Sample Property

The Balsams

*Scroll down to view slides
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 team writing different articles about the Balsams and its surrounding areas

Click here to view the Balsams Blog

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