

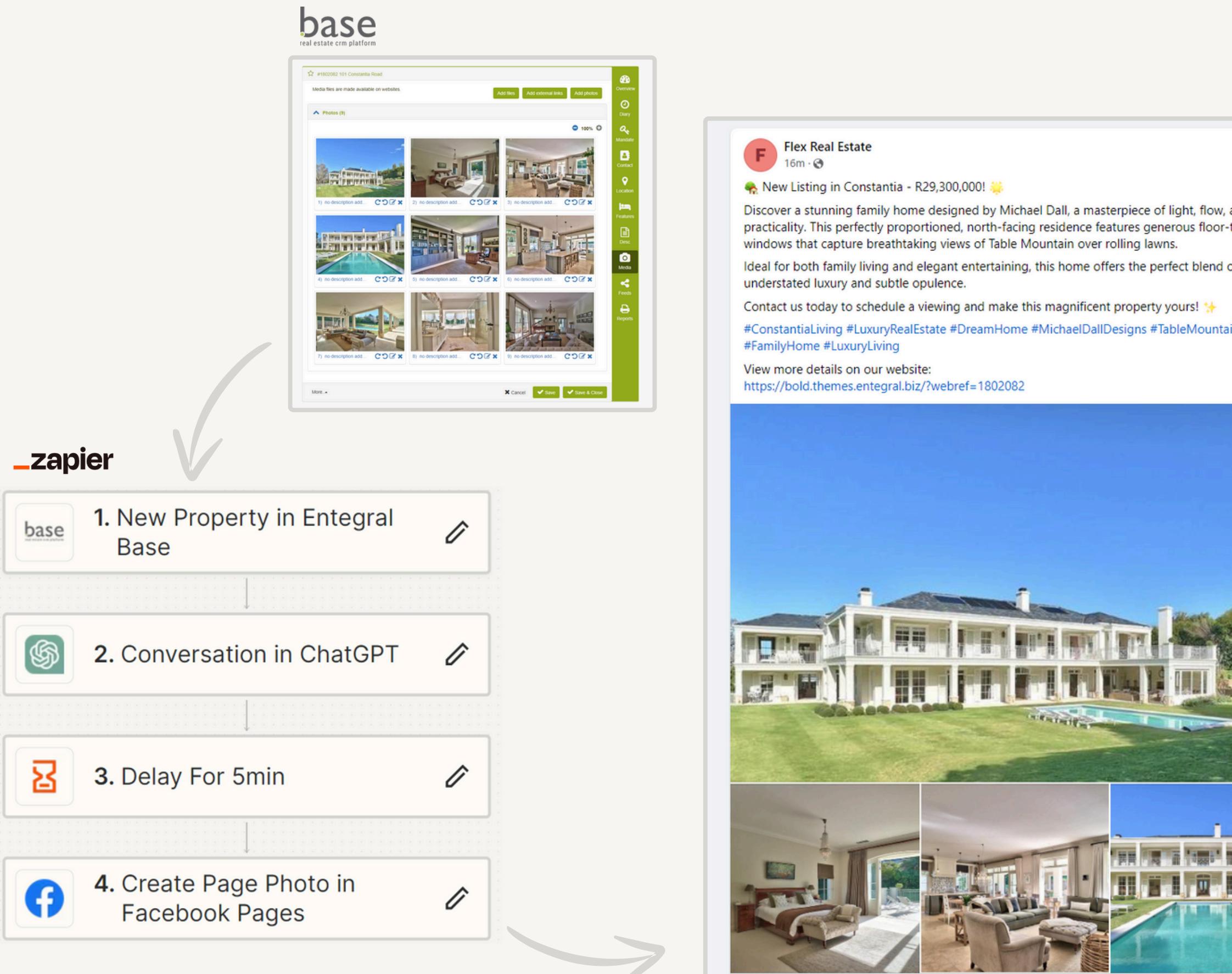
How to automate creative listings on Facebook using Base, Zapier and ChatGPT

VERSION JULY 2024

ENTTEGRAL PLATFORM GUIDE

OBJECTIVE

When a new listing is added on Base, get creative and publish it to my Facebook page



TOOLS

You will need:

- An Entegral Base account
- A linked real estate website
- A Zapier account
- A business Facebook page
- Optional ChatGPT account



Typical setup time < 1 hour

COST

To use the ChatGPT option you will need a paid ChatGPT and Zapier account

 Flex Real Estate
16m · 

 New Listing in Constantia - R29,300,000! 

Discover a stunning family home designed by Michael Dall, a masterpiece of practicality. This perfectly proportioned, north-facing residence features large windows that capture breathtaking views of Table Mountain over rolling hills. Ideal for both family living and elegant entertaining, this home offers the perfect blend of understated luxury and subtle opulence.

Contact us today to schedule a viewing and make this magnificent property yours! #ConstantiaLiving #LuxuryRealEstate #DreamHome #MichaelDallDesigns #FamilyHome #LuxuryLiving

View more details on our website:
<https://bold.themes.entegral.biz/?webref=1802082>



We've created our Base automation using Zapier's new AI tool, you can describe what you want to do, and it will suggest the apps to use.

❖ What would you like to automate? Beta

When a new listing is added in Entegral Base, create a Facebook post with listing photo and listing summary generated ►

Example: When I add a reaction to a Slack message, create a card in Trello.

i "Entegral Base - New Listing" may not be currently supported. [Send us a request](#) to get it added to the App Directory. X

Here's your Zap!

