

Understanding Agency Needs for Account-Based Marketing Efforts

Sept 2021

In partnership with:

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In a Mature Federal Market, Ask Yourself

How well is your market message connecting with those making decisions?



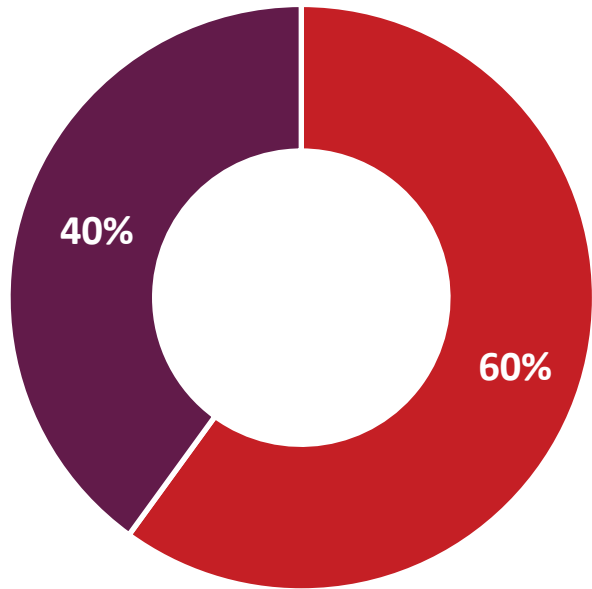
Evolution of Federal Government Marketing to Date:

- Make buyers aware your company exists
- Highlight the features and benefits of your products and services
- Demonstrate those features and benefits address a federal government need

Connect the ways your company and/or services align with the needs, concerns and values of the **AGENCIES or **INDIVIDUAL(S)** participating in the process**

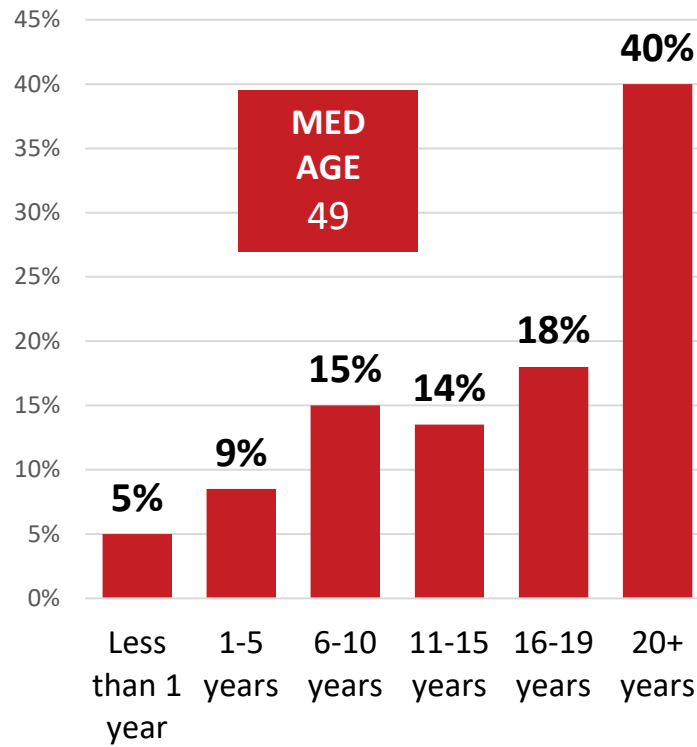
Federal Audiences

Federal Agency Type

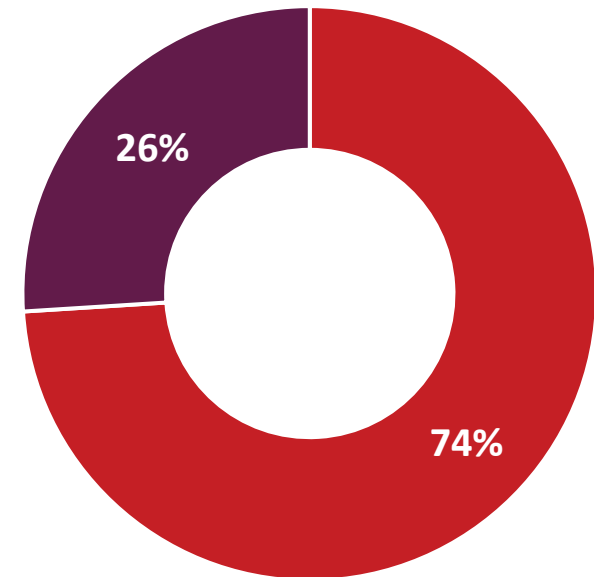


- Federal civilian or independent agency
- Defense, military, or intelligence agency

