



## Argentum Strategy Group - B2B Marketing In A B2C World

### What's New

[Tailoring Your Message To Your Audience](#)

[Recent Case Studies](#)

Fall 2010

### Quick Links

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

[LESSONS FROM ORABRUSH'S GIANT TALKING TONGUE](#)

[IT'S FREE ONLY IF YOUR TIME IS WORTHLESS](#)

### Greetings!

In this issue, we share some examples of B2B client companies who are learning to speak their B2C customers' languages better. Three benefits of doing this are:

1. It is easier for customers to buy when benefits can be clearly understood;
2. It enables more constructive conversations because you start from the same page;
3. And, most importantly, it demonstrates that you understand your customers, an important building block for strong, long-term relationships.

We are also excited to be advising [InContext Solutions](#), a B2B that communicates with B2Cs every day. Named one of *America's Most Promising Companies* by Forbes.com, InContext combines virtual reality technology with shopper research. Check out their demo on [YouTube](#). It will blow you away!

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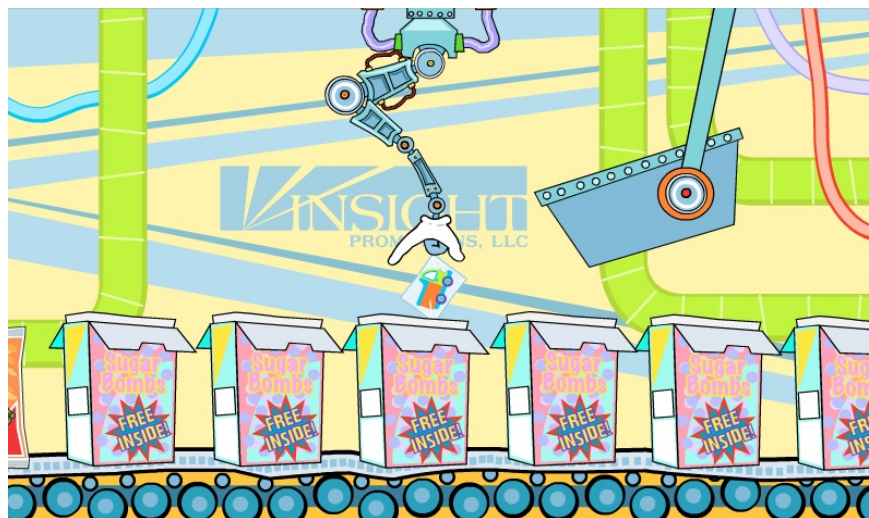
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## Visually Tailoring Your Message



### WORDS AREN'T THE ONLY WAY TO COMMUNICATE TO YOUR B2C CUSTOMERS

Recently, one of our B2B clients decided to invest a significant part of their marketing budget to exhibit at the Licensing Expo in Las Vegas. The client is essentially an engineering company which produces a piece of equipment used to execute in-pack and

on-pack consumer promotions, such as putting toys in cereal boxes.

As the team prepared for the show, we looked at the attendee list, as well as the vendors who would be located near our booth, like Hello Kitty and Dreamworks. We decided that changing the company's [original video](#) of the actual equipment in action to better align with the show's marketing orientation would be a solid investment, despite the additional cost.

We created an [animated video](#) of a whimsical machine putting toys in cereal boxes. This would be more in keeping with the tenor of the Licensing Expo, and also better highlighted the consumer aspect of the client's value proposition.

The animated video helped draw attention to the booth during the show, and the client has since put the animation on its website's homepage. An added bonus was that they have also created a screensaver from the animation that can be used by employees and also sent to customers.

## Recent Case Studies

### HOW TO SPEAK YOUR B2C CUSTOMERS' LANGUAGE

Here are two great examples of companies that learned to speak their customers' languages.

#### LEGAL-ESE IS NOT EASY

The law has a language all its own. So it can be especially challenging to communicate the benefits of a legal services company when many of its customers are in the corporate world. Learn how we helped a legal-related company to speak to their potential clients in a clear, concise and powerful way. [CLICK HERE](#) to read more.



#### FROM ENGINEERING-SPEAK TO MARKETING UNDERSTANDING

A recent engineering-oriented client needed to communicate its company's benefits to a consumer packaged goods (CPG) audience. Learn how we helped them translate the benefits of their products and service offerings in a meaningful way to multiple constituencies in the CPG world. [CLICK HERE](#) to read more.

We are always excited to meet new businesses in the \$3M-\$120M revenue range that might need our supplemental marketing strategy services. We are also happy to help companies of all sizes lead growth initiatives and other projects when they are understaffed or in transition. Please feel free to pass our information along!

Regards,

Susan Silver  
President

Argentum Strategy Group

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