



Marketing To The Government.

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Discussion Points





Getting to know your market and customer base within the U.S. Government:

- As a successful vendor you need to not simply respond to opportunities, but get out in front of them.
- Being aware of all valuable resources.
- Understanding and anticipating opportunities.
- Closely study data and anticipated agency spending patterns.
- Be educated on you competitors and possible opportunities to gain partners to grow your business.



Market Planning & Development of Budgets.

- **Part One:**
 - **Market Research:**
 - Define your market
 - Analysis of your current market
 - Know your competitors
 - **Marketing Goals:**
 - Which market segments will be targeted?
 - What key benefits will you offer?
 - How will you gain a competitive advantage?
 - What are the targets you aim to meet and over what time frame?
 - » IE: Market share, customer numbers, revenue.
 - **Market Strategies:**
 - Key aspects that need to be covered:
 - » Product
 - » Pricing
 - » Promotion
 - » Advertising, Personal selling, public relations, networking, e-marketing etc.



Market Planning & Development of Budgets.

- **Part Two:**

- **Develop an Effective Promotional Strategy:**

- Print media (Newspaper, Magazine & Classified Ads)
- Networking
- E-marketing
- Marketing Kits:
 - » Brochures, Business cards and other assorted print materials.

- **Monitor & Control:**

- Measuring results ensures you will continue to get value for your marketing investment. This allows you to decide which activities give the best return and adjust your marketing plan accordingly.

- **Development of budget:**

- After you have successfully completed your marketing plan you will then be able to build your budget.
 - » This becomes a living document and can be changed and added to as your tracking unveils what is succeeding.



Market & Data Analysis Tools:

Private sector companies and government agencies providing market and data analysis:

Thorough research and analysis allows for this data gathering to be used in Market & Budget planning.

- **Part One:**

- www.eagleeyeinc.com

- Customized reporting and ability to analyze market data.
 - Reporting allows the study of niche markets
 - Reporting allows the study of spending trends in your specific market.
 - In depth statistical analysis of recent and long term contract spending of individual markets.

- www.fedsources.com

- Customized reporting to identify and target qualified opportunities.
- Market forecasting and analysis.



Market & Data Analysis Tools:

- **Part Two:**

- www.geia.org

- Market Forecasting (I.T. Specific)

- www.washmg.com

- **Washington Management Group:**

Strategic partner of “The Coalition for Government Procurement”

- GSA Schedule contract consulting service.
- Assistance with contract proposals, pricing strategies, conduct contract negotiations, perform risk managements and more...

- www.fedworld.gov

- Allows you to search 30 million government pages
 - Individual market information
 - Research who your customers are.



Gathering Government Customers Electronically:

- **Part One:**

- **www.fedbizopps.gov:**

- Federal Business Opportunities is managed by the General Services Administration:
 - Searchable database of government contracts.
 - An E-mail notification service which allows vendors to receive daily e-mail notifications of procurement notices.
 - » Roughly 50,000 E-mails are sent out daily.

- **www.gpoaccess.gov/gaoreports/index.html:**

- Contains reports on audits, surveys, investigations, evaluations of Federal programs conducted by the US government accountability office (GAO).



Gathering Government Customers Electronically:

- **Part Two:**

- www.b2gmarket.com

- Search opportunities from Federal, State, Local government agencies plus international governments by receiving bid notification e-mails or search them instantly.

- www.gsaadvantage.gov

- Comprehensive selection of approved products and services as well as all GSA Global Supply Products.
 - Specialty categories such as strategic sourcing BPA's, Environmental, JWOD Program, Disaster relief, wild fire and homeland security.

- » www.ebuy.gsa.gov

Electronic requests for quote

- www.leadershipdirectories.com

- The Federal yellow Book: This is a directory of the executive branch of the Federal Government within and outside of Washington, DC Metropolitan Area.



Print Advertisement

- **Advertising should be targeted toward the prospective audience in such a way that forms a positive impact on the customer and in the process creates brand recognition.**
- **If you plan to spend on advertising one must make sure that the advertising campaign creates a positive impression of the brand in the minds of the customer and creates a need in them to try the brand, as well as create a commitment to continue using the product or service.**
 - **There are many magazines that can be targeted such as: Military club & Hospitality, Defense Communities and Government Procurement.**



Tradeshows

- **Quality Vs. Quantity**

- **Set objectives when identifying which tradeshows you will attend and carry those objectives out while in attendance.**
 - Analyze the options before committing to exhibiting.
 - Who attends?
 - What will the attendee be?
 - Who is exhibiting?
 - Where will your placement be on the show floor?

