

Broker tracks incoming leads *May cut back print ad expenditures*

St. Louis

Broker Bill French of William French Buyers Realty Services has begun asking Web site visitors how they found their way to his address, and is discovering that print advertisements are driving less and less of his Internet traffic.



Bill French

The findings, he says, will lead him to change his marketing mix, most likely shifting dollars away from print media in favor of Web media. The French survey and subsequent action appears to fulfill the dreams of Web gurus everywhere, who have maintained that the Internet can be a marketing force unto itself, without having to rely on traditional media for support.

French's St. Louis firm focuses on relocation and historically has main-

tained a high marketing profile in hotel magazines and Chamber of Commerce publications. Although he's had a presence on the Web for years, he has always used the print media to help drive traffic to his Web site.

"We know we've been getting a lot of leads off the Web, but that didn't tell us how people were finding us on the Web," French said.

"So I had my Web designers put a Java pop-up box on the site that asked people how they got our name."

The box (found on the opening page of www.wmfrench.com), asks visitors how

(Continued on Tech 3)

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Web so successful that broker may drop some print ads

Continued from Tech 1

they found their way to William French. French said although results are preliminary, they are striking.

"Among the people who fill out the form, the vast majority say they find us using search engines. We've only had a couple say they saw our address in 'WHERE' magazine (typically found in hotel rooms) or 'St. Louis Visitors Guide'" (put out by the Chamber of Commerce).

"We've already told *WHERE* we're not going to renew. That'll free up \$12,000 per year right there that we'll use to improve the site."

As little as a year ago, French said the number of leads coming from his site were negligible, but in the last six months the increase has been measurable and steady.

"And the Web is becoming a more economic marketing tool for us," he said.

*Editor's Note: As French continues to track numbers, we hope to bring you additional results. — IR
Tech*

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Real Estate Intelligence Report's IR Tech, v6/n4, p. 133.

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