

# Understanding Agency Needs for Account-Based Marketing Efforts

Part 2 - Dec 2021

In partnership with:

**Merritt**GROUP  
MARKETING | PR | CREATIVE



# 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

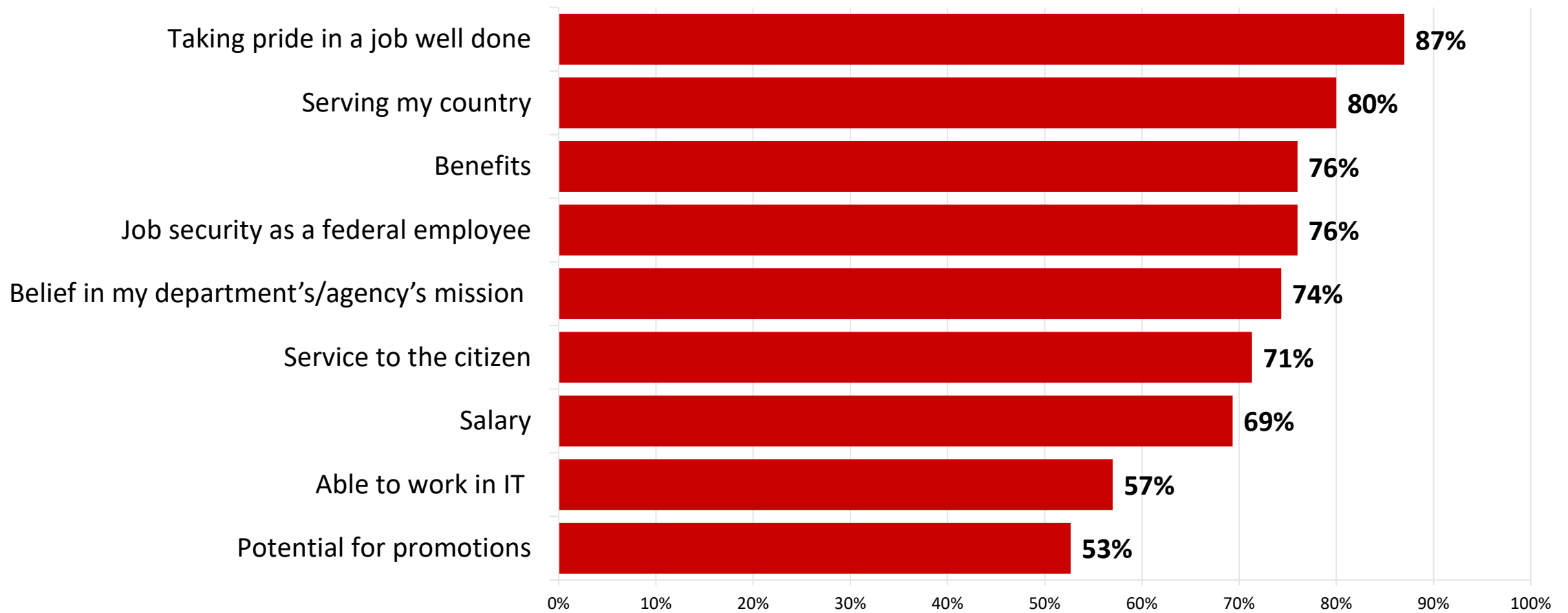
**Connect the ways your company and/or services align with the needs, concerns and values of the **AGENCIES** or **INDIVIDUAL(S)** participating in the process**