Age

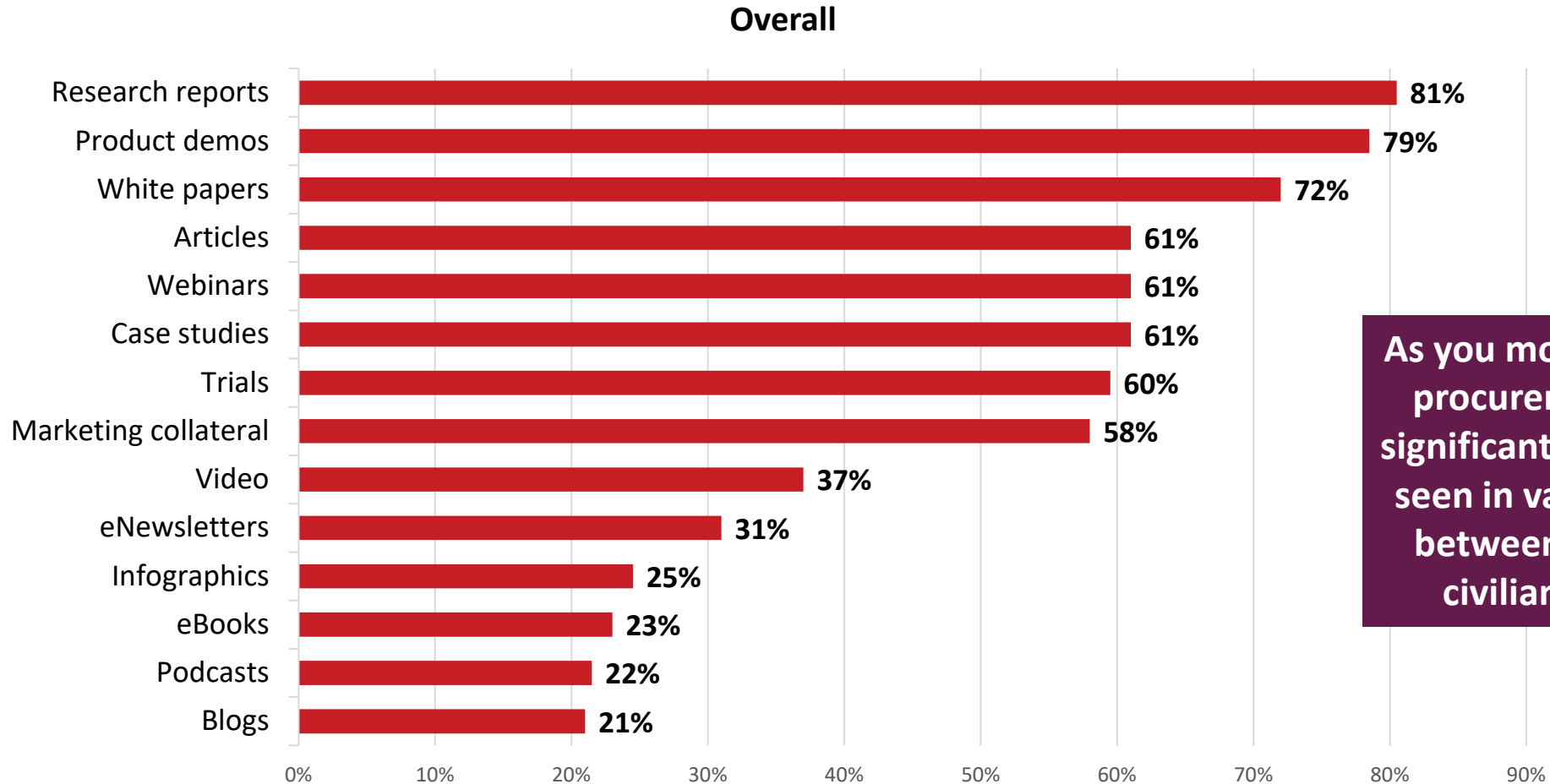


Gender



- Male
- Female

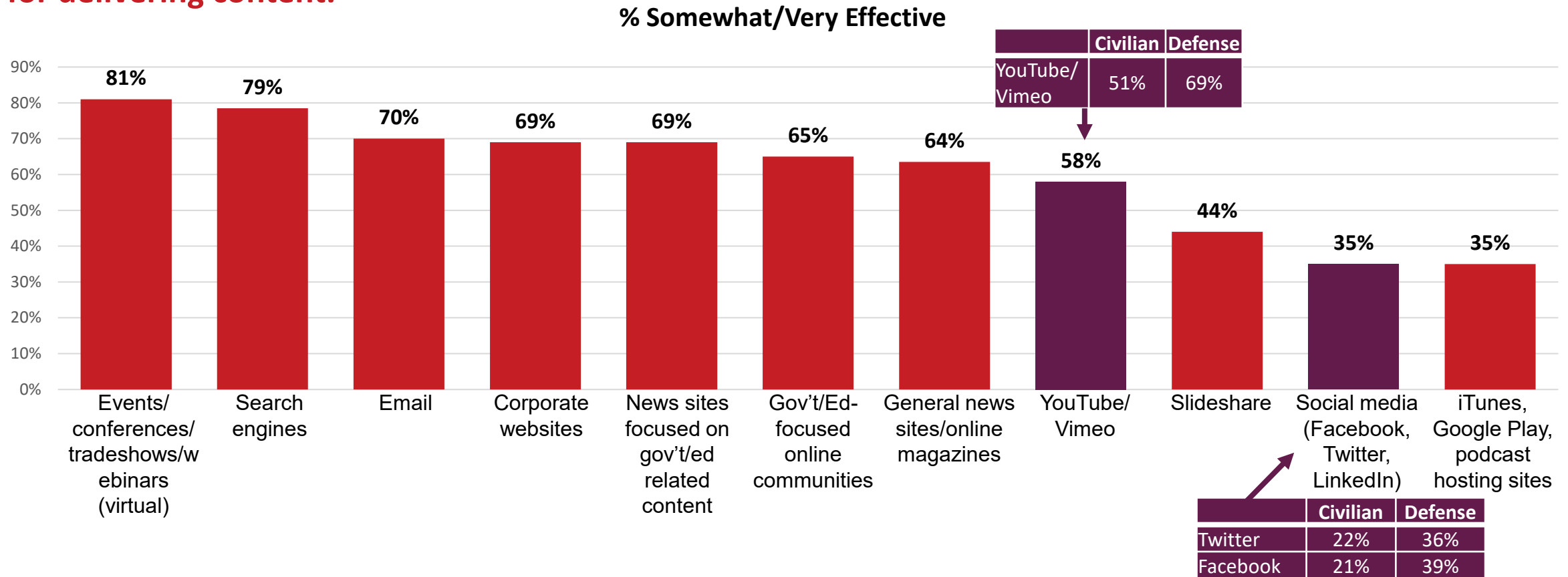
Most Valuable Content



As you move through the procurement process, significant differences are seen in value of content between defense and civilian audiences.

