

## MARKETING PROCESS

As part of Koenig & Strey's integrated social media strategy, all Koenig & Strey listings receive a Virtual Tour that is automatically posted to a geo-targeted Koenig & Strey YouTube channel.



## YOUTUBE CHANNEL

YouTube is the third most popular website (behind Google and Facebook) in the world with over 3 billion video views per day! The Koenig & Strey YouTube channels give our top listings maximum exposure on one of the top online destinations, reaching a new set of video-driven consumers. The rich media environment is an ideal showcase for vibrant, animated home tours, helping to drive even more traffic back to your Single Property Site.

