



Argentum Strategy Group - Marketing Simplicity

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Why You Received This

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

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Greetings!

In this issue, we share two of our recent blog posts. The first is an overview of how we helped [ZipFit Denim](#) avoid a cool but complicated solution to a relatively simple problem. The second is about how an outside expert helped us realize that the Argentum elevator pitch needed to be overhauled.

We've also included a simple but clever video that shows why great creative work takes time. Finally, our client snapshot is about the project we recently completed for [Clarke](#), a global provider of environmentally friendly mosquito control products.

Great Creative Takes Time

A friend recently shared this simple but brilliant video. It was created by the Hungarian marketing communications magazine, *Kreatív*, to help its clients understand why better work requires time. It's been a great tool to help our clients understand the creative process a little better, and our agency partners love it. [See the video.](#)



Video by [Kreatív](#).

Featured Blog Posts

DON'T LET COOL BE THE ENEMY OF CLEAR

Good marketing is all about achieving desired results as clearly and simply as possible. But with all the cool, new, inexpensive technologies out there, sometimes the temptation to leverage them can lead us to be needlessly complicated. Simple marketing tactics are often the best. [Find out more](#)

MORE POWERFUL ELEVATOR PITCHES

Outside perspective on your marketing messages and tactics can be helpful for everyone, even marketing experts like Argentum. A conversation with a communications coach led to our new, simplified elevator pitch after seven years in business. [Find out how](#)



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Client Engagement Snapshot

One of our clients, [Clarke](#), is a global provider of environmentally friendly mosquito control products to governments, commercial entities and institutions like UNICEF and U.S. AID. One of their innovative products is organic-certified, and some of their programs involve mosquito control products that are applied by Clarke technicians riding bikes.



The CEO hired us to work with the Director of Marketing to develop a strategic marketing plan that the entire executive team could get behind. This involved focusing on a few core marketing strategies to drive Clarke's overall key strategic initiatives and discarding tactics that didn't support them.

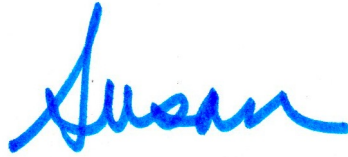
One key new marketing tactic is engaging a public relations firm to publicize the story of Clarke's transformation into a unique, award-winning sustainability company. For many of Argentum's clients, public relations provides a great broadcast mechanism for generating awareness and subject matter credibility.

And if you live in one of these [8 communities](#), you'll likely be hearing a lot more about Clarke this summer. That's because your local government will be working with Clarke to provide an all-organic mosquito control service called EarthRight™.

We appreciate your continued referrals, and are always excited to meet new businesses that might need our supplemental marketing strategy services.

Please feel free to pass our information along!

Regards,



Susan Silver
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