

Effective Marketing

New Hampshire
Procurement Technical Assistance Program

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Defining the Market

- U.S. government is world's largest buyer of products/services.
- Purchase nearly \$430 billion/year in products/services.
- 23% of all govt. buys intended for small business.
- 5% women-owned firms.
- 5% small disadvantaged businesses.
- 3% HUB zone certified firms.
- 3% service-disabled veteran-owned businesses.

Federal Contracts by Agency FY 2007

- Defense - 72.6%
- Energy – 5.3%
- HHS – 3.2%
- Veterans Affairs – 2.7%
- Homeland Security – 2.7%
- GSA – 2.6%
- NASA – 2.3%
- Justice – 1.4%
- State – 1.2%
- Agriculture – 1.0%



Market Research

- Understand the market
 - Gathering information about your target market should be your first step towards increasing government sales.
- Know the players
 - Agencies – who does what?
 - Who are the “big fish?”
 - Who are the local/regional/national/global competitors
- Learn about the buyers’ needs & wants. Discover their priorities. Your value proposition must address these.
- Get information on their budgets, and be familiar with their funding cycles.

Marketing Strategies

- Recognize the similarities and differences from private-sector marketing & sales.
- Uncover your marketing strengths and weaknesses.
- Exploit your strengths.
- Build up weak areas.

Finding the Opportunities

- Federal
- State
- Local
- MyBidMatch

Market Research - Competitors

- Federal Procurement Data System
- Award publications
- Informal intelligence gathering – trade shows, publications
- Competitors' web sites

Promotional Activities and Materials

- Web Presence
- Educational Events
- Open House
- Trade Shows & Conferences
- Publications
- Advertising
- Marketing Collateral

Influencing the Buying Team

- Your sales approach must include specific plans to identify, reach and positively influence each member of the buying team.



Questions?