# Greatest Satisfaction at Work



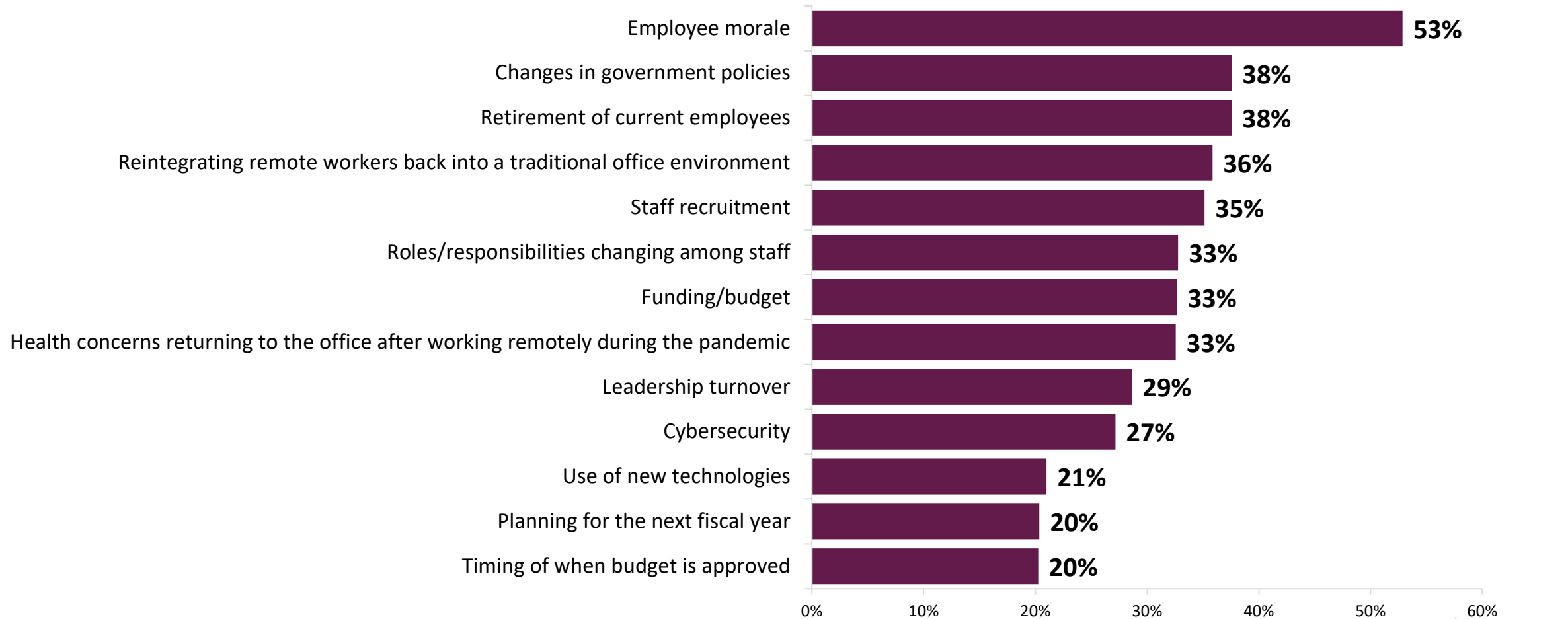
Source: 2020 Federal IT (FIT) Personas Study

# Motivation to Work for the Federal Government




Source: 2020 Federal IT (FIT) Personas Study

# Morale Biggest Concern In Next Year



Source: 2021 Federal Media & Marketing Study

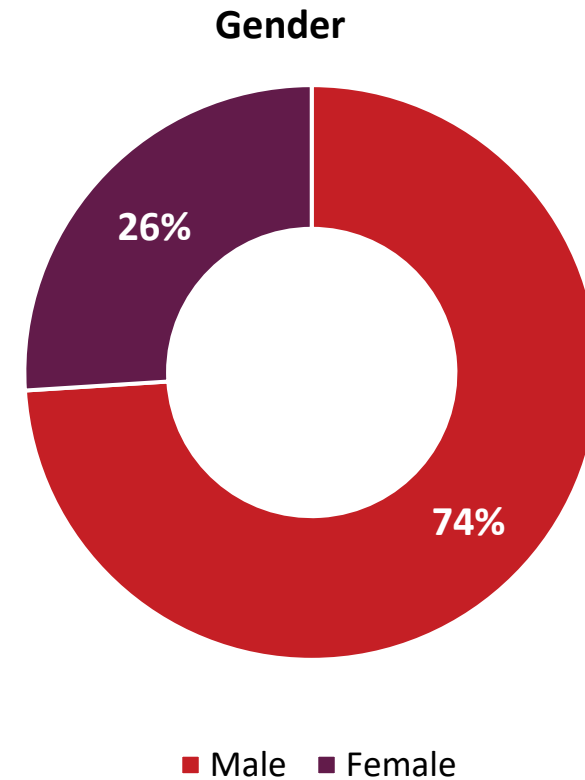
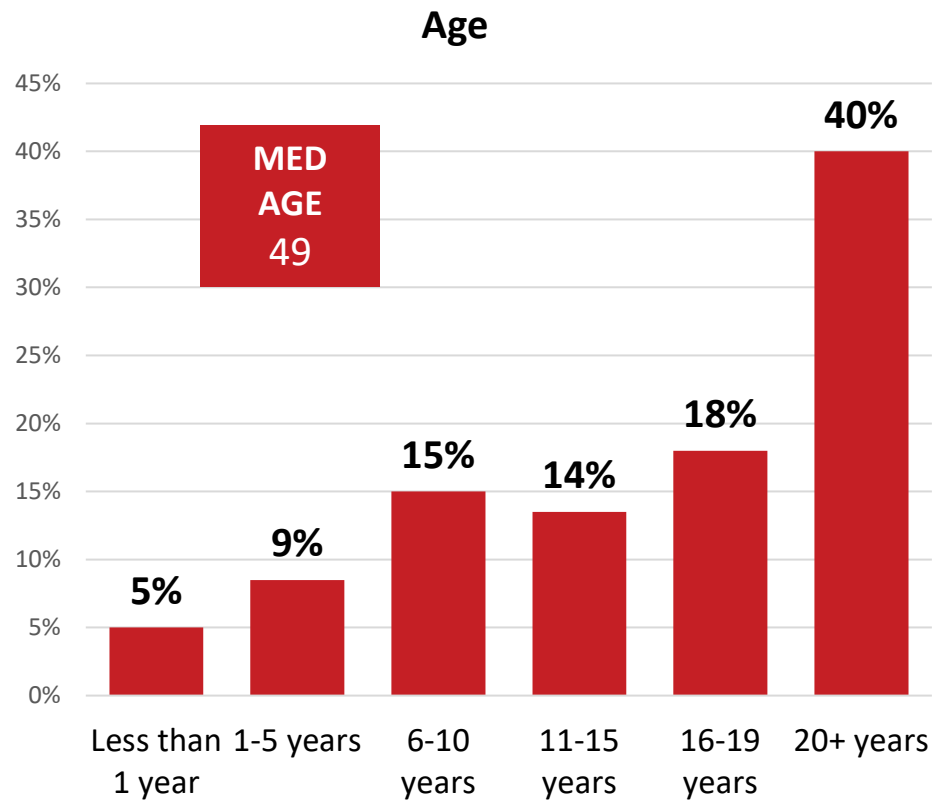


