

Mink Podcast Episode 1: David Millers Testimonial With Mink

This episode will focus on our user personas David Miller and his journey in buying his first home with Mink. The aim is to shine light on what the process looks like when investing in a home and how Mink Real Estate helps their customer throughout each step of the journey.

Target Audience: First time home buyers, aged 28-40 years old, family oriented

Topic Outlines:

- What made you buy a home now
- What were some of the anxieties David had when buying a home
 - How Mink relieved those anxieties
- The process from looking for homes in the right area to finally moving in.
 - Timeline, unexpected costs and delays
- Post home buying life.
- Things to consider for new first home owners

Notes:

- The main goal is to give more insight on what the process of buying a home looks like.
- This should be seen as a long form testimonial giving more details on how working with Mink has made the process easier.

Expected Benefits:

- Improve Minks view as an authoritarian on real estate.
- Improved engagement with the target audience through informative and visually appealing content.
- Building a loyal customer base by showcasing the brand story and values.