



Sample Property

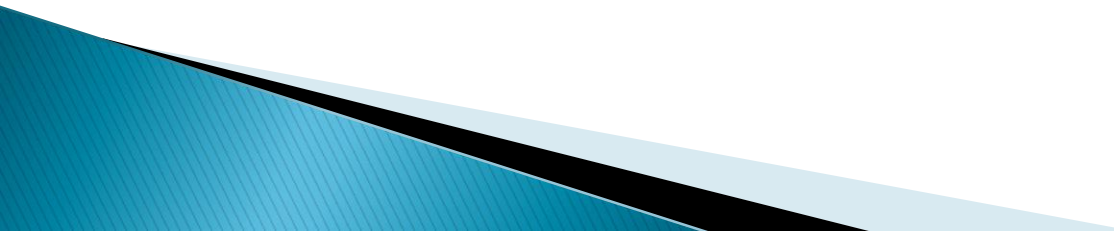
The Balsams

*Scroll down to view slides

The Balsams

- ▶ The Balsams was chosen as a sample property because of their effective advertising methods including their website and their use of many forms of social media.

The Balsams

- ▶ Ease of navigation
 - ▶ Simplistic but creative design
 - ▶ Catches your eye and makes you want to learn more
 - ▶ [Click here to view the website of the Balsams](#)
- 

The Balsams on YouTube

- ▶ Wide array of videos displaying many different aspects of the Balsams
- ▶ [Click here to view The Balsams on YouTube](#)

The Balsams on Facebook

- ▶ Provides pictures, videos, and status updates about the property
- ▶ Consumers can subscribe for updates but can also write about their personal experiences and opinions
- ▶ [Click here to view the Balsams on Facebook](#)

The Balsams on Twitter

- ▶ Up to the minute updates about the Balsams including links to videos, photos, and activities
- ▶ [Click here to view the Balsams on Twitter](#)

The Balsams Blog

- ▶ The Balsams blog team writing different articles about the Balsams and its surrounding areas
- ▶ [Click here to view the Balsams Blog](#)

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