



## Argentum Strategy Group - Gear Up For Growth

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**Fall 2013**

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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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It's been another busy few months here at Argentum. This summer we again spent time mentoring start-ups for the University of Chicago's [Polsky Center Accelerator](#) and also, for the first time, for [TechStars](#), another well-known Chicago accelerator program.

Some of the companies we mentored:

- [WebCurfew](#), a developer of online Internet parental controls made super easy
- [FindIt](#), a mobile app that helps you search emails and files across Gmail, Dropbox and Google Drive accounts
- [Pathful](#), a service that compares your web sales funnel to that of your competitors and provides immediately actionable conversion insights
- [The Stylisted](#), an online platform that allows women to book in-home hair and makeup appointments with pre-vetted stylists

In this issue, we share a pair of recent blog posts. Together they are a response to entrepreneur Ankur Gopal's questions about how to know when you're ready for "real" marketing and how much you should spend.

We've also included a review of one of our favorite go-to books, Professor Tim Calkins' [Breakthrough Marketing Plans](#). It's a great resource for marketers at companies of any size.

## Featured Blog Posts

I recently had lunch with Ankur Gopal, the founder of [Interapt](#), a rapidly growing B2B technology company. It was exciting to hear about what he's been learning as his business grows, and when our discussion turned to marketing, he asked me two great questions:

1. **TIMING:** How will I know when it's the right time in my business' life cycle to bring in Argentum or a similar strategic marketing resource?
2. **BUDGETS:** Should I start saving money now to pay for marketing in the future?

These two blog posts were my response:

## IS IT TIME TO ADD A MARKETING STRATEGY RESOURCE TO YOUR TEAM?

During Argentum's 7+ years in business, we've worked with a lot of companies who are hiring their first marketing strategy resource. While the scenarios for making the leap vary, there are three rough buckets of reasons why a CEO/Founder hires us:

1. Communication issues
2. People resource issues
3. Growth needs



Take this quick quiz to see if your business might be getting to the point where it's time for you to add a strategic marketing resource to your team. [TAKE THE QUIZ](#)

## READY TO START SPENDING ON MARKETING?

In response to Ankur's budgeting question I created a topline resources assessment tool to help him evaluate his company's readiness to allocate money to marketing.

It's a good, basic way to help you start thinking about whether you're ready to ramp up your marketing spend. [USE THE TOOL](#)

## Book Review

While I am not a big fan of most business books, I frequently refer to [Breakthrough Marketing Plans](#), by Kellogg Professor Tim Calkins, and I often suggest that my clients purchase a copy (or two). Both Tim and I spent 10 years at Kraft Foods in brand management, and Tim's book essentially teaches the Kraft methodology for creating strategic marketing plans.

Now a wildly popular professor at Northwestern's Kellogg Graduate School of Management, Tim has created clear, specific step-by-step directions for developing thorough, practical, usable marketing plans. Along the way he also points out the brand planning best practices of some of the country's most successful marketing companies.



The "Twenty Strategic Initiatives" chapter deserves a special shout-out for its examples of strategies, along with related tactical and measurement suggestions. It's a great resource and is especially helpful for marketers who sometimes struggle with the differences between strategies and tactics.

The book is a great introduction for people who want to learn about marketing and it is also a terrific refresher for more experienced marketers.

## Upcoming Speaking Event

### Content Jam Chicago

October 17, 2013

We're excited to be speaking about marketing strategy at this one-day conference for people who create or curate content for the web.



Use the promotional code SUSANS for a \$45 discount.

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,

A handwritten signature in blue ink that reads "Susan". The signature is fluid and cursive, with a large initial 'S'.

Susan Silver  
President  
Argentum Strategy Group

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