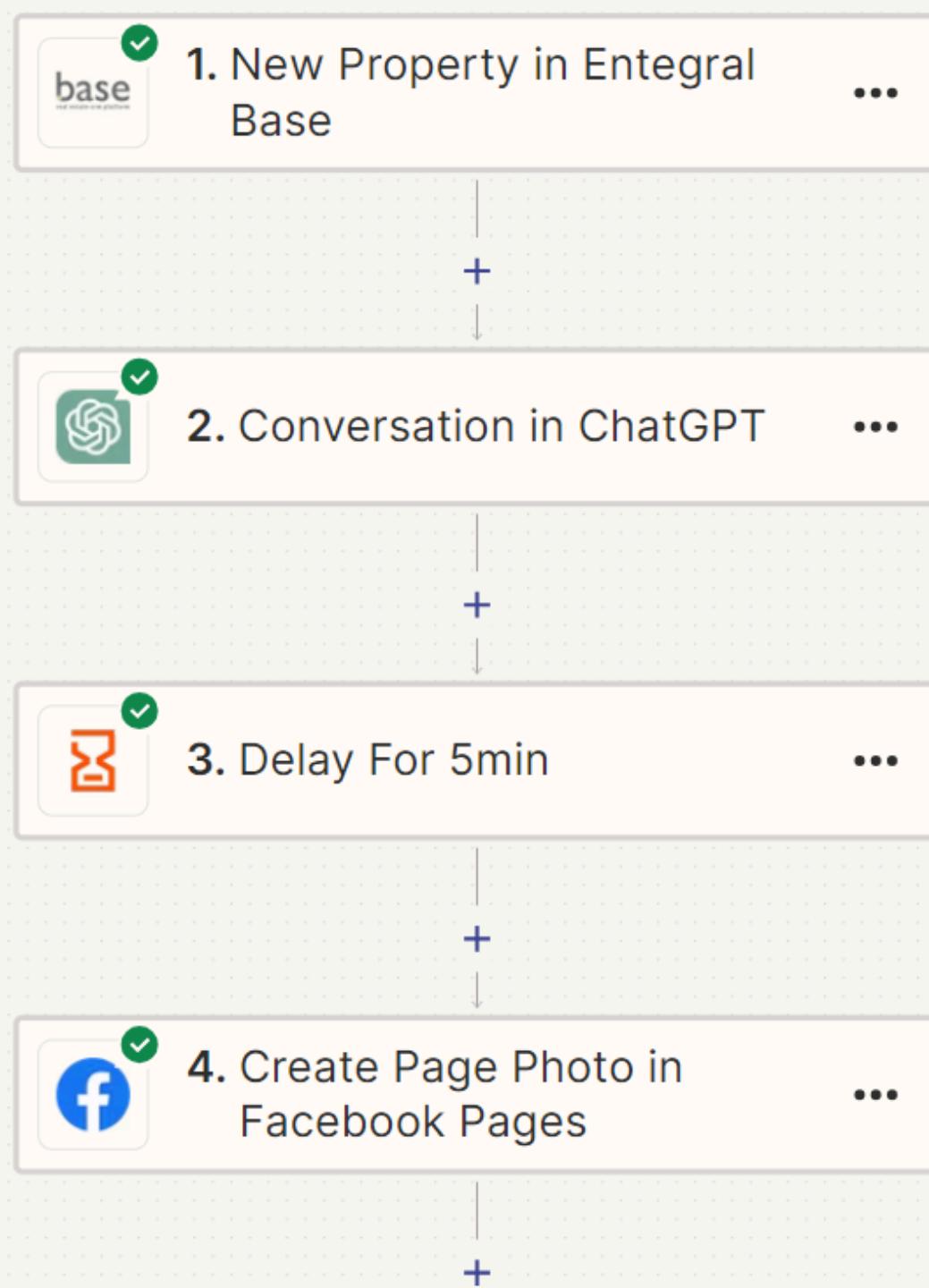
base    Automate Facebook posts for new Entegral Base listings with ChatGPT Try it

