



Argentum Strategy Group - Powerful Customer Approaches

What's New

[Building Powerful Value Propositions](#)

[The Power Of Habit](#)

Spring 2012

Quick Links

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

[4.3 THINGS I LEARNED AT LINKEDIN'S MARKETING SYMPOSIUM](#)

[PINTEREST FOR B2B](#)

Greetings!

In this issue, we share a recent webinar we conducted on creating powerful value propositions for your business, along with insight into how consumer habits can help inform your marketing. Also included are links to two recent blog posts that provide some great tips for using LinkedIn and Pinterest.

But first, we are excited to share some great news about a company we advise, [GiveForward](#):

- Since its 2008 founding, GiveForward has helped more than 9,000 friends and families of people struggling with illness to raise over \$15 million! The team's latest accolade is a gold [Edison Award](#) for being "at the forefront of new products, services, marketing, design, and innovation."
- If you would like to support some of the fundraising efforts on GiveForward, venture capitalist Brad Feld is currently offering matching gifts as part of a 3-year campaign to promote random acts of kindness. [Learn more about it.](#)

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Building Powerful Value Propositions

CAN YOU ANSWER FIVE KEY QUESTIONS ABOUT YOUR BUSINESS?

Last fall, we were asked to speak at a conference about how to build better value propositions. The presentation was so well received that we turned it into a webinar.



The webinar focuses on using the answers to five key questions to create a basic, single-target positioning, typically best for B2C products. There is also an overview of how to approach dual-targeted positioning, which is most useful for B2B companies that have more complex, multi-layered sales. [Watch the webinar.](#)

Also, for those of you unfamiliar with the basic positioning formula, you can access it our website [here](#).

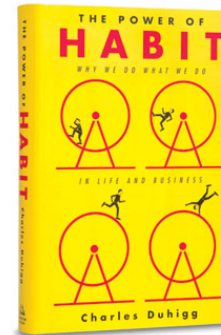
Favorite Articles

WE READ IT ALL SO YOU DON'T HAVE TO

We regularly read a library's worth of material in order to share the most relevant articles, thought leadership and just plain thought-provoking items with our clients. This is one of our recent favorites.

THE POWER OF HABIT

Understanding customer habits opens a window into better aligning your product or service with your customers' regular behaviors.



Charles Duhigg's latest book, *The Power of Habit*, provides a fascinating glimpse into the way habits influence human behavior. An excerpt from the book regarding Target's marketing to pregnant women appeared in the *New York Times* magazine in early March, and it got many marketers buzzing about how Duhigg's insights could be applied to marketing. The most passed along anecdote relates to how Target "knew" a teenage girl was pregnant before her father did. (Read more from the *New York Times* article: [How Companies Learn Your Secrets](#))

We're already putting the book to use with one of our newest clients. He and his team created a new-to-the-world piece of cardio exercise equipment. According to *The Power of Habit*, the best time to form a new behavior is when there is a disruption in the old behavior pattern. This insight is helping us to explore targeting runners after they sustain a sports injury.

Find out more about the book in an interview with the author featured on NPR: [Habits: How They Form And How To Break Them](#)

With our six-year anniversary fast approaching on June 1, we wanted to take a moment to thank you for your support!

We also appreciate your continued referrals, and 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,

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

Susan Silver
President
Argentum Strategy Group

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