



Argentum Strategy Group - Fresh Perspectives

What's New

Marketing Lessons From TEDx Midwest

Related Reads: TEDx Midwest

Recent Client Engagement

Fall 2011

Quick Links

Read some of our recent Marketing Op-Ed posts:

4 COMMON START-UP MARKETING MISTAKES

MAKING MARKETING LEMONADE FROM BUSINESS LEMONS

Greetings!

It's been a busy few months here at Argentum. We've been spending a lot of our time meeting and working with start-ups like [Power2Switch](#) and [Kids Science Labs](#), two companies that are thinking early in their lifecycle about how to be smarter about their marketing. We've also been getting involved in the [Network For Teaching Entrepreneurship](#) (NFTE). It's like a Jr. Achievement for budding high school entrepreneurs. NFTE inspires inner city kids to stay in school and helps them achieve a more successful future.

In this issue we review some of the marketing lessons from last month's TEDx Midwest, we share some of our recent blog posts, and we highlight a case study that examines a problem many entrepreneurial companies face: How to hire an agency that's right for your company.

Follow Us On Twitter



Marketing Lessons from TEDx Midwest

Why You Received This

This newsletter was sent to you because you have had contact with Argentum Strategy Group in some way.

If you would like to unsubscribe, please do so below.

Last month we attended the TEDx Midwest conference here in Chicago, which is an offshoot of the international organization known for its [TED Talks](#). While the event itself was not marketing-related, many of the speakers' insights had applications to marketing-related topics such as planning, cultivating creativity, and fostering consumer behaviors. Marketing highlights from the speakers included:

- The importance of Go/No Go criteria from the leader of the first women's expedition to Mt. Everest
- How to help your team be better problem solvers through learned creativity, from the author of *The Energy Project*
- The benefits of understanding your customers, from a leading linguist and author

Learn more about the speakers whose talks had marketing applications, or read more about the event itself and the other speakers, including Wes Craven on The Nature of Fear, [here](#).

Related Reads: TEDx Midwest

WE READ (AND WATCH) IT ALL SO YOU DON'T HAVE TO

Deb Fallows, a linguist who spoke at TEDx Midwest, talked about The Fun Theory, and she used this entertaining video of the "[Bottle Bank Arcade](#)" to demonstrate that fun can be a powerful agent for consumer change.



The week after Tony Schwartz, a self-described "Human Potential Coach", spoke at TEDx about how creativity can indeed be taught, the Wall Street Journal featured an article on this very topic. The article, "[Innovation 101](#)", outlines how the renowned innovation firm, IDEO, unleashes creativity in people who don't consider themselves to be creative.

Recent Client Engagement

HOW TO HIRE AN AGENCY

There are thousands of marketing agencies of all sizes and stripes. The process of selecting the right one for your company can be confusing and overwhelming. Especially if you don't have a senior internal marketing function, and are looking for an agency to be a supplemental marketing "arm" for your team.

We have developed an easy-to-follow, manageable selection process that we use with our clients. In this case, see how we helped one of our clients use this process to choose the right agency for their print needs. Read the case study [here](#).

Thank you for your continued referrals! We are always excited to meet new businesses in the \$2M-\$100M revenue range that might need our supplemental marketing strategy services. We also happily continue 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!

Regards,

Susan Silver
President

Argentum Strategy Group

www.argentumstrategy.com

