



Argentum Strategy Group - Marketing Mistakes To Avoid

What's New

[Three Common Marketing Mistakes](#)

[Book Review: Switch](#)

Spring 2010

Greetings!

In this issue, we share our first multi-media "article": a recent TV appearance outlining three common marketing mistakes that small to mid-sized businesses often make. There is also a link to our latest *Marketing Op-Ed* blog posting "Do," which is a companion piece to the TV interview. In the coming months we will post two additional blog posts which will focus on "Reach" and "Say," respectively.

Finally, great marketing is often about embracing change, and we have included a brief review of a new book that addresses smart, easy ways to make change possible for you and your organization.

Quick Links

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

["DO": MARKETING STRATEGY BABY STEPS](#)

[FRAME THE PROBLEM](#)

[TRAVELERS MAKE BETTER MARKETERS](#)

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Three Common Marketing Mistakes



BASICS EVERY BUSINESS SHOULD TACKLE

As part of Washington Business Tonight's *Consulting* series, Susan Silver, President of Argentum Strategy Group, was asked to talk about three common marketing mistakes that small to mid-sized businesses often make. These can be summed up by "Do, Reach, Say."

[CLICK HERE TO WATCH THE INTERVIEW](#)

Book Review

DON'T BE AFRAID OF CHANGE

Dan Heath recently lectured in Chicago about the premises behind *Switch*, the new book that he and his brother Chip have written. Their first book was the terrific and useful *Made to Stick*, and they also write a monthly column in *Fast Company* magazine.

Switch, like *Made to Stick*, is an engaging read with great, easy-to-grasp real world applications. The subtitle is *How To Change Things When Change Is Hard*, which is a perfect summary of the book.

Even if you only read the excerpt published recently in *Fast Company*, you will likely begin to think about change in an entirely new way. The excerpt details an incredible, inspiring example of fighting child malnutrition in Vietnam using a technique the Heaths label "Looking For the Bright Spots."



[CLICK HERE TO READ THE EXCERPT](#)

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,

A handwritten signature in blue ink that reads 'Susan'.

Susan Silver
President
Argentum Strategy Group

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Email Marketing by

