

FSSIR NOTEWORTHY STATS

First Half 2019

FOURSEASONSSIR.COM

We launched our new website at the beginning of the year and the **results have been fantastic!**

2X

Leads/inquires from our new site have more than doubled versus our old website

16.5K

Our website has generated a significant increase in clicks reflecting a **25% INCREASE**

80%

INCREASE IN ORGANIC SEARCH TRAFFIC

2X

Traffic has doubled in first 6 months with a total of **1 MILLION IMPRESSIONS**

WEBSITE VISITOR LOCATIONS

COUNTRIES



USA 163,500



Canada 1,663



Ireland 1,225



United Kingdom 768



France 418

UNITED STATES



Vermont 48,000



New Hampshire 32,500



Massachusetts 20,000



New York 12,000



Connecticut 9,250

GOOGLE SEM KEYWORD CAMPAIGN

We launched a footprint wide SEM (paid search ads) campaign on Google targeting high volume keywords to drive traffic to our new website starting in April 2019. Here is a look at how it's performing so far:



We have generated over
450,000
IMPRESSIONS



We have generated over
30K CLICKS
to our website



Our campaign represents over
10% OF
WEBSITE TRAFFIC



We have generated over
200 LEADS

ADWERX DIGITAL CAMPAIGN

All new listings priced above \$250K+ automatically receive a digital advertising campaign for 1-3 weeks targeting home intenders within a 25 mile radius of the property.

OVER 500 PROPERTIES PROMOTED

OVER 8 MILLION IMPRESSIONS

OVER 21K CLICKS TO OUR WEBSITE

PRINT ADVERTISING

36.5M

The number of impressions that our print ads generated in over

2,600 ADVERTISEMENTS



SOCIAL MEDIA ACCOUNTS



Facebook

**30K TOTAL REACH
13K LIKES**



Instagram

**2,960 FOLLOWERS
2,500 LIKES**



YouTube

**5,815 VIEWS
130+ VIDEOS**



ISSUU

**700K IMPRESSIONS
50K LEADS**