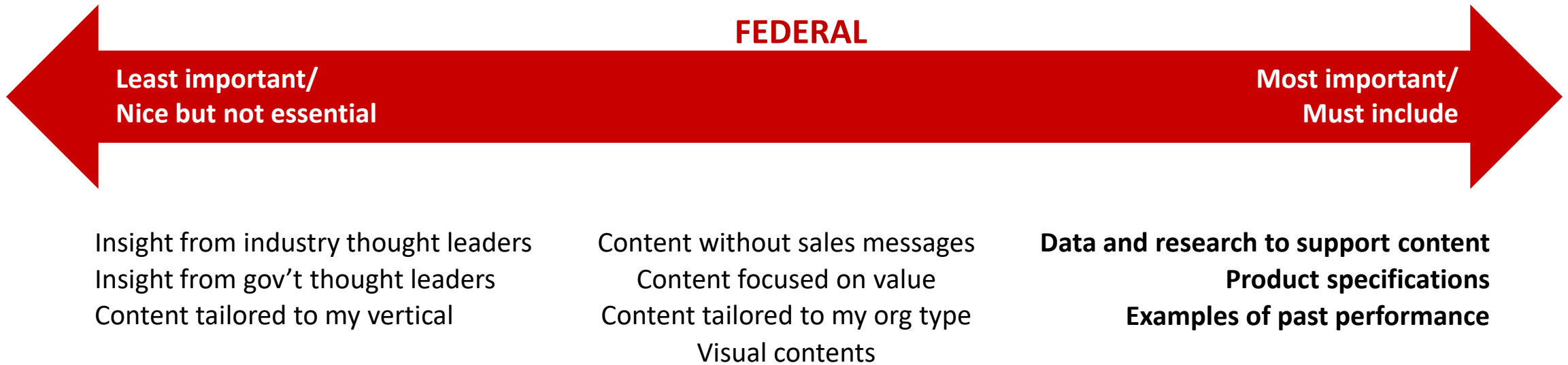
Effectiveness of Online Channels

During the pandemic, events, conferences and tradeshows, though virtual, grew as effective channels for delivering content.



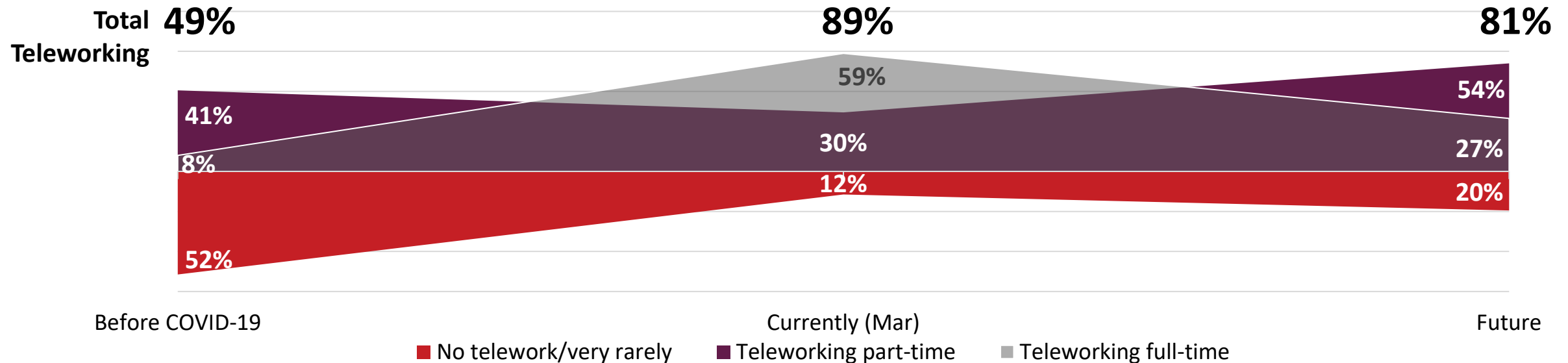
Continuum of Content Features

OVERALL IMPORTANCE TO THE PURCHASE PROCESS



Impact of COVID-19 on Telework

Eight in ten federal IT employees expect to work from home at least part-time in the future, a stark uptick from half before COVID-19.



