forfront
we make it simple

E-SHOT™ CASE STUDY

GLASGOW CITY MARKETING BUREAU

PEOPLE MAKE GLASGOW

In order to carry out its mission of communicating "Glasgow's reputation as a world-class city in which to live, work, study, invest and visit", PEOPLE MAKE GLASGOW turned to Forfront's email marketing solution, e-shot™, to utilise our vast experience and highly effective technology to broadcast promotional messages.

Over the years it has used e-shot™ as a crucial component of its marketing strategy as it has enabled them to drive traffic quickly to its website and boost its nascent social media presence.

"e-shot™ is a cost effective, efficient and professional medium that allows us to maintain long term relationships with our customers and prospects." **- ADP Project & Training Manager, Sayre Maxwell.**

As the Commonwealth Games occurred in Glasgow during July 2014 its reliance on e-shot™ became more essential than ever.

As well as using e-shot™ as a promotional tool, PEOPLE MAKE GLASGOW use the system to send out regular newsletters painlessly to its growing list of subscribers. It also employs e-shot™ within the Glasgow City Marketing Bureau to send internal communications.

During its time as e-shot™ users its email open rates have been consistently high and it has often achieved click-through rates of 30% and above.

About Glasgow City Marketing Bureau

PEOPLE MAKE GLASGOW is the brand name for the Glasgow City Marketing Bureau (GCMB), the official destination marketing organisation (DMO) for the city of Glasgow.

As a public / private organisation established by Glasgow City Council in 2005, Glasgow City Marketing Bureau's role is to communicate Glasgow's reputation as a world-class city in which to live, work, study, invest and visit.

As custodian of the PEOPLE MAKE GLASGOW brand, Glasgow City Marketing Bureau works with numerous partners, stakeholders and businesses to position and promote Glasgow across national and international markets as one of Europe's most vibrant, dynamic and diverse cities.

Glasgow City Marketing Bureau is engaged in a widerange of activities aimed at delivering economic and social benefits for Glasgow through leisure, business and tourism.

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, be-spoke 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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