



## Argentum Strategy Group Celebrating Two Years

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### Greetings!

It's been another exciting year for Argentum Strategy Group, and it's hard to believe the company is already two years old!

**CLIENTS** We worked with some great new clients in the past year, including the highly regarded Word-of-Mouth marketing group at [Procter & Gamble](#), Tremor/Vocalpoint, and [Northlight Theatre Company](#), one of Chicago's largest theatre companies.

**COMMUNITY** This past year was also full of opportunities to give back to the community, whether it was speaking to students at Duke University about marketing as part of the annual [Fannie Mitchell Career Conference](#), or helping [Vital Bridges](#), a Chicago-based charitable organization, build a marketing team to better position and brand the agency.

## Is Your Company A B2B2C?

### AND IF SO, SO WHAT

Traditionally, the business world has categorized manufacturers into one of two camps. Companies were either B2B's, Business to Business, or B2C's, Business to Consumer.

In the course of working with our clients, however, we have noticed that there is a hybrid group; we call them B2B2C's.

These companies produce materials, components and/or ingredients which their B2C customers then use to manufacturer products for their consumers.

For companies which fall into this group, being conversant in consumer marketing is becoming increasingly important, and it can provide B2B2C's with a key competitive advantage...

...[CLICK HERE](#) to read the full text of the article, which includes results from our recent survey as well as five tips for preparing your B2B company to be more responsive to consumer-oriented requests.



## Recent Engagements

**ARGENTUM STRATEGY GROUP PROVIDES  
TIMESHARE VP OF MARKETING RESOURCES TO  
SMALL TO MID-SIZED BUSINESSES**

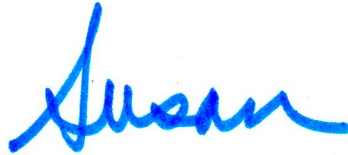
We recently worked with a very large, national organization which had spent two years developing a new brand identity. The organization wanted to ensure that all employees used the new tools and "lived the brand" We developed and led a series of two-part workshops for over 100 employees which helped the organization accomplish this.

To learn more about this engagement [CLICK HERE](#)

We are always excited to meet new businesses in the \$3M-\$170M range which might need our services. We are especially interested in meeting more B2B2C companies. Please feel free to pass our information along!

Have a great summer.

Sincerely,



Susan Silver  
President  
Argentum Strategy Group

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