



ARVONIA
Holidays

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INTRODUCING NORTH WALES' LEADING COACH AND TOUR OPERATOR.

Arvonias Holidays is North Wales' leading coach and tour operator. The company uses e-shot™ primarily as a lead generation tool but also to provide informative content on their latest promotions and offers to customers.

We have always found our Account Manager to be very friendly and knowledgeable, and is always available to discuss any queries we have regarding our account.

Arvonias Holidays is aiming to keep the company front-of-mind amongst clients, encouraging click-throughs to their website and social media sites.

When searching for a new email marketing solution, Arvonias Holidays decided the e-shot™ platform offered the services, functionality and technical support they required.

Before e-shot™

Before e-shot™, Arvonias Holidays was using Microsoft Outlook to send e-newsletters, however they soon realised the huge limitations this method has, including design restrictions, no reporting or analytics, slow deliverability to limited send numbers and no brand or domain protection. The Arvonias team quickly found they weren't getting the most out of their email marketing and needed a professional solution.

Why e-shot™

e-shot™ offers an efficient and cost effective way to target large send lists quickly and with maximum success. The marketing team at Arvonias expressed; "The platform offered all the functionality we needed so that we could create informative and attractive emails which communicate our company ethos and identity clearly and help us generate leads."

An important factor for Arvonias Holidays was the guidance and support they received from their dedicated Account Manager. The strong technical support team was also a swaying factor as Arvonias was aiming to send a minimum of four campaigns per week.

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"We have always found our Account Manager to be very friendly and knowledgeable, and is always available to discuss any queries we have regarding our account. She shows passion and interest in understanding our company and in helping us to improve our performance and exposure. We are confident that any questions or technical difficulties through our email marketing journey can be answered by anyone in the Forfront team." - **Arvoniamarketing team**

What were the main objectives Arvoniamarketing Holidays hoped to achieve?

Arvoniamarketing Holidays explained that, "Lead generation is the main purpose of our email marketing initiatives. We use our emails to provide informative content on our latest offers, aiming to keep our company front-of-mind, encouraging click-throughs to our website and social media."

Arvoniamarketing's key e-shot™ user Carla Esposito describes the e-shot™ platform as extremely user-friendly; "We personally use the Drag and Drop function to create campaigns, which is very straightforward and enables us to create attractive and informative emails quickly. We also find the reporting system very useful, as it allows us to gauge how successful the campaign has been instantly in regards to displays and click rates."

The results

Arvoniamarketing has achieved consistently high statistics from their email campaigns. Their campaigns often achieve display rates exceeding 25%, and regularly achieve click rates of between 10 and 20%.

"We are very happy with the results generated by our e-shot™ campaigns and we regularly see direct results from them. Regular emails mean that we can maintain long-term relationships with our customers, and keep them fully up-to-date with our latest offerings." Carla Esposito, Arvoniamarketing Holidays.

Email marketing ROI with e-shot™

Following an e-shot™ campaign, Arvoniamarketing has noticed significant spikes in web traffic, which can be up by over 500% on a specific landing page. Arvoniamarketing often sees an influx of customer enquiries and a direct increase in sales generated showing real ROI through their email marketing.

"We would definitely recommend e-shot™ to anyone looking for an effective email marketing system. The system is powerful and easy to use and the team is passionate and highly knowledgeable. They really help you improve your email marketing and achieve your business objectives." Carla Esposito, Arvoniamarketing Holidays.