



[Content-rich E-mailers](#) > [Analytics](#) > [Actionable Leads](#)

'Effective marketing starts with a conversation'

Summary

This case explains how a senior business and strategy Consultant envisioned and worked with Knowledgeworkz Consulting to execute a long term e-newsletter plan and accomplish definite business goals. The study highlights the crucial interplay of consistency, long term thinking and deep analysis that contributed to the newsletter's success on various parameters.

Client profile

The client is a highly regarded Consultant in business and corporate strategy who advises and works with senior management teams to help make firms competitive, grow rapidly and profitably in a sustained manner. He is deeply involved in executive education and, conducts open and custom management development programmes for senior and top managers.

In course of his long career across a wide range of industry sectors, he has built a wide body of intellectual assets. His articles, services and professional musings are published on his website. He maintains a painstakingly developed detailed database of senior management decision-makers with whom he has interacted over the years.

Challenge

The client's twin objectives from the online communication strategy were to reinforce his position as an expert on strategy, and to improve mindshare by regularly communicating with his target audience. Both were accomplished – one by the website as a 'pull' medium, and the other by the monthly e-newsletter, as a 'push' medium. It wasn't just the need to be in touch, but also to measure how the core target audience members interacted with his writings, their online behaviour and interest levels to work with him

The challenge for Knowledgeworkz was to make the whole engagement an **integrated, unobtrusive** and **beneficial** exercise, with **transparent metrics** at the end of the day.

The Solution

Knowledgeworkz recommended a monthly email newsletter and a blog that facilitated the client's objectives. Both the media served as unified platforms to espouse thought leadership in his area of expertise, elicit educated opinions, accurately measure reader interest (qualitative and quantitative) and generate new business. Elegant design, completeness of content and organic call-to-action levers were imperatives in the execution plan.



[Content-rich E-mailers](#) > [Analytics](#) > [Actionable Leads](#)

Result & Conclusion

Since inception in August 2012, the newsletter has continued to earn the attention of a growing and extremely discerning audience. Few highlights:

- **Numbers speak:** That the **highly educated** target audience feels compelled to read the newsletter is reflected from the healthy open rate – an average of **10.94%** through the year and steadily growing at **0.8%** month-on-month. **10.08%** of the target audience had read four or more of the newsletter issues.
- **Consistency pays:** The newsletter unfailingly keeps its date on the **first Thursday** of every month. Consistent high quality content and steady enhancement of the packaging has worked.
- **Patience:** The client was prepared for the long haul and did not expect immediate results. He observed the **cumulative effect** of the effort by rigorously scrutinizing the monthly analytics and adopting course corrections.
- **Impact:** The enquiries received by the client are substantial in number; hence they are filtered through a qualification and lead scoring process. The net effect so far has been impressive. In the last six months, **two contracts have been concluded** and two more contracts – substantial and potentially long-term engagements - are about to commence discussion and the client expects to conclude them positively. Four more enquiries are at various stages of examination.
- **Evangelism:** Apart from reaffirming the client's standing as an authority on business and corporate strategy, the newsletter also elicits **informal queries** from reader professionals for advice on career, entrepreneurship and running a business. The client does not compromise on the attention needed on such issues and has earned goodwill from unexpected quarters.