Change or modify steps below

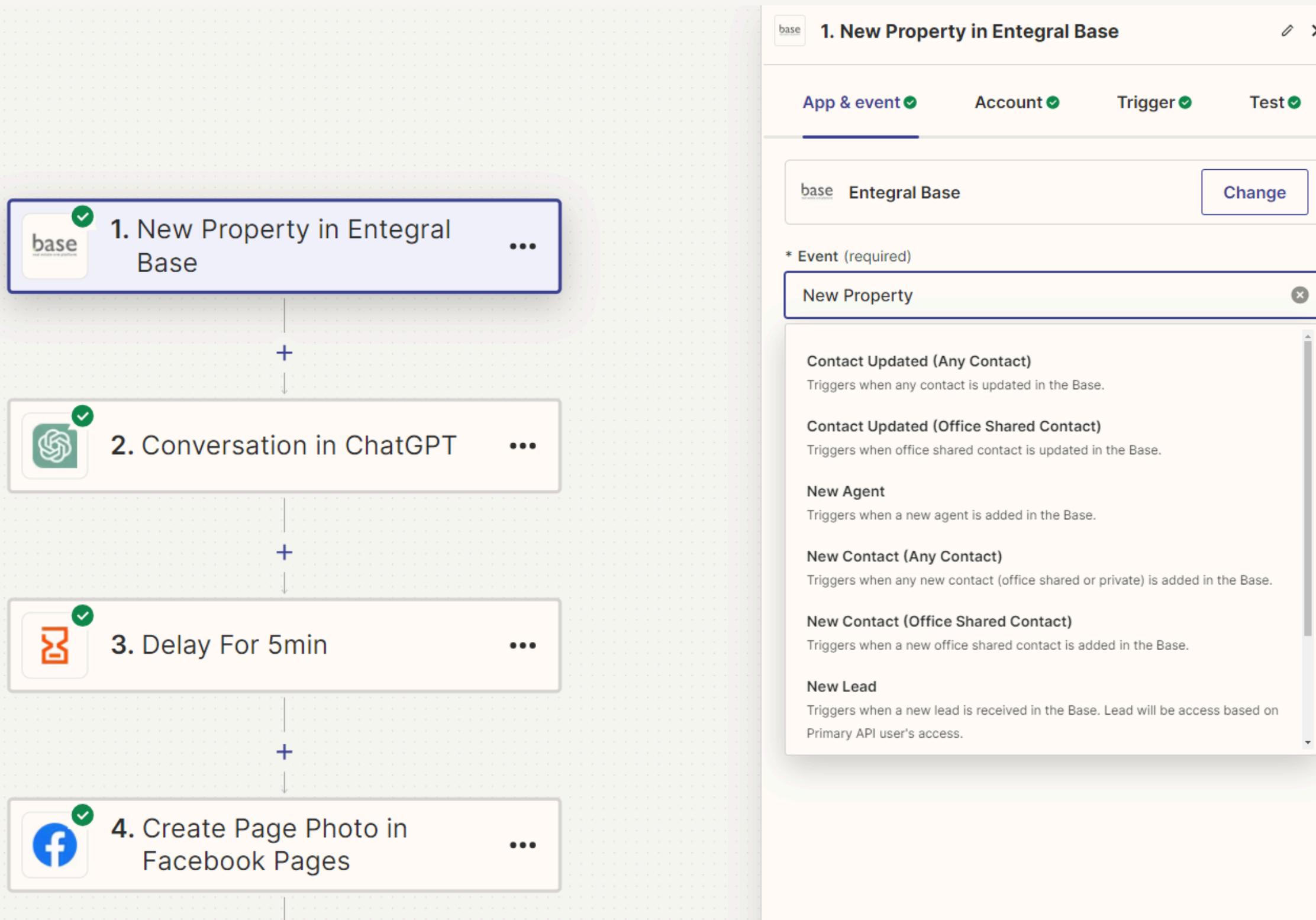
- ⊖  Step 1: New Property (Entegral Base)
- ⊖  Step 2: Conversation (ChatGPT)
- ⊖  Step 3: Create Page Post (Facebook Pages)

Was this suggestion helpful? Yes No

Here is the basic workflow we've created, we've also included a [template link](#) you can copy. Replace with your account details, tweak, test and launch.

