Market Snapshot Lead Source Tracking

A quick scan of incoming leads will tell you which marketing channels are attracting leads, and which channels may need additional effort to generate leads effectively.

You will want to create unique inquiry capture forms with unique *Agent Inquiry Sources* for each lead source. You can use the below table to keep track of which Agent Inquiry Source matches which marketing channel and Inquiry Capture form link.

EXAMPLE:

Marketing Channel	Agent Inquiry Source	Example Inquiry Capture Form Links
Agent Website	www.joetamparealty.com	http://www.homeinsight.com/Widget/default.asp?15CPK20SS2RN
Craigslist	Craigslist	http://www.homeinsight.com/Widget/default.asp?IDZPY0GVZ28J
Email Signature	John's Email Sig	http://www.homeinsight.com/Widget/default.asp?GHTQVSI1DNDA

Marketing Channel	Agent Inquiry Source	Example Inquiry Capture Form Links