

MARKETING PROCESS

*K*oenig & Strey uses the most innovative and effective means of attracting home buyers. Cable television remains one of the strongest media outlets in this age of digital advertising.



COMCAST CABLE TELEVISION

Television is still by far the most powerful advertising medium. Using highly targeted digital Comcast TV spots, we let home buyers know the best place to look for their next home, www.koenigstrey.com!

- Comcast campaign will reach 5 million consumers in the Chicago market
- Targeted to Chicago and surrounding suburbs
- HGTV, OWN, CNN, Fox News, MSNBC, A&E, Food Network, Big Ten Network
- Xfinity.com interactive advertising delivers 350,000 views per month

