

*Prophet*  
ELECTRONIC NEWSLETTER

**P**rophet ([www.prophet.com](http://www.prophet.com)) is a management consultancy that helps clients achieve competitive advantage by creating and implementing integrated business, brand and marketing strategies. It works with companies from strategy to execution to develop, operationalize, grow, and protect one of their most valuable assets: their brand. This global firm bases its own marketing initiatives around the expertise and thought-leadership it brings to client engagements. Much of its focus is largely oriented toward media relations strategies combined with public speaking at various industry venues.

**The need**

As part of a revamp of its periodic direct e-mail pieces sent to clients and prospects, Prophet wanted to update the format and the look of its electronic missives into a more formal e-newsletter structure. Hodge Schindler was asked in early 2005 to begin working on concepts and templates that would retain the look and feel of Prophet's heavily trafficked Web site while establishing its own identity as a new avenue for spreading the consultancy's message and thought-leadership.

**Our approach**

- Hodge Schindler recommended that Prophet handle all of the internal management of the e-newsletter (inserting copy in template, distribution, etc.) while our designers and editorial experts managed the development of the project: template design, story lineup, and writing articles (under Prophet's direction and with its input).
- We delivered several proposed templates that met the established criteria and Prophet selected the one that best fit with its image materials and on its Web site, where the e-newsletter would be housed. (Hodge Schindler had suggested that one of the more efficient ways to distribute the e-newsletter was to host the entire newsletter on the Web, but send a teaser version to targeted recipients via e-mail.)

**The outcomes**

Distribution of the Prophet e-newsletter was smooth and the reaction to the revamped electronic message was overwhelmingly positive. Prophet consistently receives a substantial number of sign-ups and incoming queries quarterly through the Web site in the weeks that follow delivery of the each issue. Additionally, the number and pace of article downloads from its Web site (articles being a key business development tool) has also accelerated with each newsletter issue. It has proven another easy and widely used business development tool for Prophet's consultants.