“ The mission of (AGENCY) is among the most important on the planet.

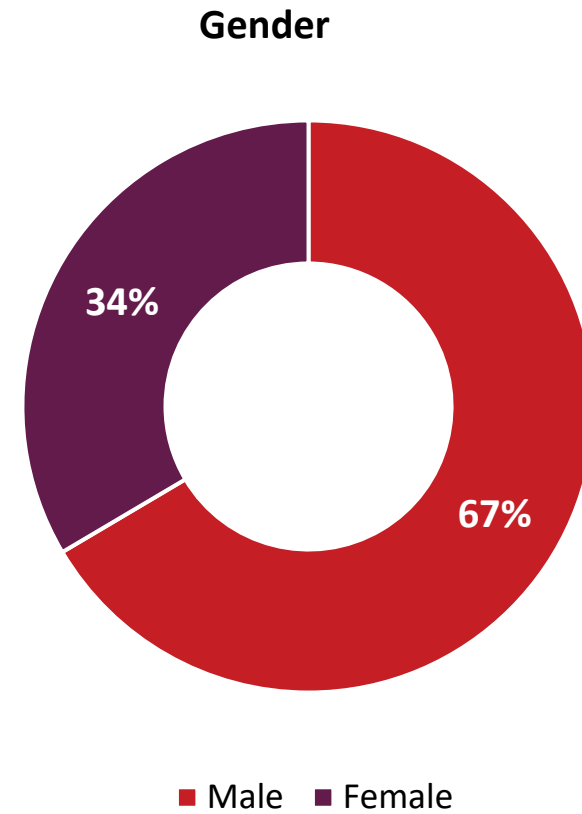
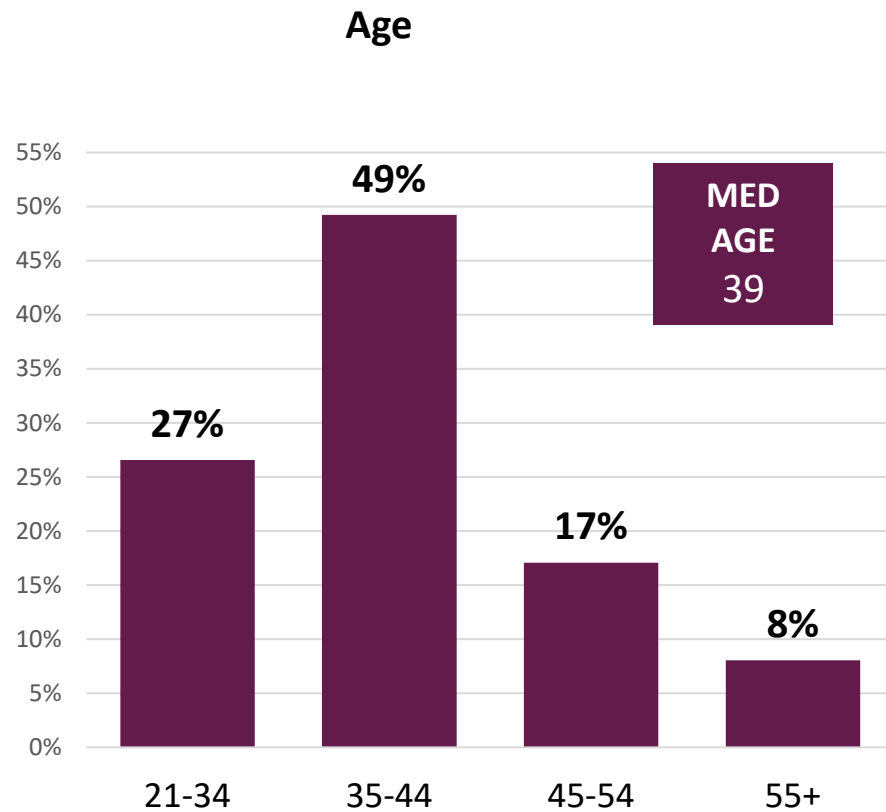
CLOUD SOLUTION ARCHITECT



