



## Celebrating Our First Year!

### What's New

[Quoted in Business Week](#)

[Sample Engagements From Our First Year](#)

July 2007

### Greetings!

It's been an exciting first year for Argentum Strategy Group!

We've been privileged to work with a variety of terrific clients. It's also been great to be involved with [Intuit's JumpUp](#) initiative, as a business spotlight, and with the [Chicagoland Entrepreneurial Center's Athena PowerLink](#) program, as a business advisor.

And our recent mention in Business Week's SmallBiz section is a wonderful way to enter Year Two.

### Quick Links

[Check Out Our Updated Website](#)

[Using LinkedIn To Reconnect with People](#)

[5 Keys To Better Marketing - Take Our Quiz](#)

### Using Social Networking For Business

#### Quoted in Business Week!



*Business Week's SmallBiz* June/July 2007

Argentum Strategy Group was highlighted in this issue, in an article about how aggressive entrepreneurs are using social networking to build their business.

#### Join Our List

Receive sporadic yet interesting information

[Join Our Mailing List!](#)

#### Reach Out and Find Someone

**How social networking sites can help you find advice, drum up business, and hire new employees**

...An attitude built on trying to be helpful, rather than trying to extract whatever you can, also helps. Susan Silver, who started marketing consultant Argentum Strategy Group in June, 2006, takes the pay-it-forward approach when using both LinkedIn and JumpUp. "I feel like it's one big cosmic karmic piggybank. The more I can help people, the more good things will come back to me," says Silver...She recently participated in a JumpUp discussion thread on low-cost marketing tools, though she wasn't looking for advice on the subject. And she says she's been astonished by how many other people on the site have helped her...

To read the full text of the article, which includes some great tips on using social networking sites like LinkedIn to help enhance business development efforts [CLICK HERE](#).

## Sample Engagements From Our First Year

### Argentum Strategy Group Provides Timeshare VP of Marketing Resources To Small to Mid-Sized Businesses

Here are some of the projects we have helped clients with:

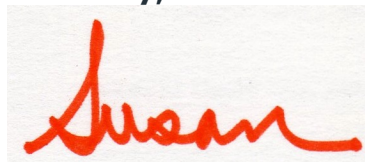
- Helping a \$27M Food Ingredient Company respond to more strategic, consumer-oriented requests from its major Consumer Packaged Goods (CPG) customers.
- Creating a customized, sustainable New Product Innovation process, and filling the pipeline, for a \$170M Consumer Food Company.
- Developing the strategic positioning for a small Brazilian adventure spa.

[CLICK HERE to learn more about these engagements.](#)

We are always excited to meet new businesses in the \$10M-\$250M range which might need our services. We are especially interested in meeting more "B2B2C" companies, which is what we call B2B's which supply B2C companies. Please feel free to pass our information along!

Have a great summer.

**Sincerely,**



Susan Silver  
President  
Argentum Strategy Group

[www.argentumstrategy.com](http://www.argentumstrategy.com)

Email Marketing by

