

THE AGNEW GROUP

Agnew Group

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- ADP Project & Training Manager, Sayre Maxwell.

The Agnew Group is one of the UK's top 25 franchised vehicle dealers. Operating in Northern Ireland and the Republic of Ireland, the company has 16 dealerships representing nine brands, including Audi, Porsche, BMW, Mini, Mercedes-Benz and Volkswagen. Established in 1931, the Agnew Group employs about 800 people and has a turnover of around £340m.

The Agnew Group has been a Forfront client for over six years, however prior to using the e-shot™ system, the Agnew Group didn't carry out digital marketing. Its core marketing strategy centred on traditional channels such as direct mail, print and word of mouth.

In 2008 the Agnew Group decided to explore the potential of email marketing and turned to Forfront's e-shot™ system. The length of the relationship demonstrates how beneficial the Agnew Group has found e-shot™, proving an extremely consistent and convenient way to publicise its business.

At the end of August 2014, ADP Project & Training Manager at the Agnew Group, Sayre Maxwell, spoke to Forfront about her experiences of using e-shot™. She explained that “the system is intuitive and extremely easy to use. Forfront's support team are also very responsive.”

Primarily using the e-shot™ email marketing system for prospecting as well as lead management and generation, the Agnew Group currently sends 5000 emails per week on average while also using Forfront's survey module “to manage CSI questionnaires” which she maintains “has proved invaluable”.

Regarding their email campaign statistics, Ms. Maxwell said, “Our click-through rates are surprisingly strong”. In the wake of promotional email campaigns the Agnew Group finds that it “receives sales and aftersales leads on almost a daily basis” which is precisely what is needed and the chief reason for its continued e-shot™ use.

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Recommendation

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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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