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DELIA ONLINE

About Delia Online

Over the past four decades Delia Smith has informed, entertained and educated with recipes and information about food and cookery. Through her books, television series, newspaper columns and magazine work she has achieved an unmatched position of popularity in the UK: Delia has sold over 21 million copies of her books worldwide.

This relationship has been extended online. Launched in March 2001, Delia Online quickly established itself as the UK's leading cookery site. It offers 2000 recipes drawn from Delia's cookery books, as well as new recipes developed specifically for the site, advice about ingredients and equipment and a cookery school that takes visitors through the fundamentals of cookery.

Why e-shot™?

Forfront is proud to offer all clients a great service with dedicated Account Managers and a tailored strategy to improve their email marketing. Our success has been built on working hand-in-hand with the UK's very best brands and Delia Online is no exception.

At Forfront we were delighted Delia Online hand-picked e-shot™ to be their email marketing provider of choice. Together with Forfront's devoted Account Managers, Delia Online has managed to create a vision which is clear, smart and measurable to connect customers who yearn for all things Delia.

Delia Online expressed that, “A care for our brand was very important to us, communication and consistency in handling the account was of paramount importance.” With Forfront's attention to detail and mantra of putting the client first, Delia Online was a perfect match from the beginning.

Delia Online's Managing Editor Melanie Grocott explained, “We were looking to improve on open rates and engagement, limit spam and to grow the Delia Online name in a positive way. Furthermore we wanted to build an admired reputation as the go-to place for everything Delia and we feel e-shot™ is helping us achieve this.”

About Forfront

Forfront makes it simple for businesses to expand and grow, with a repertoire covering software development, state-of-the-art mobile apps, a suite of customisable digital marketing services, website creation, bespoke corporate branding designs, the leading email marketing product e-shot™ and more.

Since 1998 Forfront has grown rapidly year on year, helping thousands of clients including many household names and industry-leading firms.

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Email Marketing Strategy

The marketing team at Delia Online explained that before they used e-shot™, they were not maximising the ROI from their email marketing strategy through their previous ESP (email service provider).

In order to reach clients and potential customers, Melanie Grocott explained, "We wanted to know we were in good hands and have regular updates with our Account Manager. On average, as a minimum, we would be sending our fortnightly newsletter with a resend to those who did not display. Being able to plan, discuss and evaluate campaigns is a great advantage to us and we feel we have made great strides with engagement".

The Delia Online team has a very busy schedule including core times at Christmas and a focussed strategy, which reflect busy seasonal times.

To meet these needs and to be as focussed as possible features such as; Automated Series and targeted personalisation have allowed the Delia Online team to trial additional campaigns with ease even through busy periods.

The results

The Delia Online team stated, "Our short term objective was to increase our click through rates and member engagement levels, which we're pleased to say have been achieved. We're now working closely with our Account Manager on the longer term strategy to improve the performance of our open rates".

"We have seen a definite spike in web traffic on the send day and during the 24 hour follow up review. In addition we have benefited from high spikes on our extra Christmas weekly sends. This is the aim of our email campaigns to direct our members to specific areas of interest on the site".

Recommendations

The Delia Online team has described Forfront as providing expert guidance throughout their email marketing journey stating, "The help and support from our Account Management team made the transition process smooth and easy and we look forward to working with Forfront on new ways to engage customers".

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