Understanding Agency Needs for Account-Based Marketing Efforts

Part 2 - Dec 2021
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
Greatest Satisfaction at Work

- Feeling like I am making an important contribution: 60%
- Doing my part to accomplish the mission: 50%
- Helping to mentor/inspire junior staff: 32%
- Working with a motivated team of co-workers: 31%
- Being part of a positive workplace environment: 29%
- Approving and implementing well designed, cost effective solutions: 23%
- Accomplishing workplace goals on time: 23%
- Having the support of my supervisor(s): 18%

Source: 2020 Federal IT (FIT) Personas Study
Motivation to Work for the Federal Government

- Taking pride in a job well done: 87%
- Serving my country: 80%
- Benefits: 76%
- Job security as a federal employee: 76%
- Belief in my department’s/agency’s mission: 74%
- Service to the citizen: 71%
- Salary: 69%
- Able to work in IT: 57%
- Potential for promotions: 53%

Source: 2020 Federal IT (FIT) Personas Study
Morale Biggest Concern In Next Year

- Employee morale: 53%
- Changes in government policies: 38%
- Retirement of current employees: 38%
- Reintegrating remote workers back into a traditional office environment: 36%
- Staff recruitment: 35%
- Roles/responsibilities changing among staff: 33%
- Funding/budget: 33%
- Health concerns returning to the office after working remotely during the pandemic: 33%
- Leadership turnover: 29%
- Cybersecurity: 27%
- Use of new technologies: 21%
- Planning for the next fiscal year: 20%
- Timing of when budget is approved: 20%

Source: 2021 Federal Media & Marketing Study
The mission of (AGENCY) is among the most important on the planet.

CLOUD SOLUTION ARCHITECT
Federal Audiences

Source: 2021 Content Marketing Review
State & Local Audiences

**Source:** 2021 Content Marketing Review
BIO
Agency/Dept: Veterans Affairs
Title: Program Manager
Years in Current Role: 10 years
Years as Federal Employee: 23 years
Pay Grade/Level: GS-14

PROFESSIONAL CHALLENGES
- Slow bureaucracy
- Slow procurement/vehicle not available

TEAM DECISION-MAKER
Involved in:
- Makes final decision/approves purchase
- On a team that makes purchase decision
- Evaluate/recommend contractors
- Identify the need for a product/service
- Determine requirements, specs, features
- Manage/implement product

PERSONALITY TRAITS
- Proactive
- Seeks information
- Ahead of the curve
- Optimistic
- Adapts easily to change
- Risk taker
- Fact-based decision-making

TOP WORK MOTIVATORS
Service to the citizen
Taking pride in job well done
Belief in my agency mission
- Motivation to Learn About IT - Technology changes so quickly

VENDOR SELECTION
Most Important Consideration
- Product/service reliability
- Tech support
- Relevant past performance

Least Important Considerations
- Freebie/Free trial
- Local presence

PREFERENCES
Communication
- In-person
- Email
- Phone

Learning
- Watching
- Listening
- Reading

Discovery
- Search engine
- Colleague
- Industry event

Source: 2020 Federal IT (FIT) Personas Study

Program Manager
Age: 48 | Male
Education: Master’s Degree
Business Administration
Location: Texas

"The times that I feel less motivated are when I present a very good idea to my supervisor and it’s not answered for three weeks. That just makes me feel like I’m not worthwhile."
Civilian Techy

Age: 49 | Male
Education: Bachelor’s Degree
Computer Science
Location: Washington, DC

BIO
Agency/Dept: Health & Human Services
Title: IT Specialist
Years in Current Role: 8 years
Years as Federal Employee: 20 years
Pay Grade/Level: GS-13

PROFESSIONAL CHALLENGES
- Slow bureaucracy
- Lower budgets – expected to do more with less
- Slow procurement/vehicle not available

TOP WORK MOTIVATORS
Taking pride in a job well done
Job security as a federal employee
Benefits
- Motivation to Learn about IT –
  I am viewed as the expert at my agency

INFLUENCER
Involved in:
- Makes final decision/approves purchase
- On a team that makes purchase decision
- Evaluate/recommend contractors
- Identify the need for a product/service
- Determine requirements, specs, features
- Manage/implement products

VENDOR SELECTION
Most Important Consideration
Responsiveness
Product/service reliability
Customer service

Least Important Considerations
Freebie/Free trial
Open source solutions

PREFERENCES
Communication
email  phone  In-person

Learning
watching  reading  listening

Discovery
search engine  white paper  industry publications

PERSONALITY TRAITS
- Proactive
- Seeks information
- Ahead of the curve
- Optimistic
- Adapts easily to change
- Risk taker
- Fact-based decision-making

Source: 2020 Federal IT (FIT) Personas Study

I’m allowed the freedom to do my job, being considered the IT expert, and being free to choose the course of where we’re going to take things next.
Time Willing to Be Spent Consuming Work-Related Content

**FEDERAL**
- Over 40% are only willing to spend up to 5 minutes on a blog post
- Over 1/3 are willing to spend an hour or more on a webinar or with an eBook

**STATE & LOCAL**
- In general, written work should be 15 minutes or less
- Half of respondents are willing to spend more than 15 minutes on podcasts, videos, and webinars

Source: 2019 Content Marketing Review
Effectiveness of Online Channels

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

<table>
<thead>
<tr>
<th>Channel Description</th>
<th>% Somewhat/Very Effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events/conferences/tradeshows/webinars (virtual)</td>
<td>81%</td>
</tr>
<tr>
<td>Search engines</td>
<td>79%</td>
</tr>
<tr>
<td>Email</td>
<td>70%</td>
</tr>
<tr>
<td>Corporate websites</td>
<td>69%</td>
</tr>
<tr>
<td>News sites focused on gov’t/ed related content</td>
<td>69%</td>
</tr>
<tr>
<td>Gov’t/Ed-focused online communities</td>
<td>65%</td>
</tr>
<tr>
<td>General news sites/online magazines</td>
<td>64%</td>
</tr>
<tr>
<td>YouTube/Vimeo</td>
<td>58%</td>
</tr>
<tr>
<td>Slideshare</td>
<td>44%</td>
</tr>
<tr>
<td>Social media (Facebook, Twitter, LinkedIn)</td>
<td>35%</td>
</tr>
<tr>
<td>iTunes, Google Play, podcast hosting sites</td>
<td>35%</td>
</tr>
</tbody>
</table>

Source: 2021 Content Marketing Review
Average Time Spent with Media Has Dropped Since 2020

Source: 2021 Federal Media & Marketing Study
Market Connections Resources

• 2021 Federal Media & Marketing Study
  https://www.marketconnectionsinc.com/fmms2021study/

• 2021 Content Marketing Review
  https://www.marketconnectionsinc.com/cmr2021study/

• 2020 FIT (Federal IT) Personas Study

• Market Connections Federal Central
  www.marketconnectionsinc.com/fedcentral/
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