



Argentum Strategy Group - Smart Marketing

What's New

[Articles Worth Reading](#)

[Recent Engagements](#)

Fall 2009

Greetings!

In this issue, we share two of our favorite recent marketing-related articles. We have also included an overview of two new case studies of recent engagements which highlight the value that strategic marketing can bring to any organization.

Also, a big shout out to two of our clients who have recently won prestigious awards:

- [PatientImpact](#), winner of the [Chicagoland Entrepreneurial Center's](#) Business of the Year Award
- [Austin-Lehman Adventures](#) has been named as Travel + Leisure magazine's #1 Tour Operator in the World!

Quick Links

Read some of our most recent **Marketing Op-Ed posts:**

[SOCIAL MARKETING IS NOT FREE](#)

[BRANDING IRRELEVANCE](#)

[PERMISSION TO SAY NO](#)

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Why You Received This

You received this because you have had some contact with a member of the Argentum Strategy Group team.

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Favorite Articles

WE READ IT ALL SO YOU DON'T HAVE TO

We regularly read a library's worth of periodicals in order to share the most relevant articles, thought leadership and just plain thought-provoking items with our clients. These are two of our favorites, and we have made reference to them over and over again this past year.

A TRULY PRACTICAL USE FOR TWITTER

Comcast has become a shining example of how Twitter can be successfully harnessed for that all-important touchpoint: customer service. *Business Week's* piece on the Comcast Cares Guy is a must-read. Even if you're not a Twitter convert, this article clearly demonstrates the utility which the Twitter Search function can provide as another way to connect with your customers.



From the article: *I think it's safe to call Comcast's Frank Eliason the most famous customer service manager in the U.S., possibly in the world....* To read the rest of **Comcast's Twitter Man** [CLICK HERE](#)

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HOW MARKETING AND SALES FUNCTIONS EVOLVE IN AN ORGANIZATION

This *Harvard Business Review* article is a great articulation of the evolution and co-existence of sales and marketing in an organization. It clearly delineates the key responsibilities of each function and, importantly, how these change over time as an organization matures.

In a nutshell: In the beginning it's all about sales, and sales is marketing. As the organization grows, the sales team typically adds a marketing support function. In the third and final stage of the evolution, marketing splits off from sales and acquires a separate budget. It is at this point that marketing typically takes on a more strategic role in the organization.

From the article: *Curious about [the] disconnect between Sales and Marketing, we conducted a study to identify best practices that could help enhance the joint performance and overall contributions of these two functions...* To read the full HBR article ***Ending the War Between Sales and Marketing*** [CLICK HERE TO PURCHASE FULL ARTICLE FROM HBR](#)

Recent Engagements

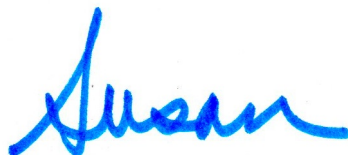
HELPING CLIENTS EXPLAIN WHY THEIR PRODUCTS ARE GREAT

We were recently engaged by a client who was having difficulty articulating their product's value proposition. We worked with their team to position the company's products and developed a groundbreaking methodology for quantifying their point of difference versus their competitors'. To learn more about this engagement [CLICK HERE](#)

Another recent client, an ethnic food manufacturer, was de-listed from a major retailer. Read how we successfully helped them earn another chance by using low-tech data to educate the buyer about their business. To learn more about this engagement [CLICK HERE](#)

We are always excited to meet new businesses in the \$3M-\$170M range which might need our supplemental marketing services. We are also happy to help companies of all sizes lead growth initiatives and other projects when they are under-staffed or in transition. Please feel free to pass our information along!

Sincerely,



Susan Silver
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www.argentumstrategy.com

Email Marketing by

