



Argentum Strategy Group - Reaching Your Target

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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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Summertime at Argentum is when we mentor startups at both Chicago's Techstars accelerator and the University of Chicago's Polsky Accelerator. This year we're excited to be helping some very interesting companies including [yRuler](#), which is changing the way people experience online shopping, and [Norm's Farms](#), which is trying to do for elderberries what Pom® did for pomegranates. With their promising futures, you should look forward to hearing more about them!

In this issue, we share a video segment on narrowing your target. It's from a marketing workshop we conducted for the Polsky Accelerator's team orientation. There's also an overview of Jonah Berger's book, *Contagious*, which discusses what companies of any size can do to drive word-of-mouth marketing. Finally, there's a brief case study about how we helped a client empower its sales force to build their own personal brands while concurrently promoting the company.

Defining Your Target

A lot of the companies we meet have not clearly defined their target customer. Some make the mistake of trying to appeal to everyone in the hopes of not leaving any potential revenue on the table. Other companies have a general sense of their target, but have never taken the time as a team to sit down, define, and gain consensus on the common characteristics of their best customers.



Both of these strategies can actually end up being costly to organizations. You'll hear why in this [short video excerpt](#) from a marketing strategy workshop that Susan taught at the University of Chicago's [Polsky Entrepreneurial Center Accelerator](#). Not only does the video explain how to avoid these common pitfalls, it will help you define your target, resulting in a more effective and cost efficient marketing strategy. [Watch the video here.](#)

Content Jam

We're excited to be speaking again at this year's one-day conference for people who create or curate content for the web.

Discounted Early Bird sign-up starts August 4 for the **October 2** event. [Register here.](#)

Founding Moms

On **October 6**, we'll be speaking at The Founding Moms Conference. It will be a full-day program of interactive training tailored to mom entrepreneurs.

We Read It All So You Don't Have To

MAKE IT EASY FOR OTHERS TO HELP YOU

Register now to save \$200 on the full conference pass. [Register now](#)

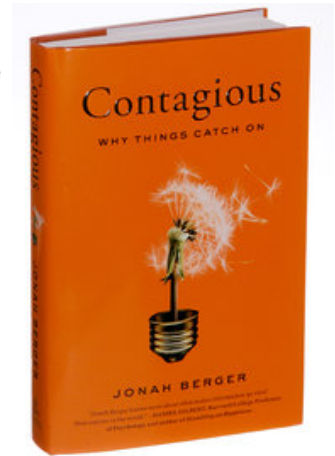
A few months ago, we heard Professor Jonah Berger speak about his book, *Contagious*. The book is a useful primer on how to make your product or service more likely to receive word-of-mouth (WOM) advocacy from your customers.

Berger identifies six levers that brands can use to enhance their chances of generating WOM. Having spent time consulting for Procter & Gamble's groundbreaking WOM group, [Vocalpoint](#), we know the importance of having both a message that's easy to amplify in combination with well-networked connectors who act as amplifiers.

Berger's key point is that even if you don't have access to a large pool of connectors, having a spreadable message can still facilitate some great WOM advocacy.

Reading *Contagious* could also provide a solid foundation for a productive team brainstorming session. Have your entire marketing team read the book, and then use Berger's easy STEPPS methodology to explore how you could make your own product or service more WOM-able.

If you want to try before you buy, you can read the five-part book excerpt featured in [Fast Company](#). Either way, you're bound to think about your offering differently after being exposed to *Contagious*.



Case Study: Leverage Your Sales Team

Many of our clients come to us to help them become more strategic in the way they approach their marketing spending. One of our current middle market clients was in the midst of embarking on a major geographic expansion when we first began working together.

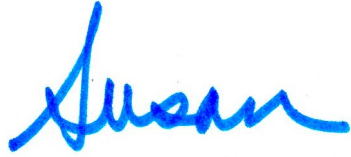


The marketing plan we developed together includes testing grassroots activities in five different geographies as well as the groundbreaking creation of a marketing fund for the sales team. The fund allocates a set amount of marketing money, based on seniority, for each individual sales person to spend as he/she would like, within certain parameters. [Read the case study](#)

We appreciate your continued referrals, and are always excited to meet new businesses that might need our supplemental marketing strategy services. You can see a list of our product and service offerings on [our website](#).

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 the first letter 'S' being particularly large and stylized.

Susan Silver
President
Argentum Strategy Group

www.argentumstrategy.com