



Case study



e-shot[™]

e-shot.net
marketing website for Forfront Ltd.

01306 711 258
www.cmsystemdesigns.com

Overview

In November 2018, we were asked by Forfront Ltd to rebuild the marketing website for their e-shot™ product.

e-shot™ is a powerful marketing automation platform which is used by thousands of users and provides a simple solution to a sophisticated area of modern marketing.

At the end of 2018, in line with the new marketing strategy for e-shot™ Forfront required a new website.

Challenges and objectives

The main challenge facing the e-shot™ marketing team was the complexity and time-consuming efforts required to make quick regular changes to reflect the dynamic new strategy. This was due to the expertise required for changes to be made which created a dependency on the technical team. The objective was to create a site that can be easily authored and changed by the marketing team with minimal requirement for code changes.

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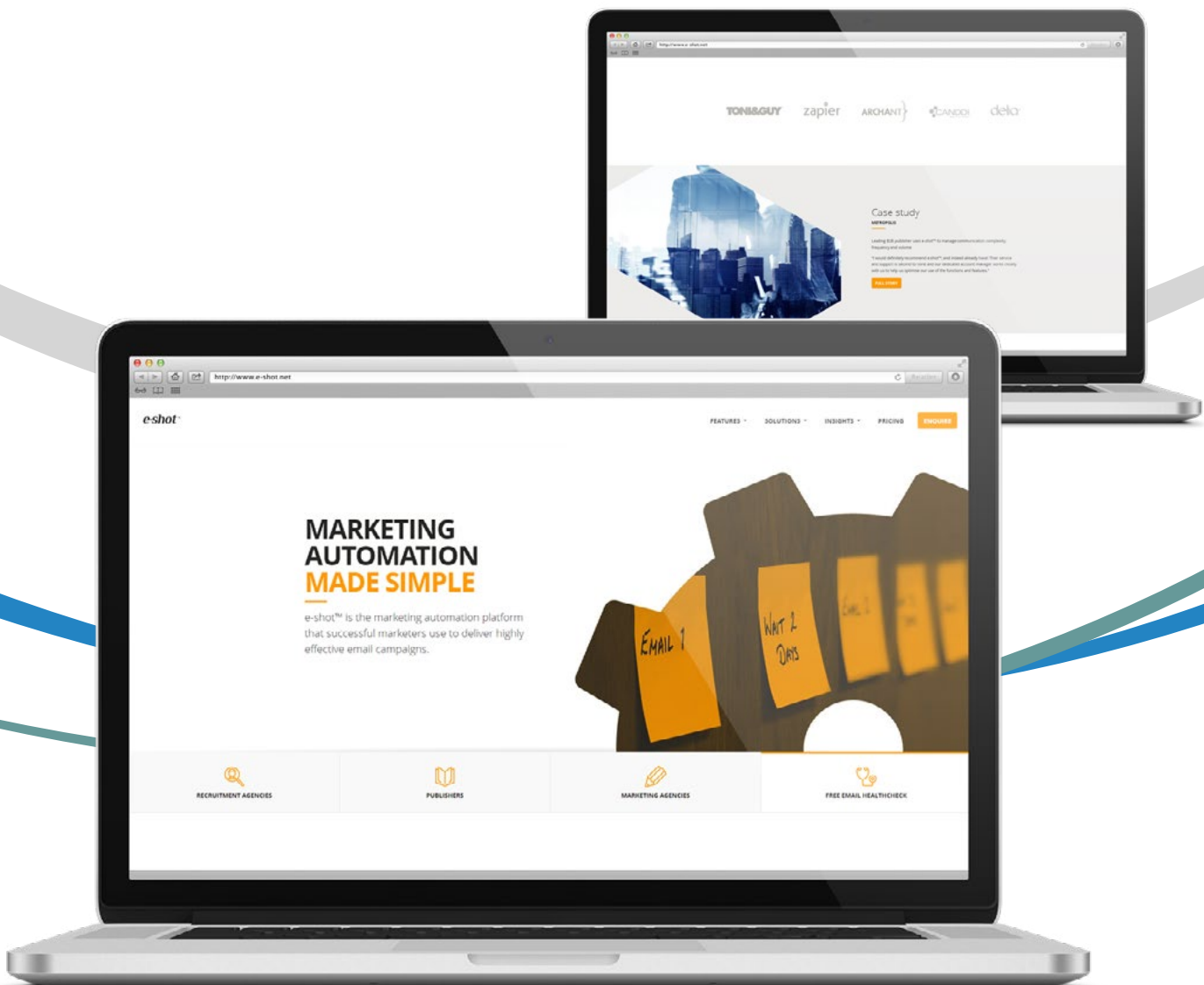
Our solution

Once we received the brief and gathered the requirements for the project, we researched and evaluated the latest technology available and presented our recommendation to Forfront. Based on the challenge we focused on the Content Management System (CMS) to offer a simple, quick and safe solution to the e-shot™ team.

We identified the best technology and solution to meet the client's needs and made the recommendation. The solution in this case was based on a 'flat file' no-database engine which offered extremely flexible content structure and great performance.

This approach was the best match to the brief and provided a high degree of flexibility to the team to manage content and media on the site including creation of new pages and changes to existing ones.

The next step was a proof of concept to enable the client to test and experience the system. Once signed off, we developed the site with a powerful admin functionality that combined all the requirements and benefits of speed and simplicity in managing a dynamic yet professional and consistent site.



Results

The new website has delivered on time and on budget.

The most impressive result is the team's enthusiasm in easily and quickly managing a dynamic ever-changing website.

Based on stats and analytics, visitors find the site easy to navigate and engage with. Visitors numbers continue to increase, and engagement can be measured by a significant rise in lead generation.

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Client quote

“CM Systems & Designs completely rebuilt our website on a customised CMS in early 2019. Our requirements were complex and our timescales were short, but they delivered on the brief and added significant value in doing so. It is the easiest website CMS I have ever used (and I’ve used a fair few) and it makes things like Wordpress look very dated and convoluted by comparison. The lovely thing is that they customised it to our precise needs, so it makes working with it each day really easy and efficient.

We’re now talking with them about the next phase of the website that will include integration to our other systems and I am very confident that they will continue to add value to our operation. I wouldn’t hesitate to recommend them.”

Dan Hare

Communications Director, Forfront Ltd.

Future plans

But we don’t stop there. We are continually communicating with the team, discussing future improvements and further integration of the public website with internal systems to offer a more seamless customer services to existing users as well as easy buying cycle for new sales.

More recently, our ongoing relationship with the client helped designing and delivering a new international section to the site to reflect e-shot’s expansion to the USA by building on the existing framework without having to start again. This is an efficient way to evolve without having to write off the initial investment.



We can provide low-cost, bespoke, web-based solutions to make your business more **efficient**, more **responsive**, more **secure**

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We'd love to hear from you