

**Marketing Strategies for Southeast Island School District
Floating Building & Thorne Bay Café
8.13.2019**

TBD – Site Visit, to view and learn more about the property and install signage.
I Would bring professional photographer with me to take photos and video to include drone photography. This will be used for print and internet advertising.

Current Internet Advertising:

- Coastal Real Estate Group Web Site www.coastalak.com
- Southeast Alaska Multiple Listing Service – SEAMLS pulls the listing to most Realtor sites in Southeast Alaska.
- Alaska Multiple Listing Service – AKMLS pulls the listing to the remainder of the State of Alaska’s Realtor sites and to AKMLS web site. www.AlaskaRealEstate.com
- Zillow – Both of our MLS services automatically pull residential listings to Zillow, I would advertise as both multi-family in one SEAMLS and commercial in AKMLS
- Google Ad’s
- Instagram

Current Print Advertising:

- Ketchikan Daily News- We run an ad every day in the Ketchikan Daily News and a large display ad in the weekend edition
- Southeast Living Magazine (monthly publication)- This is a color publication that we do a full-page ad. It is distributed through-out Southeast Alaska.
- The Local Paper- Weekly publication
- Island News (bi-monthly)
- Custom Property Brochures

Extra Internet Advertising for this Property

- www.Loopnet.com , A popular commercial property site
- A single property site specific to this listing
- www.usawaterviews.com