



E-SHOT™
Email Marketing
Software

Forfront Releases New e-shot™ System Update

Forfront is delighted to announce the most significant e-shot™ update this year.

For Immediate Release: August 20th, 2015.

Forfront launched e-shot™ in 2001 and has continued to develop one of the most powerful and efficient email marketing tools available. With loyal customers worldwide, e-shot™ is an incredibly effective tool for clients who want to build strong lasting relationships with their customers.

This latest software update turns e-shot™ to an even more exciting, powerful and productive marketing platform to benefit ALL its users.

Ron Kellermann, Managing Director at Forfront, explained that Forfront had listened to client suggestions to add features which would enhance their marketing activities, with powerful targeting, automated workflow and personalisation.

Mr. Kellermann said Forfront has created a, "Powerful email marketing tool capable of building and managing better engagement to meet the growing needs of our clients". He continued to say, "It has always been our priority to listen to our clients as well as push the boundaries of new technologies while continuing to enhance reliability and security. In line with our philosophy to **Make it Simple**, this release is also a glimpse into e-shot™'s newly designed modern user interface, although the main new functionality introduces Automated Series and a new and improved scheduler."

Forfront's prestigious client base will benefit hugely from the update and Forfront will continue to build lasting relationships with all its clients, whilst striving to bring the e-shot™ experience to many more new customers.

In a continued effort to provide first class client support, Forfront has also significantly enhanced the [Help Centre](#) which now includes; clear and informative video tutorials, frequently asked questions, a superb glossary page and information on supported browsers.

Forfront's Sales Director, Ken Nathan, commented, "This update to our e-shot™ system is delivery on our promise to continued development and to add features that increase sales and retention for our clients, as well as simplify and automate processes, which save time and increase ROI. Demonstrating the capability of Forfront to identify improvements and the ability

to work closely with end users, our in house development, operations, sales, marketing and support teams continue to add value to our proposition to our client base”.

System feature update for e-shot™

- The e-shot™ newly designed interface enhances user experience with a modern, simple, clear and easy to use look and feel.
- In line with Automated Series and Recurrent Campaign sending methods, e-shot™ Reports will now provide an aggregated overview from across a campaign's lifecycle.
- Automated Series is perfect for progressively profiling your contacts as well as comprehensive lead nurturing.
- For the first time you will be able to cancel a message once it's mid-send.
- Set up a repeated, scheduled campaign to send at a frequency of your choice; every week, month or particular time of day.
- All e-shot™ users will now have access to the Dynamic HTML Upload message creation method.

[Find out more here](#)

Help and Support

The brand new Help Centre will contain everything you could possibly need to use e-shot™ proficiently, solve problems and improve your email marketing knowledge.

In the Help Centre you'll find video tutorials, training webinars and workshop details, FAQs, a comprehensive glossary, guides, links to live support, contact information and much more.

[Find out more here](#)

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.

www.forfront.com

Get in touch

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