



Argentum Strategy Group - Defining Your Brand

Fall 2012

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Greetings!

In this issue, we share two brief video segments from a marketing workshop we conducted this summer for the University of Chicago [Booth Accelerator Program's](#) inaugural class of entrepreneurs. The segments address two subjects we get asked about a lot: 1) The difference between positioning and elevator pitch and 2) how to define a company's competitive set.

Also in this issue, we update you on a project we completed this summer for [Swingbyte](#), an innovative golf technology company.

Quick Links

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

[CUPCAKE MARKETING: SWEET!](#)

[DON'T WRITE THAT SURVEY!](#)

Positioning vs. The Elevator Pitch

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ISN'T POSITIONING THE SAME AS AN ELEVATOR PITCH?

This past summer, we taught a workshop for the Accelerator participants at the University of Chicago's [Polsky Center for Entrepreneurship](#) about positioning and marketing plans. In the following video segment, we helped the entrepreneurs differentiate between positioning and an elevator pitch, and to understand when and how to use them. [Watch the segment](#)



View the slides used in this portion of the workshop [here](#).

Bonus: Last month Seth Godin also addressed this topic in a blog post and he made some great additional points including "No one ever bought anything on an elevator." You can [read it here](#).

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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Defining Your Company's Competitive Set

WHAT SANDBOX IS YOUR COMPANY PLAYING IN?

In that same workshop at the University of Chicago's Polsky Center for Entrepreneurship, we helped the attendees think strategically about their company's competitive set. This understanding is essential before a brand can successfully define how it is unique. Examples included two of our favorites, KRAFT Macaroni & Cheese and Chicago's Goodman Theatre. [Watch the segment](#)

[View the slides](#) used in this portion of the workshop.



Client Engagement Snapshot

One of our exciting entrepreneurial clients, Swingbyte, launched its innovative product in April. It's a golf swing analyzer that weighs less than one ounce, attaches easily to any golf club and pairs by Bluetooth to Apple and Android mobile devices.



The team hired us to build a detailed marketing plan and budget, which they are now using as part of their roadshow as they engage investors for a second round of financing. Once they have secured their financing, they'll implement the marketing plan.

Shameless pitch: A Swingbyte would make a great stocking stuffer for the golfer on your gift list! [Check out their website.](#)

We 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.

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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