BEFORE COVID	Civilian	Defense
No telework/very rarely	44%	63%
Teleworking part-time	48%	30%
Total Teleworking	56%	38%

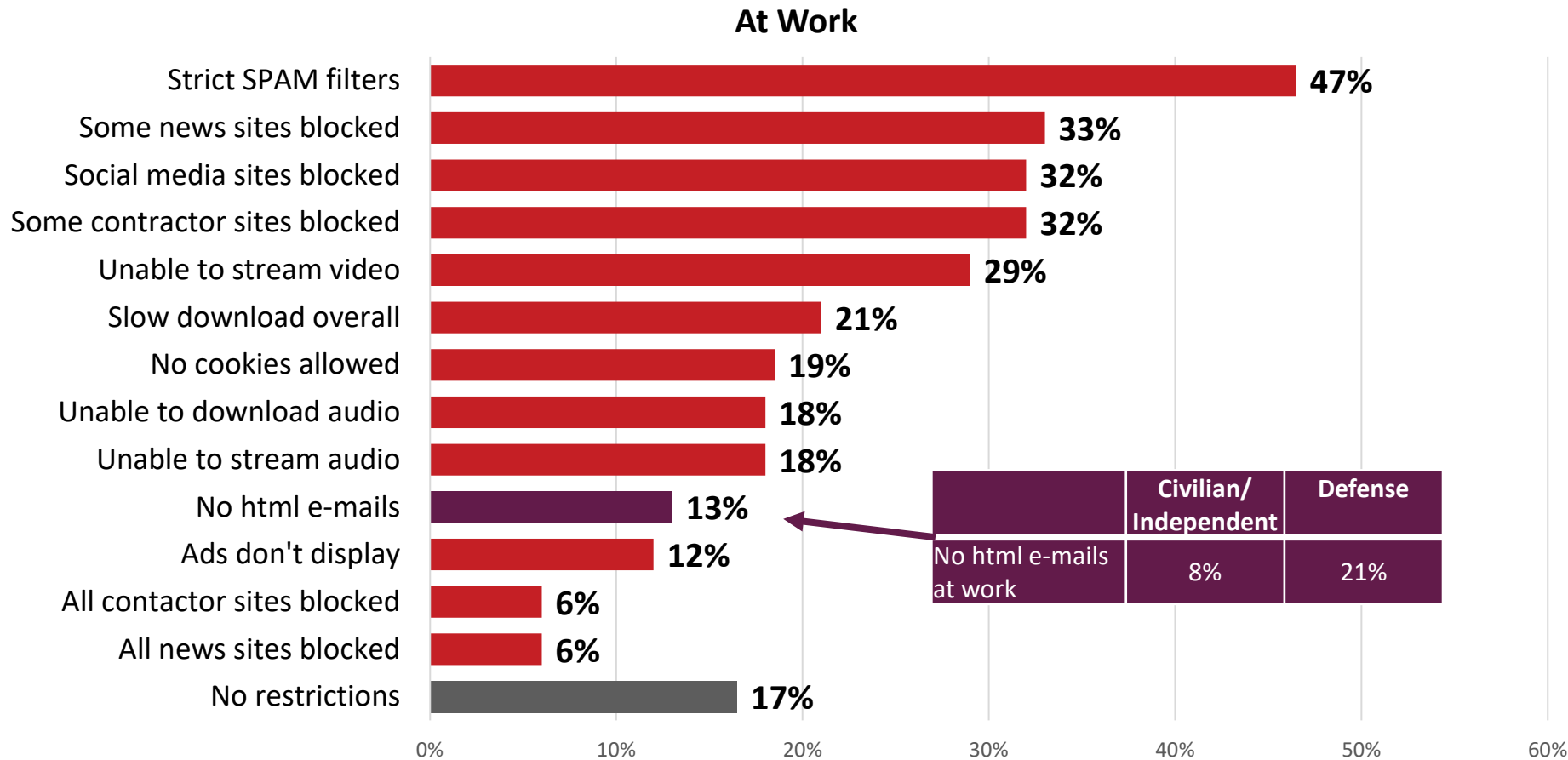
CURRENTLY	Civilian	Defense
Teleworking part-time	18%	46%
Teleworking full-time	70%	43%

FUTURE	Civilian	Defense
No telework/very rarely	15%	26%
Teleworking full-time	32%	19%
Total Teleworking	85%	74%