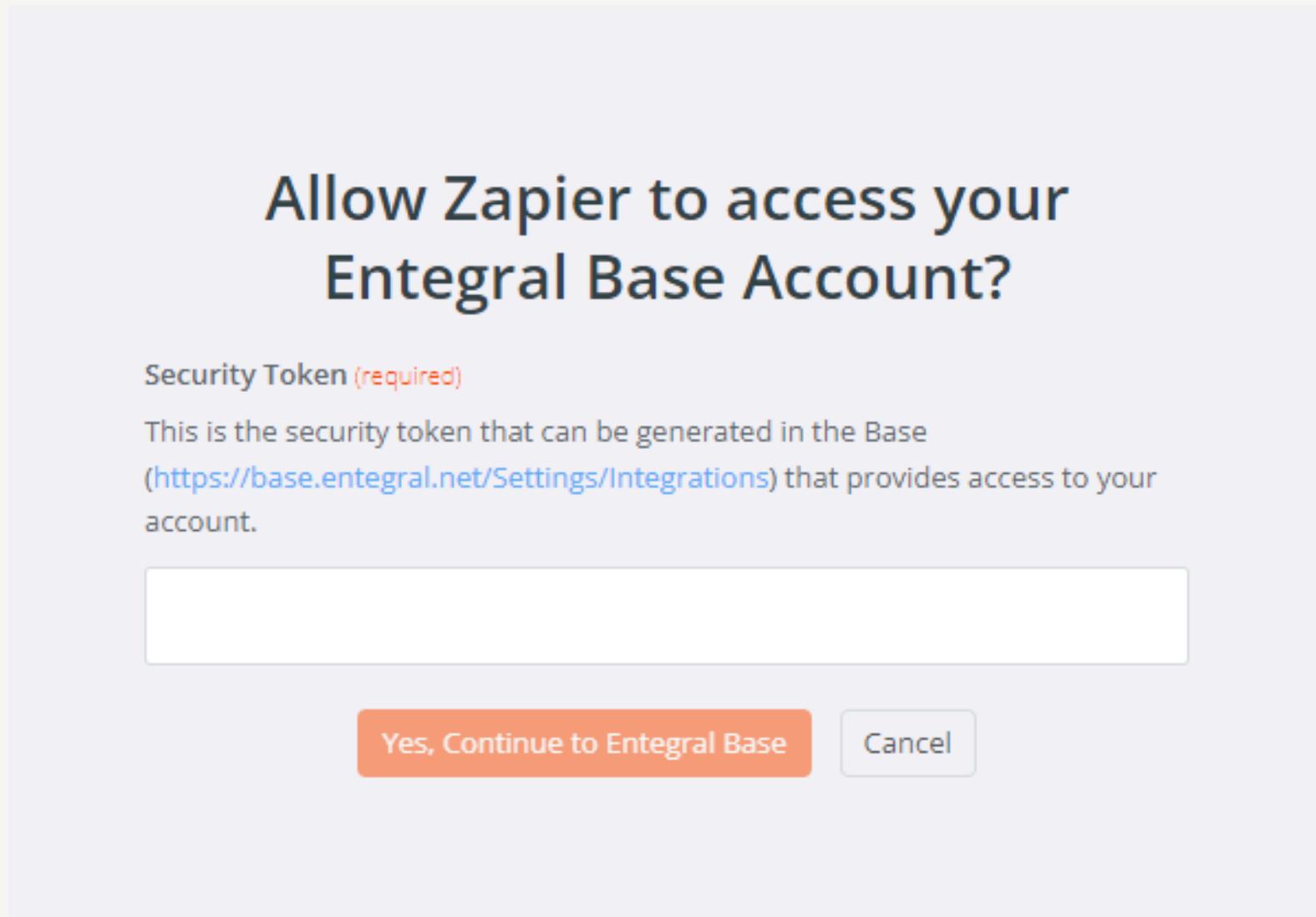


When we edit our zap, the first step is to identify what will trigger our workflow. In our case, this is when a new listing is added in Base, so we choose ‘New Property’. The final step of activating a listing in Base will trigger this workflow.



You will be asked to connect your Entegral Base account (your key is supplied in your Base account).

Once connected you can create other interesting automations using Base and thousands of popular apps.



We only want to post our for sale, sole mandates, so we set these optional filters. You can also filter to only post specific property types, price ranges or listings from certain agents.

base 1. New Property in Entegral Base ...

+

ChatGPT 2. Conversation in ChatGPT ...

+

Delay 3. Delay For 5min ...

+

Facebook 4. Create Page Photo in Facebook Pages ...

+

base 1. New Property in Entegral Base

App & event Account Trigger Test

Generate values Beta Field search Refresh

Sale Type 1 2 3

For sale

Mandate Status 1 2 3

Active

Agent ID 1 2 3

Choose value...

Price To 1 2 3

Enter text...

Price From 1 2 3

Enter text...

Property Type

Choose value...

Mandate Type

Sole

Test the trigger and it will return one of your recently listed properties that matches your criteria.

1. New Property in Entegral Base

2. Conversation in ChatGPT

3. Delay For 5min

4. Create Page Photo in Facebook Pages

1. New Property in Entegral Base

We found records in your Entegral Base account. We will load up to 3 most recent records, that have not appeared previously. [Learn more about test records](#).

Property C
original record pulled on Jun 25, 2024

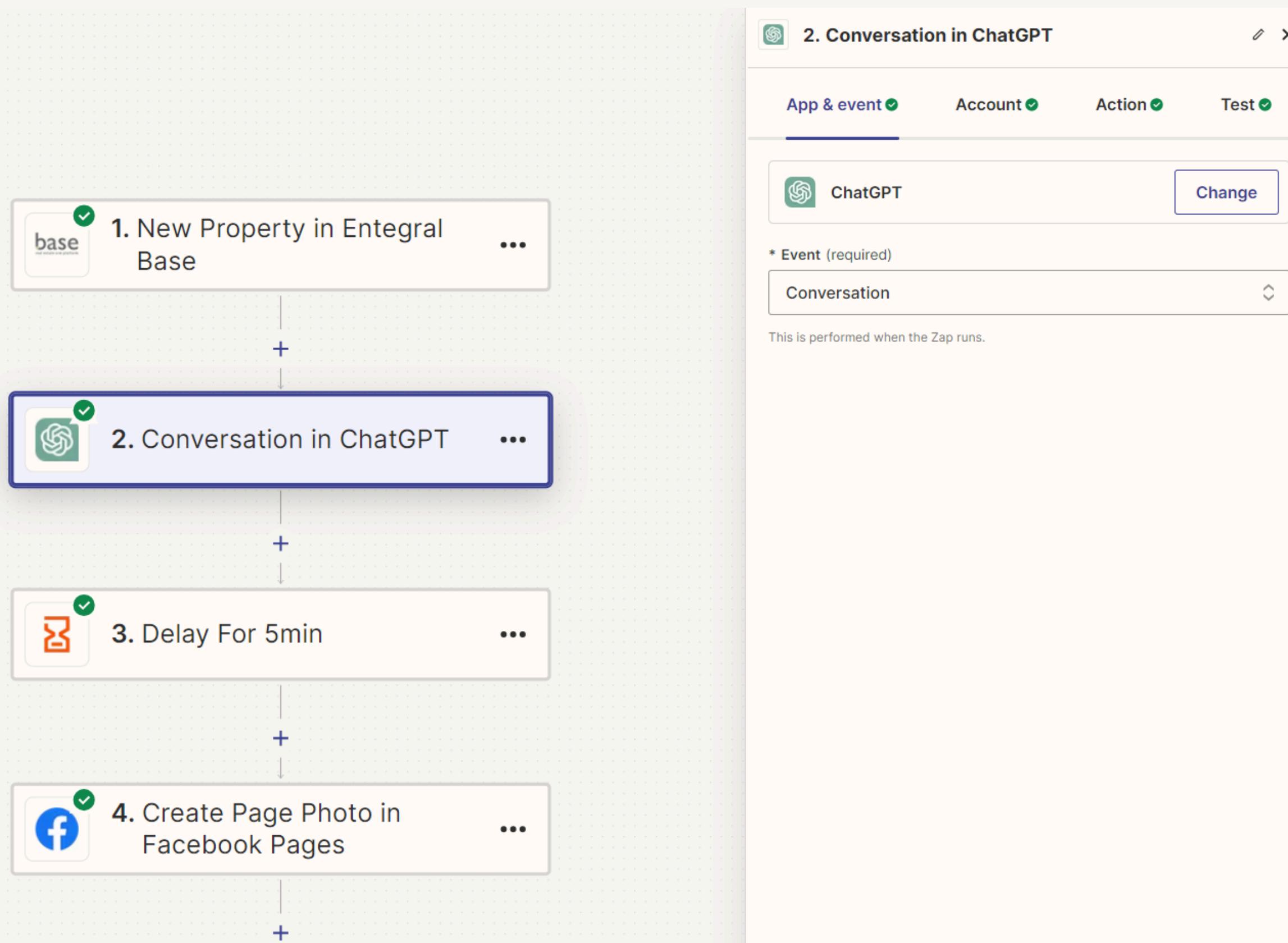
Property B
original record pulled on Jun 25, 2024

