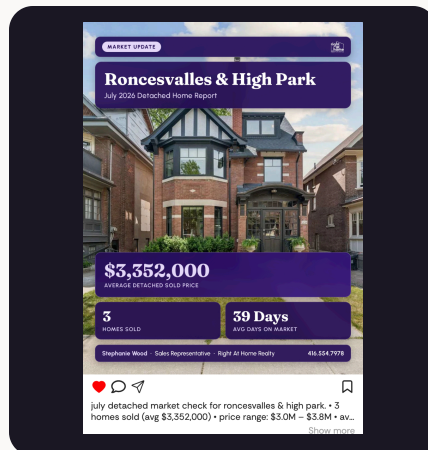
Local Events & Timely Roundup

Example



Local Market Insight

Example



Perception vs. Reality

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Once your carousel is created, edit the copy, swap in your own photos, and schedule it out weeks in advance—all from the Mave chat.