



Argentum Strategy Group - Smart Marketing in Tough Times

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March 2009

Greetings!

It seems you can't turn around these days without bumping into another article about why smart companies are increasing their focus on marketing.

There are a few easy, relatively inexpensive steps that any company can take to enhance its marketing efforts:

SINGLE MESSAGE Decide what the most relevant value proposition of your brand or business is and stick with it. And remember that it will feel "old" to you long before it will to your clients and customers.

CONSISTENT LOOK AND FEEL Individual marketing tactics rarely get as many "eyeballs" as you would like. Help your dollars go farther with a consistent look and feel across all of your marketing tactics.

SOLICIT CUSTOMER/CLIENT FEEDBACK This is a great time to make sure you're on track with customer expectations, and an even better time to fix any areas where you're missing the mark.

Maximize Your Marketing Dollars

HOW BRAND POSITIONING CAN HELP

If you are going to spend precious budget dollars on marketing tactics, you will get much better results if you think through your brand's value proposition up front by positioning your brand.

And once your brand has been positioned, be sure to use a Creative Brief to ensure that your agency has clear, focused directions regarding what you want and what your brand is all about.

The bottle at right is AFTER the Water's Edge brand was positioned and a Creative Brief developed.

[CLICK HERE](#) to see the BEFORE bottle's graphics and the complete case study.

The package designer was the same for both bottles.



Recent Engagements

PROVIDING *TIMESHARE VP OF MARKETING* RESOURCES TO SMALL TO MID-SIZED BUSINESSES

We recently worked with two companies with revenue under \$3M. At one, the CEO had been running the company's marketing. At the other, it was the COO. In both cases, the executives reached a key inflection point where they decided that their time could be much more productively spent on business challenges other than marketing. Both companies turned to Argentum for help.

To learn more about the first of these engagements [CLICK HERE](#)

To learn more about the second of these engagements [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
President
Argentum Strategy Group

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Email Marketing by