Source: 2021 Content Marketing Review

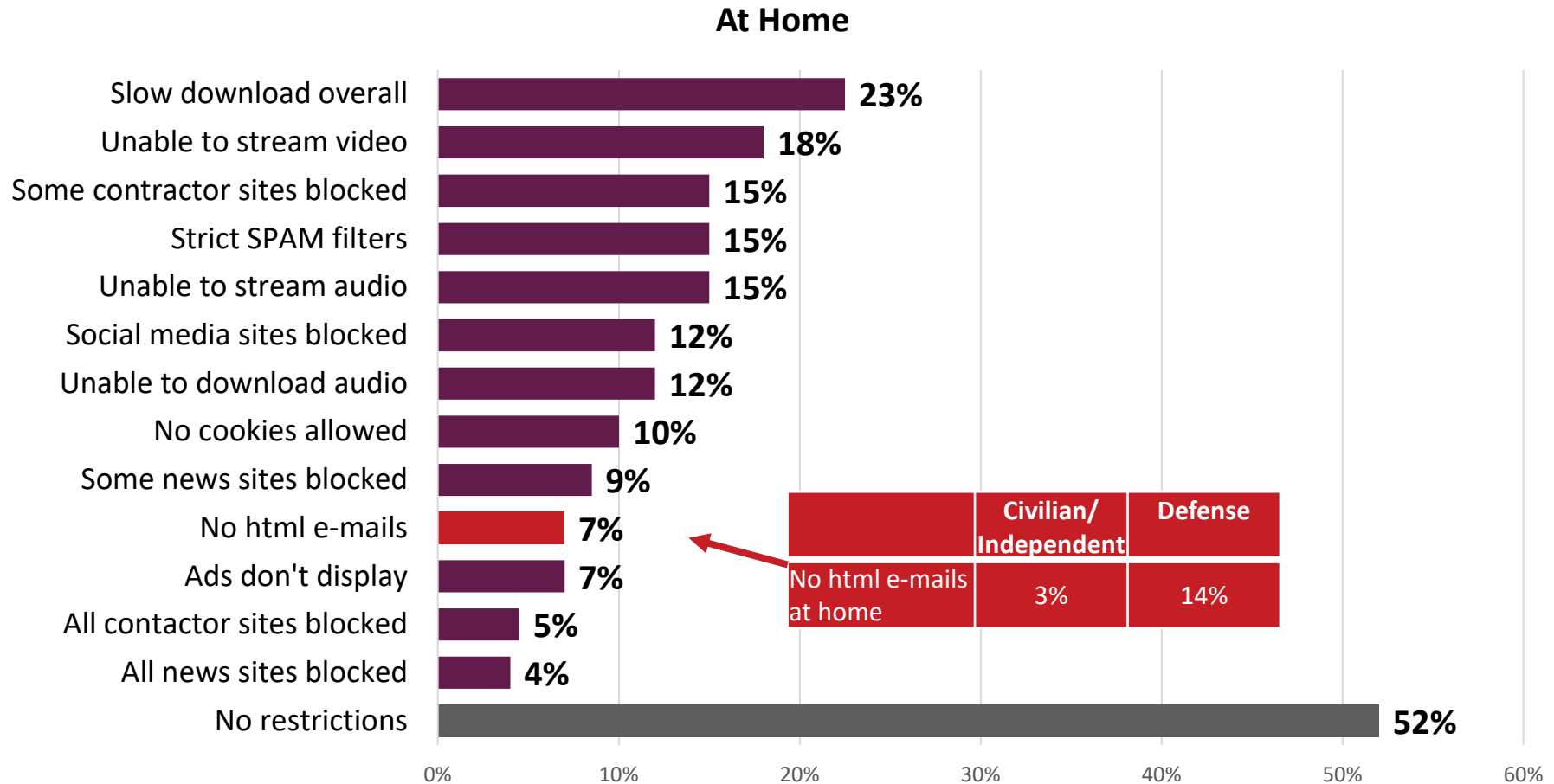
Barriers to Accessing Content

While at work, consider that filters that effect email, websites and social media.



