# **Discovery Homes Blog & Newsletter Lead Engine — Build Specification**

**Prepared by:** Kyle Zellweger – Sales Lead & Brand Owner  
 **Date:**

## **📖 Why This Matters**

The Discovery Homes blog and monthly newsletter serve two key purposes:  
 ✅ Establish Discovery Homes as the authority on modular housing in Western Canada  
 ✅ Consistently capture leads through gated content & calls‑to‑action embedded in articles

Our audience segments (Indigenous communities, resort owners, rural landowners, developers) all have ongoing questions, funding concerns, and planning needs — this content engine positions us as the trusted partner that answers those questions and invites action.

## **✍️ What To Build**

### **🔷 Blog Page on Website**

* Design a dedicated **Blog & Resources page** in Discovery branding.
* Blog list view with featured image, title, date, 2‑line preview & *Read More* link.
* Category filters: Indigenous | Developers | Resort Owners | Rural Living | Net‑Zero
* Single post page:  
   ✅ High‑quality hero image  
   ✅ Author name & date  
   ✅ Social share buttons  
   ✅ Optional gated resource download CTA in‑line  
   ✅ Contact CTA footer: *“Start Building Your Home Today”*

## **🔷 Newsletter Opt‑In**

* Opt‑in form on homepage & blog sidebar:  
   ✅ *“Sign Up for Monthly Insights & Opportunities”* ✅ Fields: name, email, segment (optional dropdown: Indigenous, Developer, etc.)
* Stored in CRM & triggers email welcome sequence.
* Delivered monthly as a branded HTML email with:  
   ✅ Featured blog post(s)  
   ✅ Success story/testimonial highlight  
   ✅ Lead magnet download CTA  
   ✅ Invitation to schedule a call

## **📰 Content Calendar (First 6 Months)**

| **Month** | **Blog Title** | **Lead Magnet/CTA** |
| --- | --- | --- |
| 1 | *How to Turn Your Land Into Cash Flow with Modular Homes* | Free ROI Calculator |
| 2 | *Grants & Funding: What Indigenous Communities Need to Know in 2025* | Funding Guide Download |
| 3 | *Why Resort Owners Are Switching to Modular Guest Units* | Resort ROI Guide |
| 4 | *Top 3 Mistakes Developers Make Planning Rural Housing* | Developer Planning Checklist |
| 5 | *Off‑Grid Living Made Easy: How Discovery Homes Can Help* | Off‑Grid Planning Guide |
| 6 | *Success Story: From Empty Acreage to Cash‑Generating Rentals in 60 Days* | Book a Consultation |

✅ Each blog post should include:

* 800–1,000 words
* 1 featured image + 1–2 in‑line images
* On‑page SEO: relevant keywords for Western Canada, modular homes, grants, etc.

## **🤖 Optional: Blog & Newsletter AI Agent in n8n**

### **Overview:**

We can build a content‑creation & posting agent in **n8n** connected to OpenAI + WordPress (or CMS) + Mailchimp (or CRM email).

### **Workflow:**

1️⃣ Schedule: runs on a weekly or monthly cron job.  
 2️⃣ Prompts OpenAI with our brand voice, audience segment, and topic calendar.  
 3️⃣ Receives draft article from OpenAI, formatted & titled.  
 4️⃣ Posts automatically to WordPress as draft or directly published.  
 5️⃣ Creates newsletter content block pulling from that post.  
 6️⃣ Sends newsletter draft to Kyle for approval or auto‑sends.

### **Benefits:**

✅ Keeps our site fresh & SEO‑optimized.  
 ✅ Consistent monthly newsletter without manual work.  
 ✅ Lead magnets and CTAs baked into every post.  
 ✅ Kyle can edit before posting if desired.

## **🎯 Deliverables:**

✅ Blog & Resources Page built & styled.  
 ✅ Newsletter signup form on homepage & blog sidebar.  
 ✅ CRM integrated for lead tracking from newsletter.  
 ✅ First 6 blog posts drafted & published.  
 ✅ n8n AI Agent (optional) deployed & tested.  
 ✅ Email template designed for newsletters.

## **📊 KPIs to Track:**

* Blog pageviews & SEO keyword rankings
* Newsletter opt‑in rate
* Lead magnet downloads
* Leads tagged in CRM via blog/newsletter CTAs
* Newsletter open & click‑through rates