

SimtechSolutions

INCORPORATED

Web Design Case Study – Father Bill’s Place

“We recouped the investment we made in our web site and the e-mail campaign eight times over.”

- John Yazwinski, *Director*

INDUSTRY

- Homeless shelter and housing agency serving Boston’s South Shore.

BUSINESS CHALLENGE

- Public funding for the agency was cut 15% causing an increased need for private dollars.

KEY SOLUTION REQUIREMENTS

- Cost effective

KEY BUSINESS RESULTS

- Increase site traffic 452% in one month.
- Event attendance increased 61% from 2001.

“We used Simtech Solutions to help us promote the 8th Annual FoodFest that was recently held at Marina Bay in Quincy, MA. The FoodFest & Auction has been the primary source of non-public funds for our agency. Simtech consultants re-designed our website, FatherBillsPlace.org, and optimized the content for us to increase our site traffic. They also managed an e-mail campaign targeted towards business leaders in the South Shore.

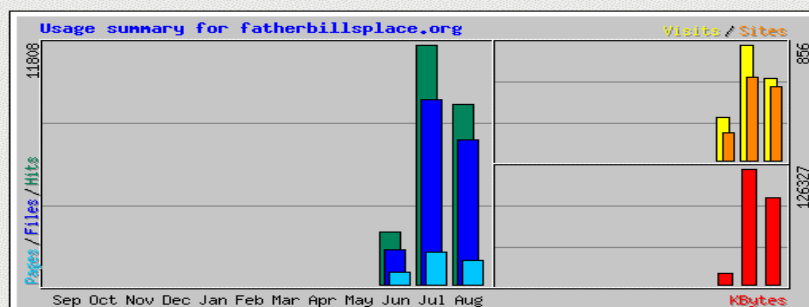
Thanks to the efforts of Simtech Solutions Inc., our site traffic surged over 450% in one month! Even without the extra traffic from the e-mail campaign, our site visits are still three times what they used to be. Most importantly, the site helps us to convey a more professional image to the community.

Last year’s event had 800 attendees. This year’s event had over 1300. We attribute a significant portion of this increase in attendees to the work performed by Simtech. Between the donations that we accepted on-line, and the increase in attendance at the FoodFest, we recouped the investment we made in our web site and the e-mail campaign eight times over.”

John Yazwinski, *Director*
Father Bill’s Place
Quincy, Massachusetts

Usage Statistics for fatherbillsplace.org

Summary Period: Last 12 Months
Generated 29-Aug-2002 04:07 PDT



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