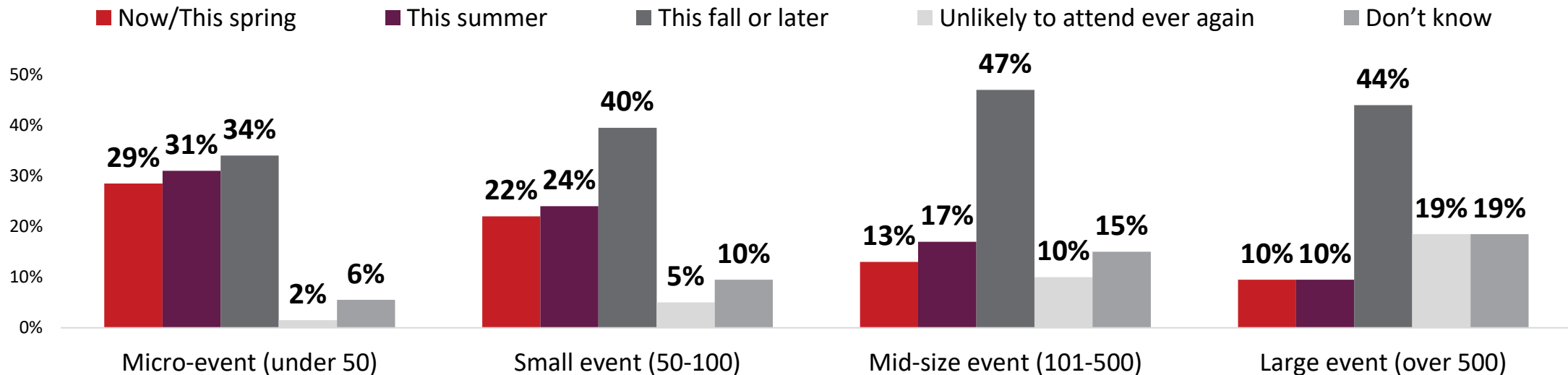
Barriers to Accessing Content

At home bandwidth issues prevail that effect download and streaming capabilities.



Comfort Level for In-Person Event Participation by Size

This fall will be telling for in-person events, however, it's important to note the 1 in 5 that are unlikely to attend large events again.



Micro-event	Civilian/Independent	Defense
Now/this spring	22%	39%
This fall or later	43%	21%

Small event	Civilian/Independent	Defense
Now/this spring	16%	32%
Don't know	13%	4%