- **Tradeshows can be a showcase of knowledge:**

- Seminars
- Networking
- Working the floor:
 - Seeing who is who and what is on exhibit will allow for networking and education on the latest trends and developments.

- **Benefits of exhibiting:**

- Brand Awareness
- Networking
- Education
- Introducing your brand to new customers
- Re-visiting your current and previous customer base.

- **Database of Tradeshows:**

- www.allconferences.com
- **The GSA Marketing Partnership:**
 - www.gsa.gov/marketingpartnership
 - Offers lists of shows, expos and various marketing opportunities.



E-Marketing

The process of marketing a brand using the internet.

While using traditional marketing has been a long time standard. Today, with just under 1 billion Internet users world-wide, e-marketing is being implemented by most companies. Traditional marketing and E-marketing working together can be more rewarding.





E-Marketing

- **Part One:**

- **Website:**

- Website content needs to follow the **Search Engine Optimization** techniques. This will boost the website in the search engines.

- **SEO:**

- » Considers how search algorithms work and what people search for.
 - » SEO efforts may involve a site's coding, presentation, and structure, as well as fixing problems that could prevent search engine indexing programs from fully spidering a site.
 - » Other, more noticeable efforts may include adding unique content to a site, ensuring that content is easily indexed by search engine robots, and making the site more appealing to users.
- Producing a website that ranks well in the search engines, will assist you in obtaining more visitors.
- **Blog:** This increases the level of interest on your website as well as helps with the *Search Engine Optimization*.



E-Marketing

- **Part Two:**
 - **Opt-In E-mail Marketing:**
 - E-Zines: *Electronic Newsletters*
 - Press Releases
 - Announcements
 - E-mail Marketing campaigns
 - » Only send these campaigns when you have something to offer.
 - » They are best suited for customer retention than for acquisition.
 - **Advantages of E-marketing:**
 - Reduction in cost through automation and the use of electronic media and therefore increased ROI.
 - Faster response to both the marketer and the end user.
 - Increased ability to measure and collect data.
 - Re-marketing
 - Decreased Carbon Footprint



Regional Representatives

- **Regional Representatives** are either employees of the company directly or most commonly are independent multi-line sales representatives.
 - Often companies have a large contingency of this type of resource.
 - This allows your products and services to be exposed on a national level at minimal cost to the bottom line.
- **Sales representatives are an important player in the success of your marketing activities:**
 - They participate and initiate the following activities and more.
 - Follow leads
 - Track advertisements, FBO's and other online sources
 - Participate in tradeshow and conferences
 - Meet with potential clients and end users and develop and continue working relationships.



Networking

Business networking is a marketing method by which business opportunities are created through social networks of like-minded business people.

Like we are doing now...

- Business networking can be powerful method of generating new business. This is because business networking involves more personal commitment than company money.
- Business Networking facilitates:
 - Building new relationships and strengthening existing relationships.
 - Assists in building trust and confidence.
- Maximize “Per Chance” meetings
- Place yourself at the right place a the right time
- Attend functions that create a collective networking environment.



Public Relations

- **Introducing your brand to individual market based publications as well as national and local publications.**
 - Developing ongoing opportunities to discuss relevant and topical stories within these publication.
 - Maintaining a proactive response campaign to editorial outlets.
 - Editorial Positioning
- Produce and distribute frequent press releases to ensure a continued presence.
- Relevant business awards should be targeted and in turn will create a third party creditability and increase direct visibility of the brand.
- **Participate in social media:**
 - Such as a Blog
- **Press Release kit:**
 - Corporate background
 - Management Bios
 - Product/Service Fact Sheet
 - Pitch letter

The Coalition for Government Procurement

www.thecgp.org

The coalition is an effective collective voice of Government schedule contractors in shaping procurement policy affecting their federal business.

- Represents the interests of its members to all level of policy decision-making at GSA, OMB, and on the Hill.



Customer Relationship Management

- **All of the previous points mentioned should be managed appropriately with a customer Relationship management software management system.**
 - *Such as Microsoft CRM, ACT by Sage and Goldmine.*
- This will allow you to manage relationships with prospects and customers. Including collecting, storing and analyzing pertinent detailed information.
- CRM brings together information from all areas of the company (Sales, Marketing, customer service and management departments) to provide a complete view of each customer.
- CRM also allows detailed reporting on e-marketing activities as well as tradeshow activities.



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