

Understanding Agency Needs for Account-Based Marketing Efforts

Part 3 – Jan 2022

In partnership with:

MerrittGROUP
MARKETING | PR | CREATIVE



In a Mature Federal Market, Ask Yourself

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

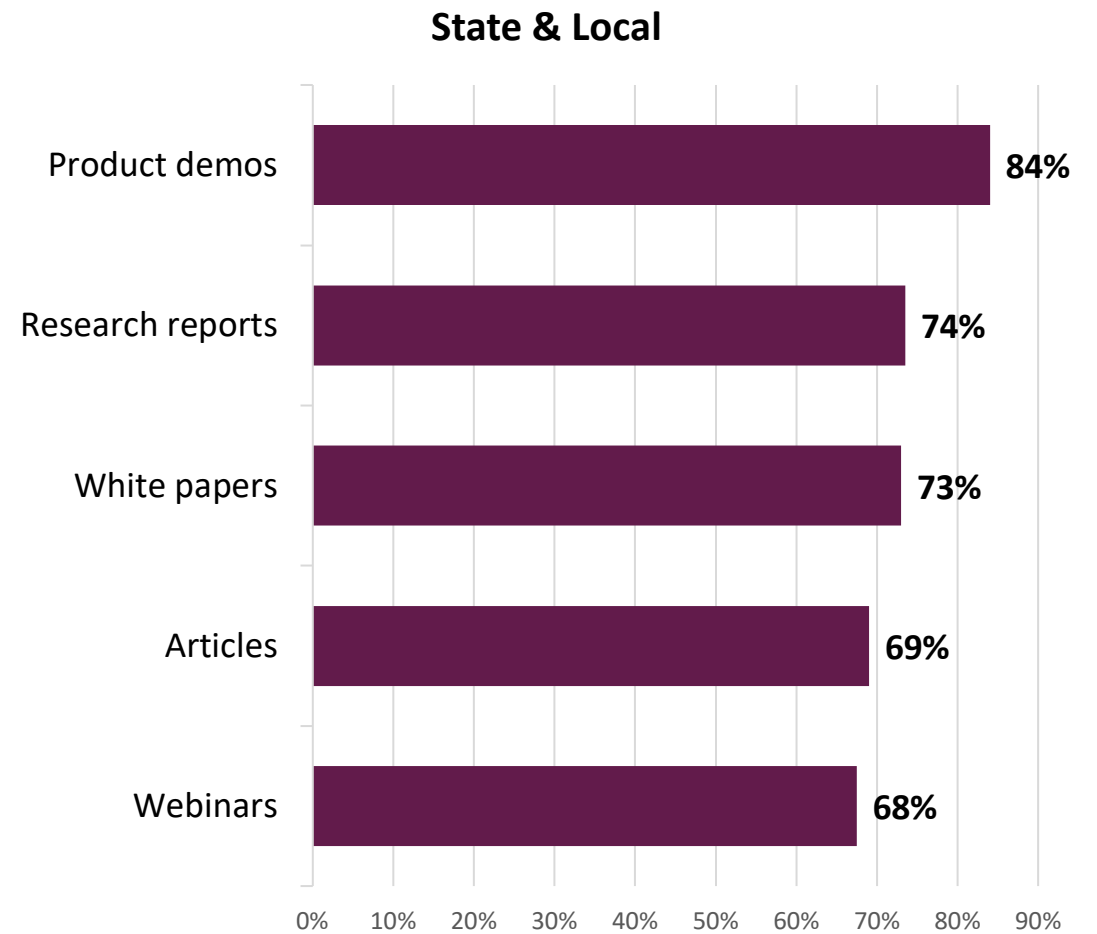
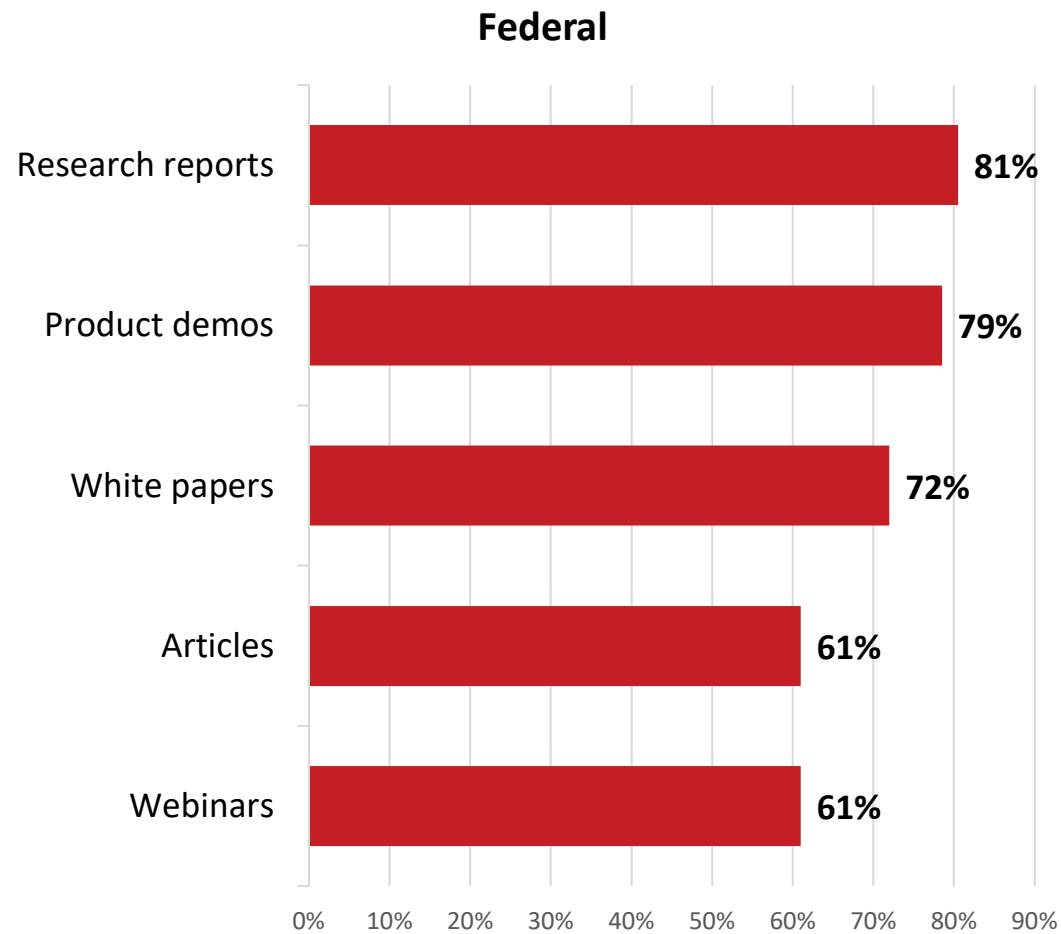