# Federal Audiences



# State & Local Audiences





## 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

## 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

## 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

## 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

## PERSONALITY TRAITS



Proactive



Seeks information



Ahead of the curve



Optimistic



Adapts easily to change



Risk taker



Fact-based decision-making



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.

## Program Manager

Age: 48 | Male

Education: Master's Degree  
Business Administration

Location: Texas



# 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

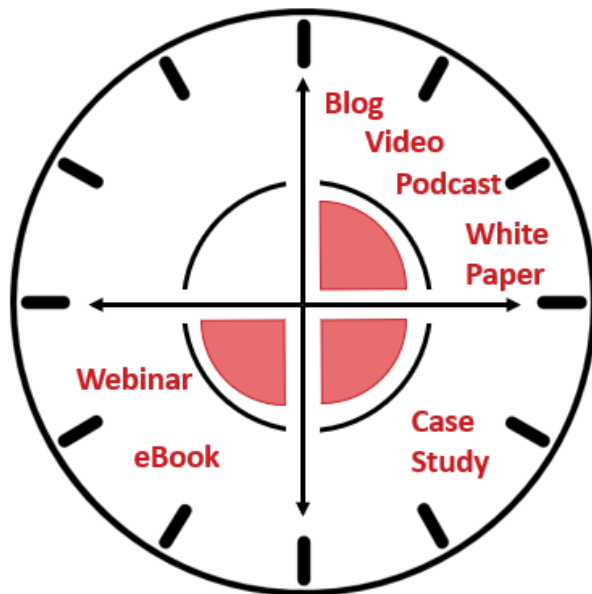


I'm allowed the freedom to do my job, being considered the IT expert, and being free to choose the course of where we're going to take things next.