Property A
original record pulled on Jun 25, 2024

[Find new records](#)

ID	1df9e1fc4cd13848dfb10034a4
Property Id	1802082
Location Lat	-34.0009565453303
Location Long	18.4287963183118
Location Country	South Africa
Location Province	Western Cape
Location Town	Cape Town
Location Suburb	Constantia
Location Street Number	101

Next up we connect our ChatGPT account. This is an optional step, you can remove it and only post your property description or other template text.



We supply a prompt to describe what we want to do. Here we've included the suburb, price and description fields to add more context for the AI. ChatGPT will use this info to create a post. Use the 'gpt-4o' model and leave the rest as is.

2. Conversation in ChatGPT

App & event **Account** **Action** **Test**

*** User Message (required)**

Create a short social media post about a newly listed property using the following criteria. The headline should contain the area and price and the description should be factual.

Area: `base 1. Location Suburb: Constantia`;

Price: R `base 1. Listing Price: 29300000`;

Description: `base 1. Description: A family home d...btle opulence.`

The most recent message the assistant (ChatGPT) responds to.

*** Model (required)**

`gpt-4o`

GPT-4 not available? [Learn how](#) to enable it and [set up a paid...](#) [more](#)

Memory Key

Enter text or insert data...

If provided, this unique value will allow the assistant to continue a... [more](#)

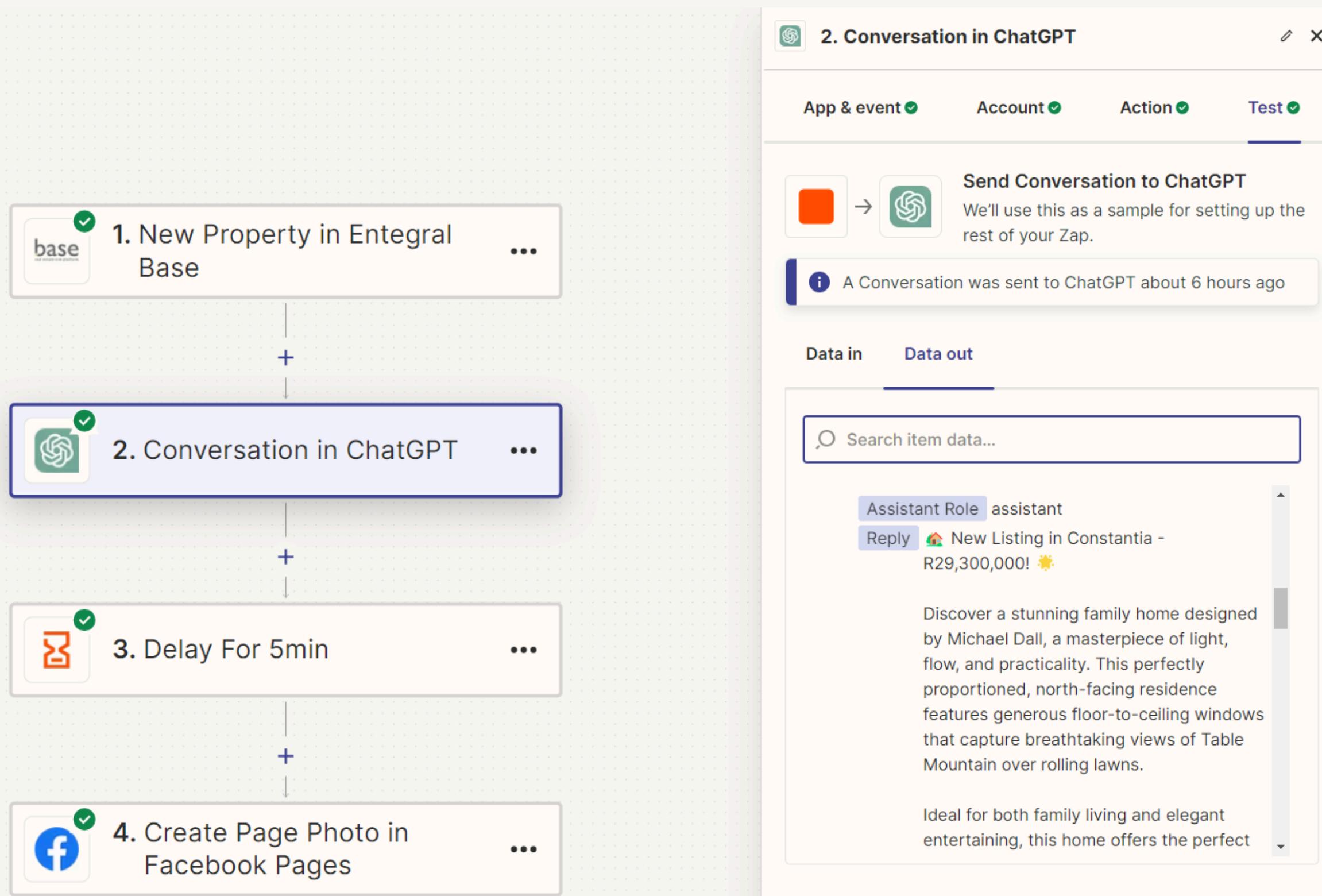
Image

Enter text or insert data...