Evolution of Federal Government Marketing to Date:

- 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

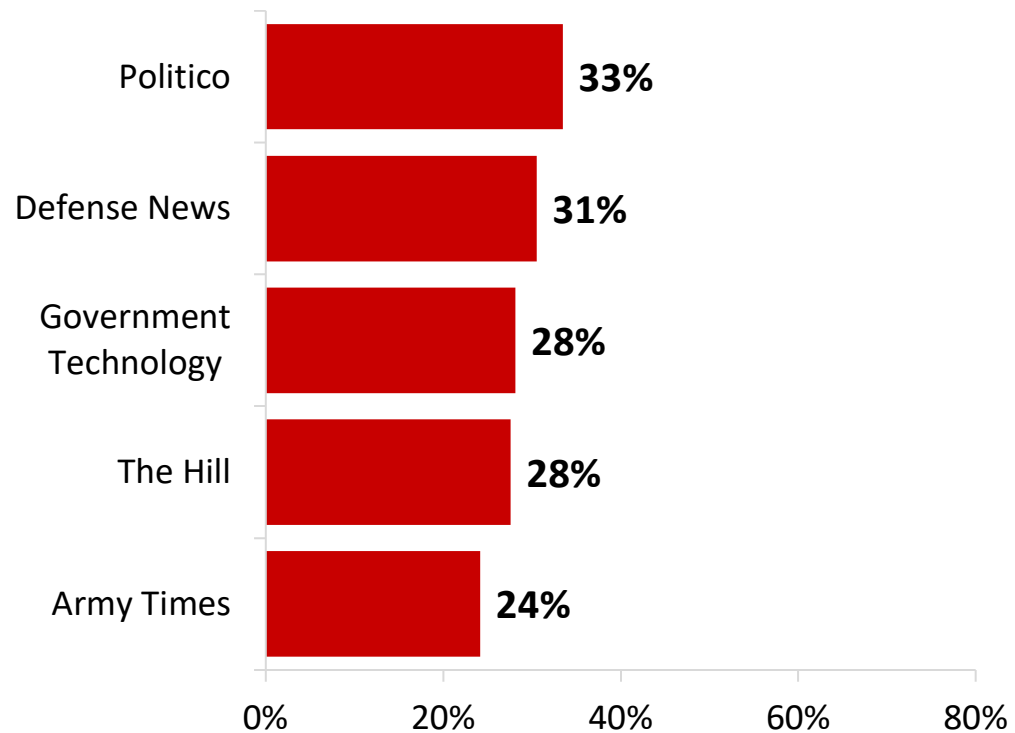
Connect the ways your company and/or services align with the needs, concerns and values of the **AGENCIES or **INDIVIDUAL(S)** participating in the process**