# 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



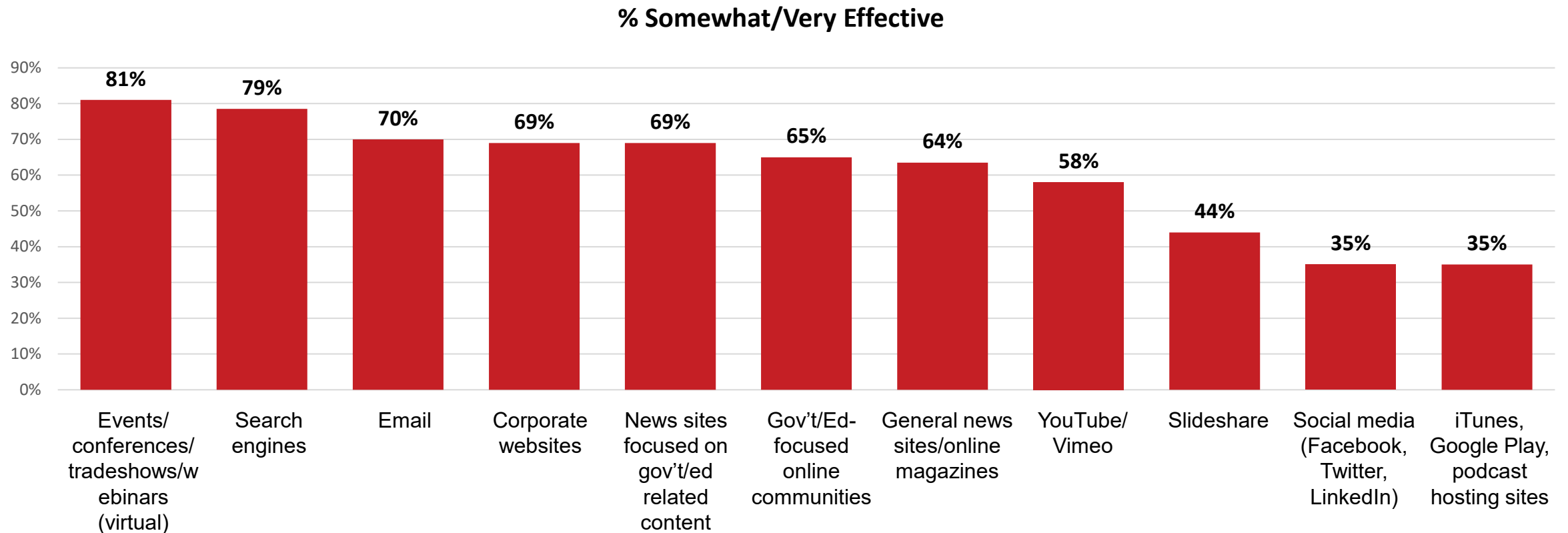
## STATE & LOCAL

- 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

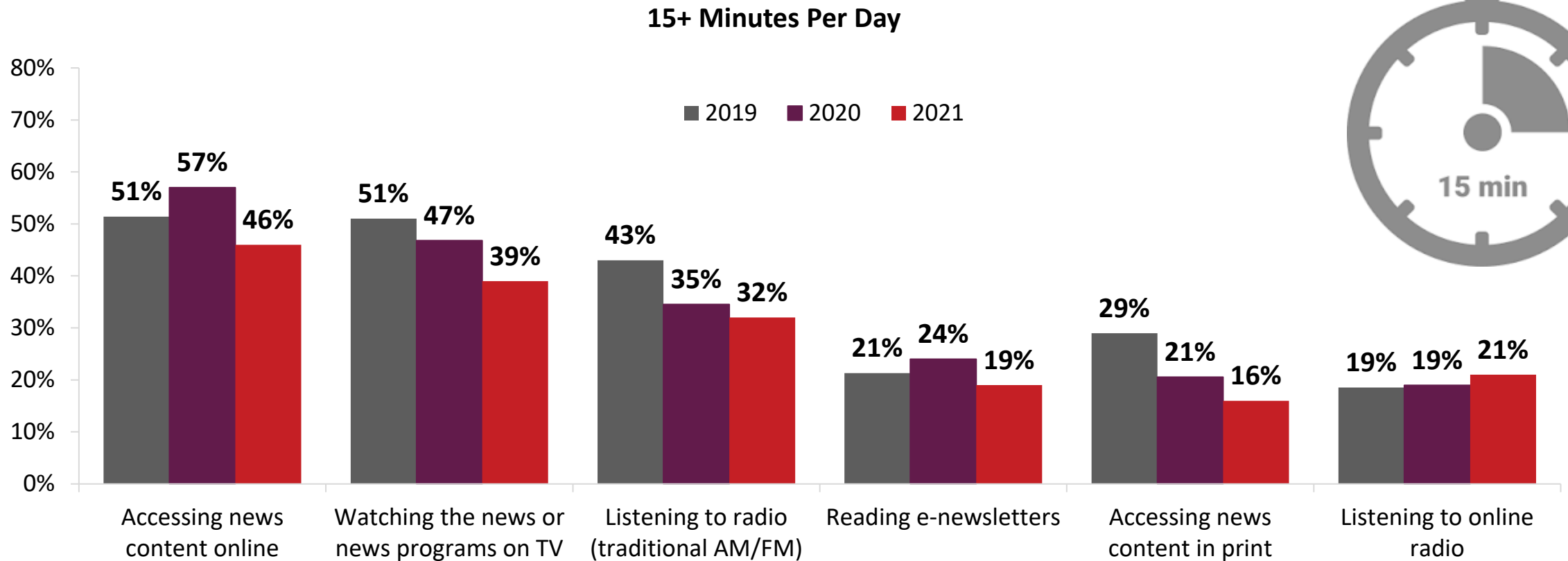


# Effectiveness of Online Channels

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



# Average Time Spent with Media Has Dropped Since 2020



# 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  
<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/](http://www.marketconnectionsinc.com/fedcentral/)



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Research you can act on.