Source: 2021 Content Marketing Review

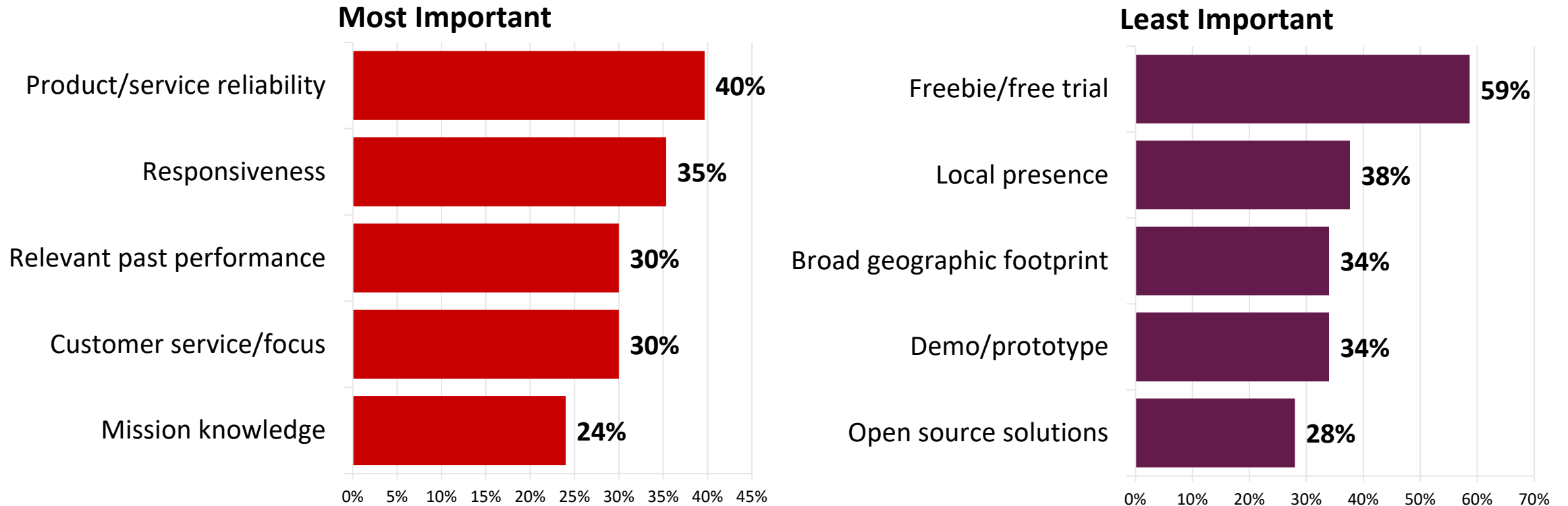


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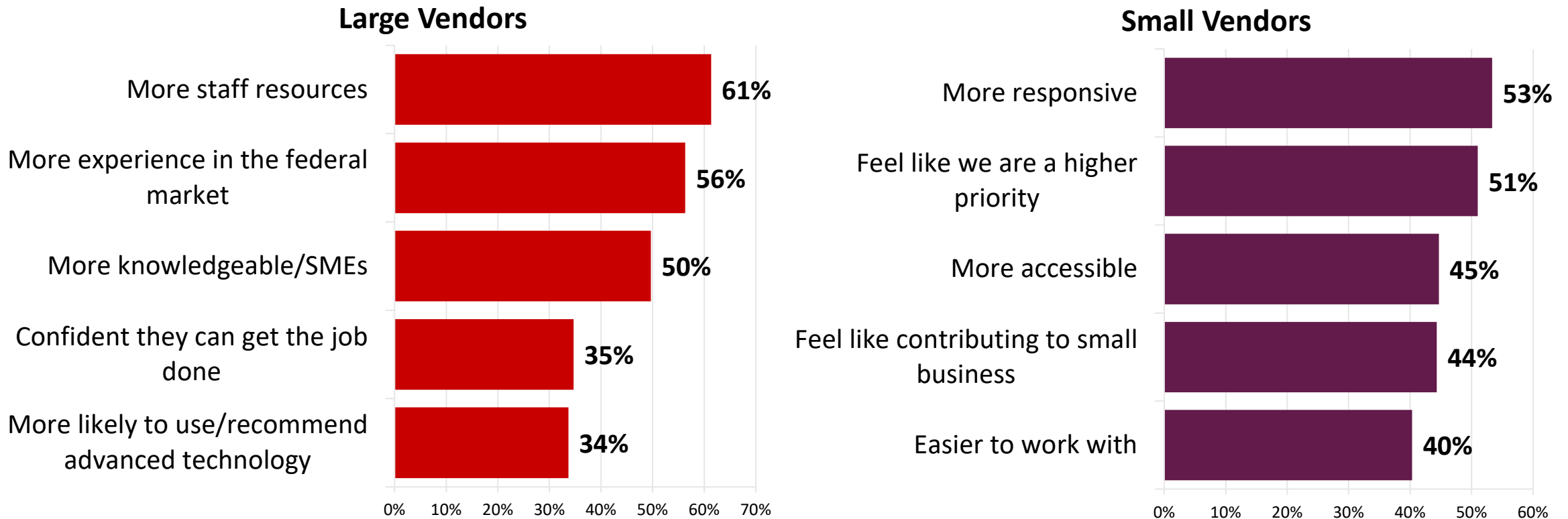
For me [the most important part of] working with vendors is about trying to help the organization meet its strategic objectives.

DIRECTOR OF STRATEGY & PERFORMANCE

Federal IT Decision-makers Top Considerations When Hiring a Vendor



Federal IT Decision-makers Identify Top Benefits of Working with Vendors



Market Connections Resources

- 2021 Content Marketing Review
<https://www.marketconnectionsinc.com/cmr2021study/>
- 2020 Federal Media & Marketing Study
<https://www.marketconnectionsinc.com/fmms2020study/>
- 2020 FIT (Federal IT) Personas Study
<https://www.marketconnectionsinc.com/fit-federal-it-persona-study-2020-a-deeper-look-into-your-government-customer/>
- Market Connections Federal Central
www.marketconnectionsinc.com/fedcentral/

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