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- **Faye Nixon** - Marketing Manager for Derby County Football Club

DERBY COUNTY FOOTBALL CLUB

Derby County Football Club wanted a digital solution to boost merchandise sales, increase brand recognition, promote ticket sales, retain existing season ticket holders, drive traffic to its website, attract more advertisers and sponsorship, as well as getting more people following its social media channels.

Derby County Football Club wanted Forfront to help stabilise and grow the marketing aspect of its company with a broad digital solution, making them more robust.

We presented our digital marketing solution to the club, centred on the e-shot™ email marketing system. We knew the potential and capabilities of email marketing to address the majority of their problems and demands, and quickly got to work introducing the club's marketing department to the system. Instantly, Derby was able to tie all of their marketing efforts together; from social media to content marketing. Email was the perfect channel to send out weekly or monthly newsletters filled with competitions, articles and ticket or merchandise offers. It allowed them to reach their large database of addresses instantly, directly and easily.

Results

Forfront's e-shot™ enabled the company to build on its reliable, solid base of fans with even more responsive, engaged and active subscribers. Increasing their contact list by almost **300%** since 2011, the club's average open rate has also reached **22.32%** which well exceeds the sports industry average. This established better communication and immediately boosted social sharing and online club shop sales.

Additionally, creating promotional email campaigns and mass sending them to new contact databases dramatically increased one-off ticket sales for upcoming games.

e-shot™ also enabled easy brand consistency throughout all of their marketing efforts, online or offline. Plus Derby County could send an enormous number of emails at very high speed, for time sensitive campaigns. In March 2014 Derby County Football Club was the "Best

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Digital Content and Audience Growth" winners at the Football League Awards! In part thanks to Forfront's e-shot™ system.

Recommendation

"Since we started using Forfront's e-shot™ email marketing system in 2011 we've found it remarkably straightforward and extremely effective. We've been able to grow our email contacts list by almost 300%, meaning everything we send out has a huge reach, plus our emails have an average open rate well above the average for a sports club, so we've got peace of mind that they're getting read too.

These impressive figures are reflected in our online sales, social media followers and website hits. The Forfront team is a pleasure to deal with and always there to help if we need them.

Faye Nixon - Marketing Manager for Derby County Football Club

About Forfront

Forfront make 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, while e-shot™ has over 1800 users.

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