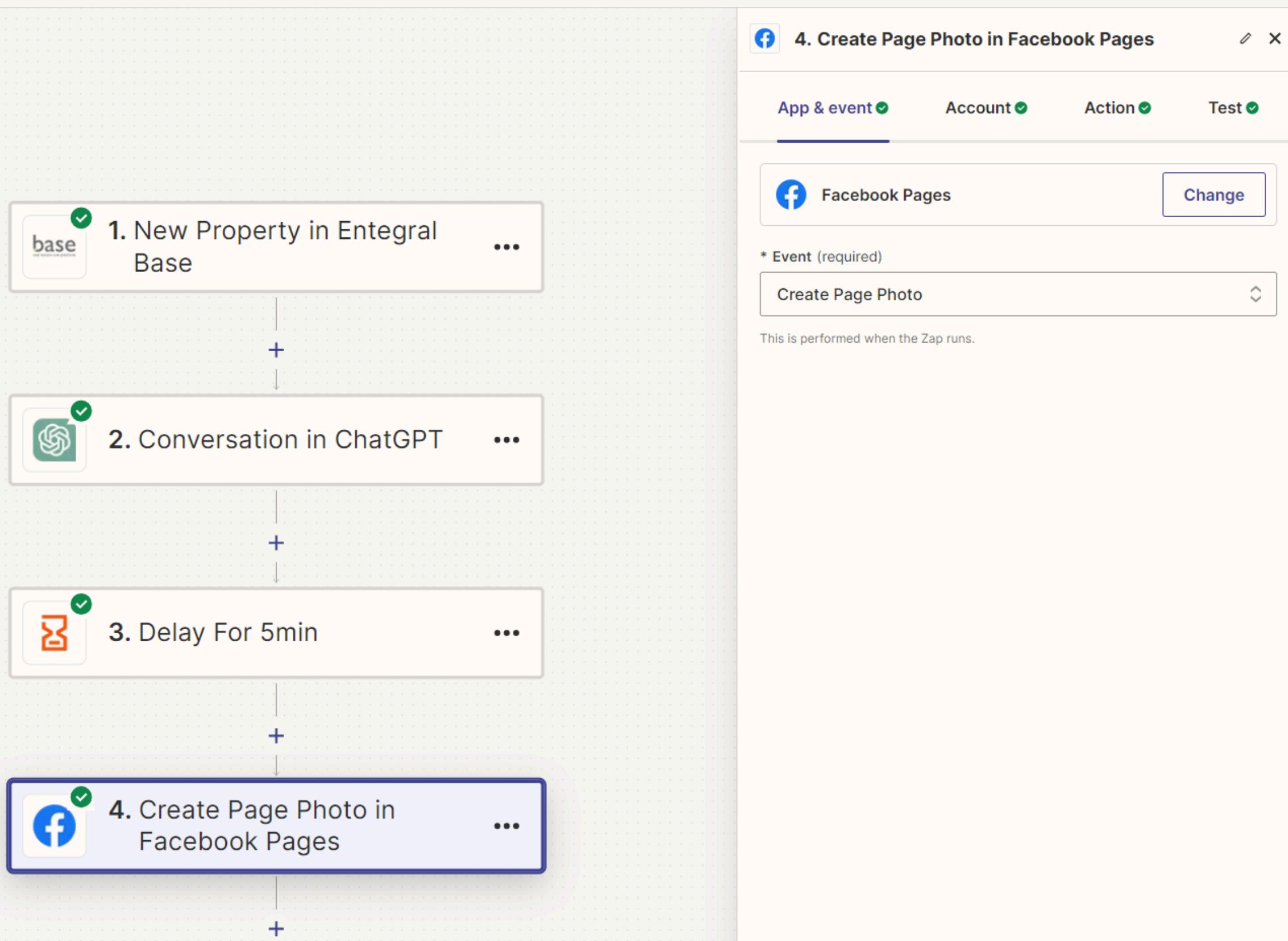
Please include the URL of the image. If an image is sent, you must... [more](#)

i The following fields are for advanced users and should be used with caution as they may affect performance. In most cases, the default options are sufficient. If you'd like to explore these options further, you can [learn more here](#).