Most Valuable Content: Top 5 Same for All Public Sector

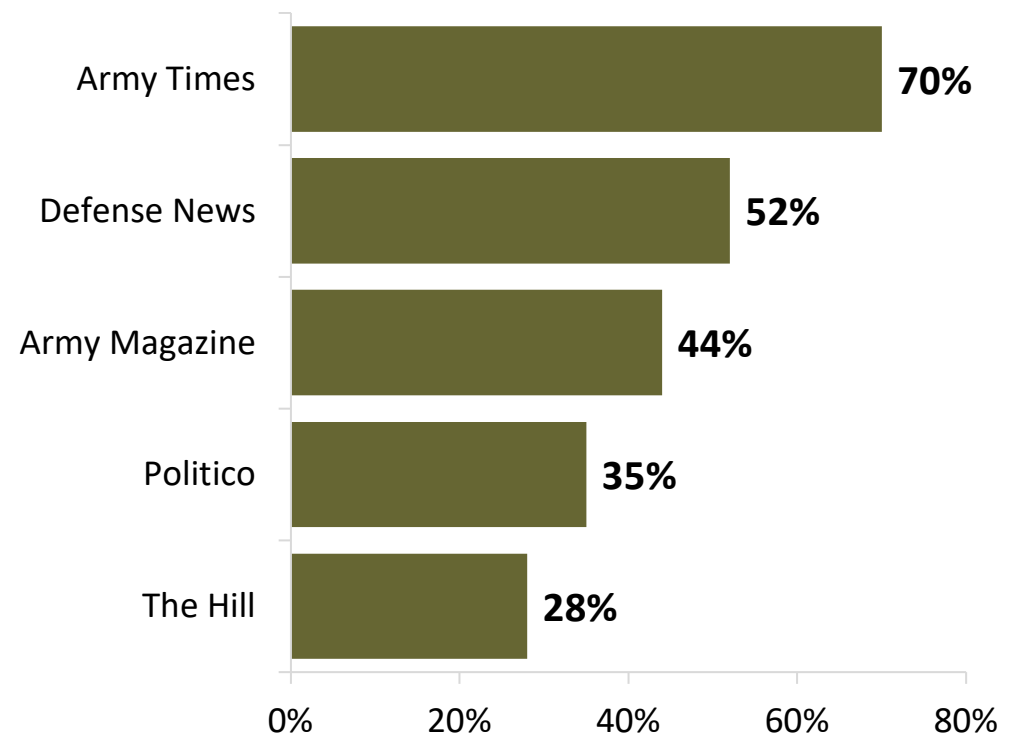



Print News Publications Most Regularly Read

Top Five Federal/Congressional Print News Publications: Overall



Top Five Federal/Congressional Print News Publications: Army





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

CLOUD SOLUTION ARCHITECT

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.

