

Roxhill

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**Dan Tookey, Sales
Manager for Roxhill Media**

ROXHILL MEDIA

About Roxhill Media

Roxhill Media provides detailed media intelligence for PR specialists in financial and B2B media relations. They started using e-shot™ for the first time in 2015 and have been using Forfront's services with visible results and ROI with both customers and prospects.

Why e-shot™?

Forfront is proud to offer our clients an efficient and effective email marketing tool, one that clients such as Roxhill Media can directly implement, making e-shot™ the perfect fit for their email marketing goals.

Roxhill Media expressed that, “The factors that influenced our decision to adopt e-shot™ were value for money, the price was very attractive for us and the fact we had a dedicated Account Manager meant the prospect of doing email marketing for the first time wasn't daunting.”

“We enquired about e-shot™ through a referral and great client service was a key factor in our decision to do business with Forfront.”

Roxhill Media's Sales Manager Dan Tookey explained, “The main factor was the transparency throughout the whole process with no hidden costs or difficulties in our setup.”

“All-in-all we are very pleased with our start and this is mainly due to the user friendly features of e-shot™, which cuts time and makes our email marketing more effective.”

Email Marketing Strategy

The marketing team at Roxhill Media explained that before they used e-shot™ they were using a standard method of email communication to reach clients and potential clients. “We wanted a way of communicating with our clients and potential clients in an engaging and effective way, which resembled our own brand's ethos and vision of forward thinking”.

Roxhill Media sends on average 4 campaigns every month, cutting manual work and now, have the ability to statistically analyse progress with clients to target their content better with e-shot™.

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"We mainly use e-shot™ as a reminder of our services to potential clients and hot leads, we also update existing clients about new features of Roxhill".

"e-shot™ is very easy to use – especially by anyone who has used drag and drop builders before".

- Dan Tookey, Sales Manager for Roxhill Media

Recommendation

Dan Tookey, Sales Manager at Roxhill Media has expressed his new relationship with Forfront as exceptional, especially in the service and guidance of their dedicated Account Manager.

When asked if Roxhill Media would recommend e-shot™ to others?
"Absolutely, I wouldn't hesitate for a moment".

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.