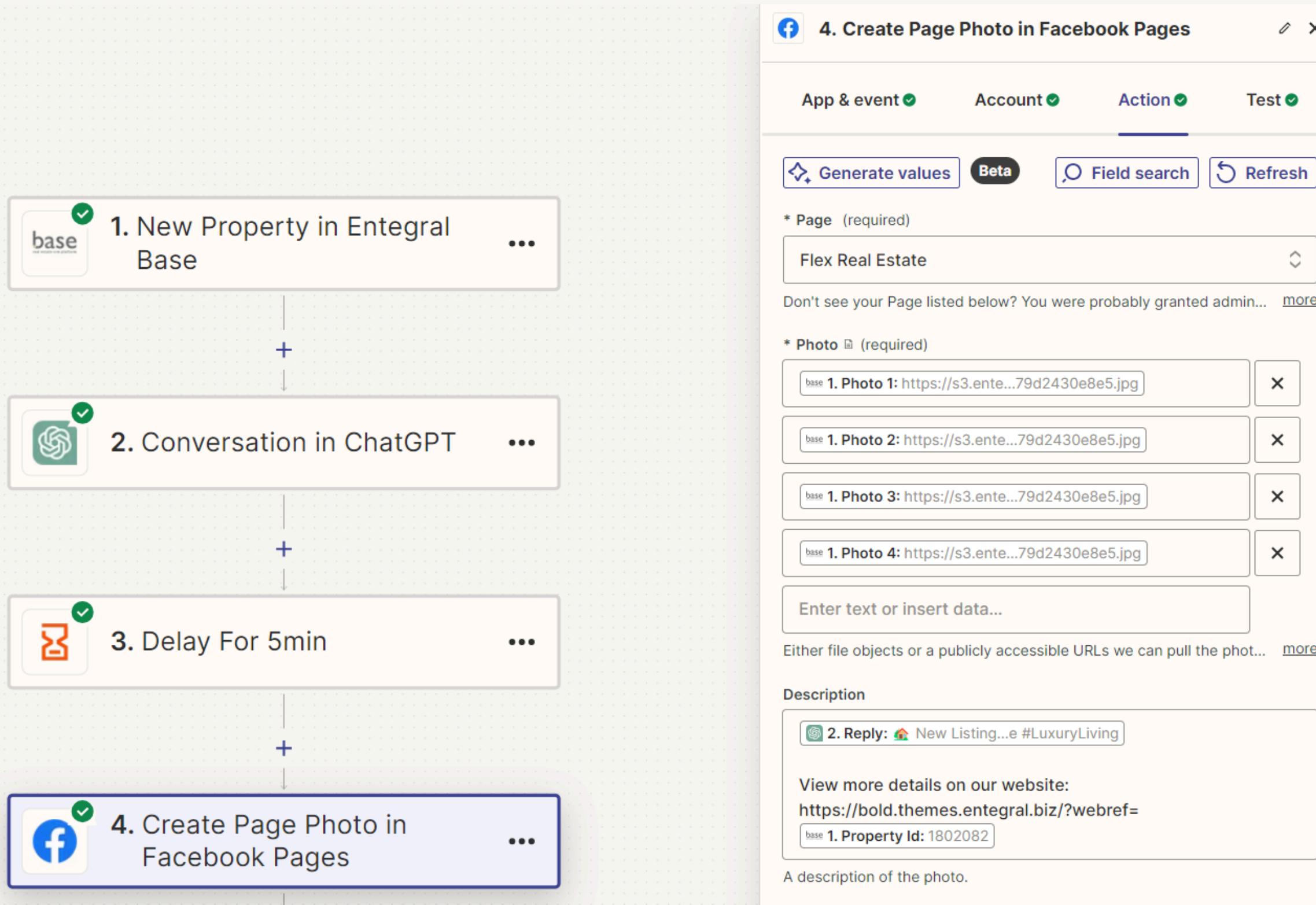
Now we can test the creative text supplied by ChatGTP for our post. Go back and tweak the prompt if required. A small delay of 5min is added in the following step to allow your Base listing to update to your website first.



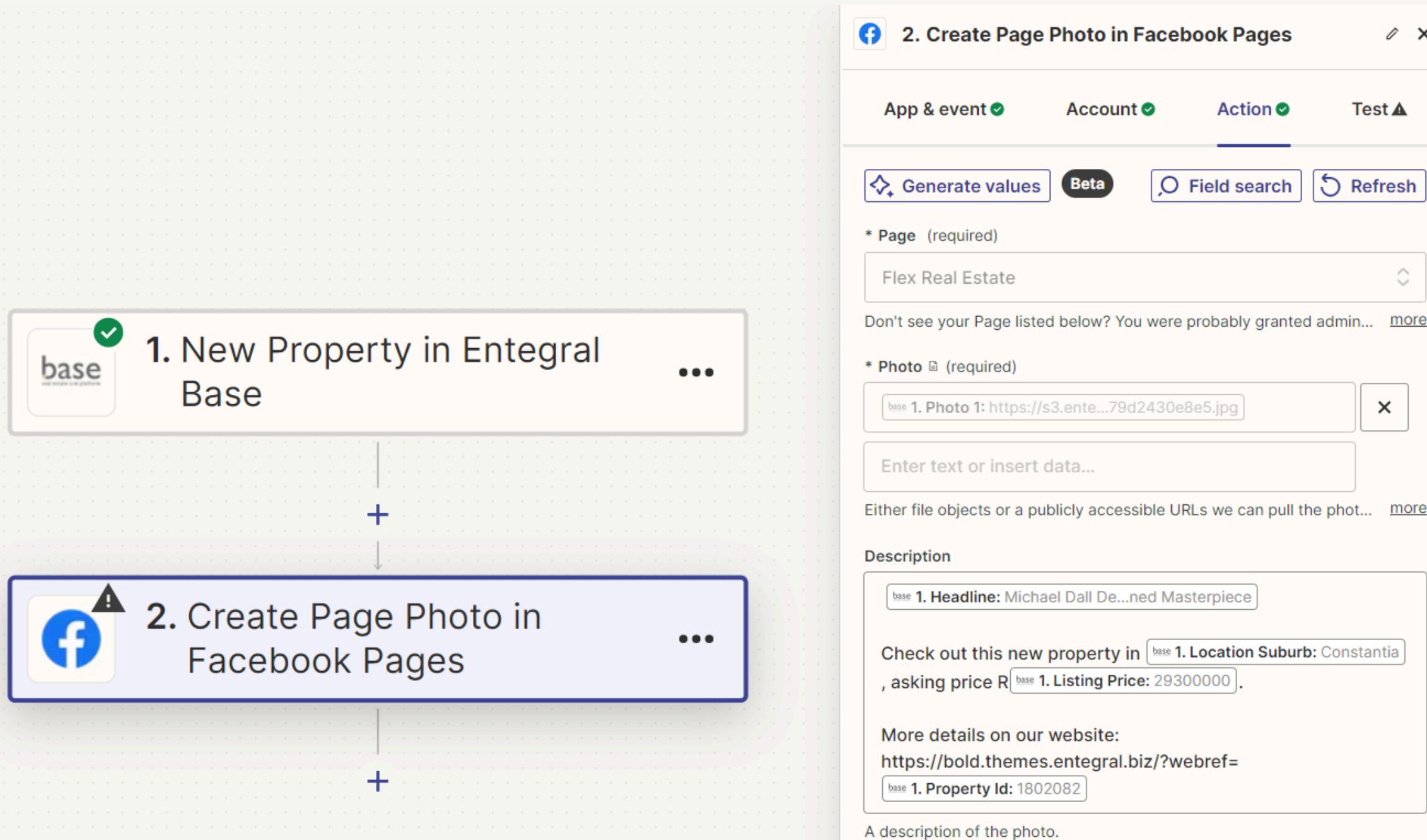
Next, we will link our business Facebook page and select to create a photo post to our page.