The Right Media Mix - An Example (Software/Hardware Purchasers)

Layering your media purchase to maximize reach can help you get close to saturation.

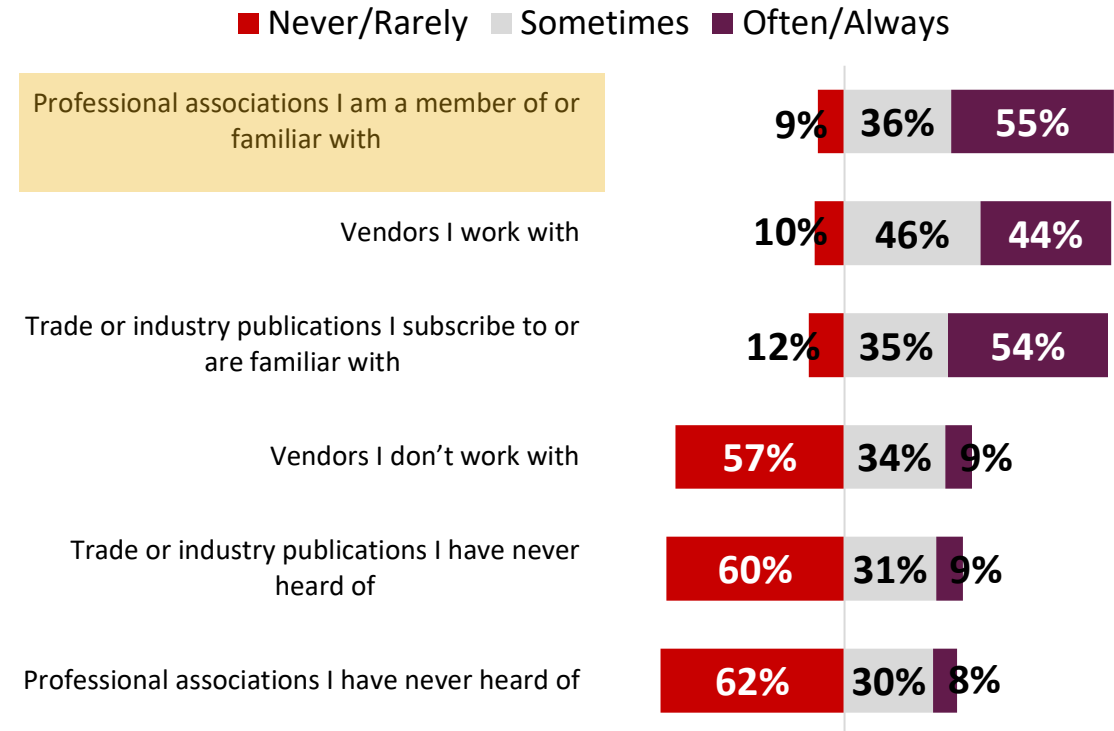
FEDERAL EXECUTIVE MEDIA USAGE : 30+ MINUTES/ INSIDE THE BELTWAY			
The Right Media Mix		PURCHASE RESPONSIBILITY Software	PURCHASE RESPONSIBILITY Hardware
LISTENING	Traditional Radio	44% REACH	37% REACH
LAYERING ON DIGITAL			
DIGITAL	ADDING Online News	68% NET REACH	63% NET REACH

Associations – Trusted Content Partner

- Three of top 10 most trusted sources of information come from professional associations.
- Nine out of ten federal respondents clicked on and downloaded content from professional associations they are familiar with.



Source: 2018 Federal Media & Marketing Study



Source: 2019 Content Marketing Review

Case Study: The Value of Brand Tracking

A leading government contractor client considered repositioning its brand and needed to understand current brand perceptions and position in their market segments, as well as if new services would be a credible brand position.



Approach

- Quantitative surveys set a benchmark of the company's reputation and image relative to competitors
- Annual tracking research to test the outcomes of sales and advertising campaigns and their impact on company brand health

Outcomes

- The research revealed lower than expected levels of familiarity with the organization in two of its market segments—a surprise to the client.
- The client applied findings to develop its positioning of new services and developed specific messages that would resonate most within each target market segment
- Annual tracking survey indicated significant increases in familiarity and overall perceptions of the company within the target market segments

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/