We select 4 photos to add from our Base property fields and then add the description supplied by ChatGPT. We also include a hyperlink to our Flex website in the format below. Replace <https://bold.themes.entegral.biz> with your domain.



If you don't opt to use ChatGPT, you will have a simple 2-step process like this and supply a more fixed template description for your post. Here we've also opted to only use the main listing photo.



Click on test and check your Page. Success!
Now activate your Zap and new listings you add in Base
will automatically post to your Facebook page.
ChatGPT was creative and created hashtags and emojis.

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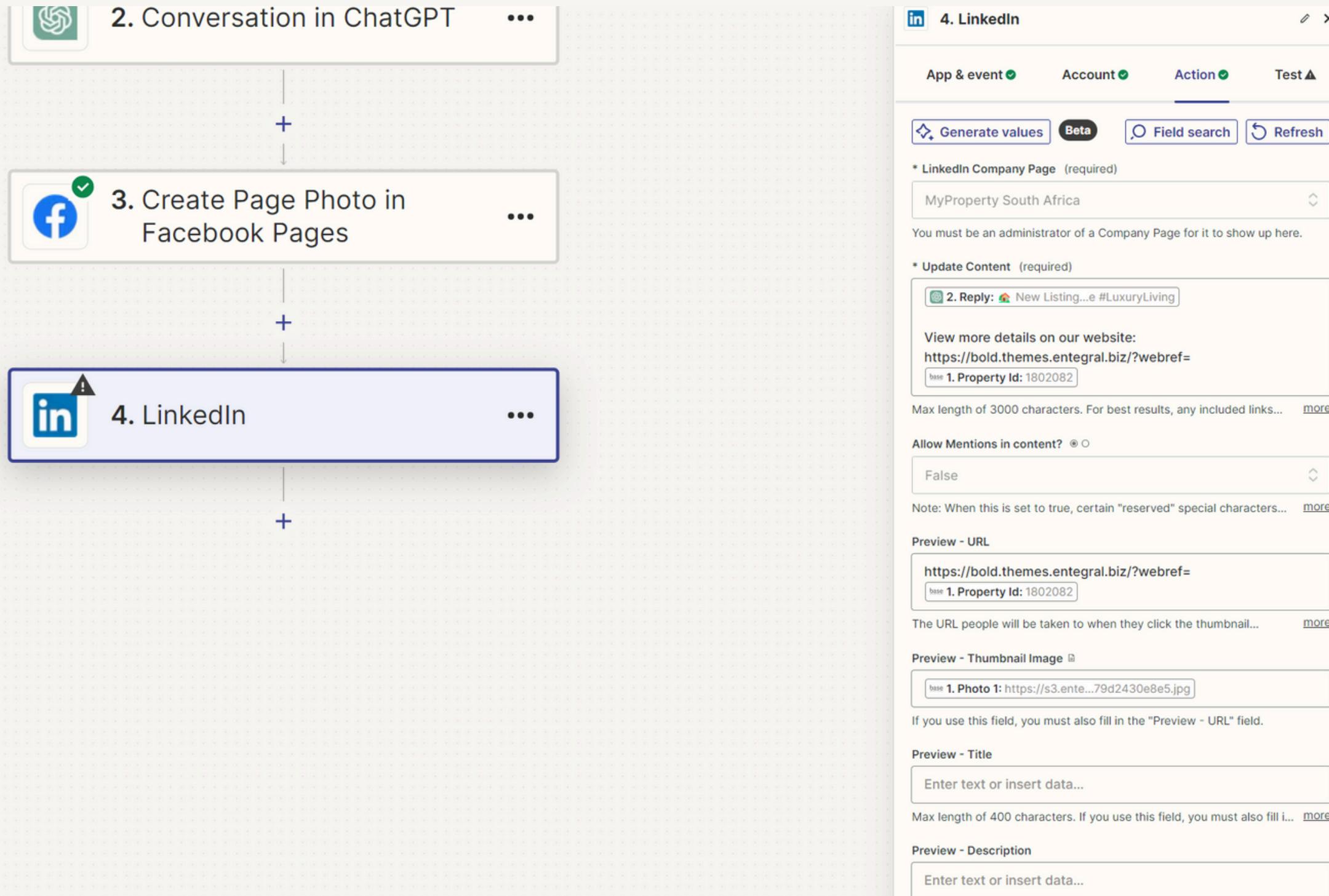
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#FamilyHome #LuxuryLiving

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While we've provided an overview of how you can automate a creative listing post to Facebook from your Base account, you can easily add more social networks like LinkedIn to this workflow.



Looking to automate even more and reach local buyers with paid carousel listing ads in Facebook and Instagram?

Then check our Flex Dynamic Ads

