



MARKETING TO THE GOVERNMENT

*How to make Government Agencies aware
of your product(s)/service(s)*



WHY???

VALIDATION MARKETING

Reduce the RISK of working with your your company -- validate you, your company, & your product(s)/service(s)

Include these items with ALL Bids/RFPs & deal-related correspondence

#1: Media Coverage

- Once you deploy to an agency -- get story in the local media
 - Newspaper
 - Local TV news
- WIN:WIN
 - Agency looking for “good press”
 - News outlets looking for “good/new stories”
- Provide story from the perspective of the agency constituents
 - Make it easy.....provide verbiage & images
- Once published/released.....”clean-it-up” so its focused solely on your deployment
- **SHARE IT** with all of the surrounding agencies

#2: Agency Testimonials

- Agencies are “risk-averse”.....they want other agencies to have success with your product/service
- Create ONE agency that is a “Raving Fan” of your company (Flagship Agency)
- Create written summary of your deployment and (ideally) get agency to agree to take calls from other agencies
- Hearing from another agency is 100x more powerful than **anything** you say

#3: Online Reviews

- First-thing agencies will do -- is **GOOGLE** you
- Continually check your online reviews
 - Search Engines
 - Business Ranking Websites (BBB, Yelp, Glassdoor, etc.)
- Respond to any/all negative reviews (try to turn-them-around)
- Be proactive in getting your best customers to leave positive reviews (make it easy for them)

#4: Website & Social Media

Website:

- Major sure your website looks PROFESSIONAL
- Add some references to government terms (customers -- if you have them)

Social Media:

- “Claim your company profile” on major social media platforms: Google, LinkedIn, Facebook
- Post at least once-a-week

#5: Trade Shows

- There is an unlimited number of shows to attend
- Attend the few strategic shows in your industry
- Otherwise....don't attend unless you can **speak/present**
 - Present on an important industry-trend -- NOT your company/product
- Almost all shows are virtual now
 - How to maximize your reach (# of leads)?

#6: Board of Advisors

- Simple, easy way to increase the “validity” of your company
- Attach influential people/names to your company (4-6 folks)
 - Former government employees/politicians
 - Well-known industry experts
- Help provide strategic direction of company
- Assist in providing references & referrals

#7: BBB Accreditation

- Pay fee to become an “**accredited vendor**” of Better Business Bureau
- Allows you to use the BBB logo
- You can respond an any negative reviews & they help mediate resolution
 - You receive an assign BBB representative
- Get (and keep) A+ rating from BBB

**All of these items help
validate you & your
company -- and
minimize the risk of
working with your
company**

IT WORKS...
...DO IT

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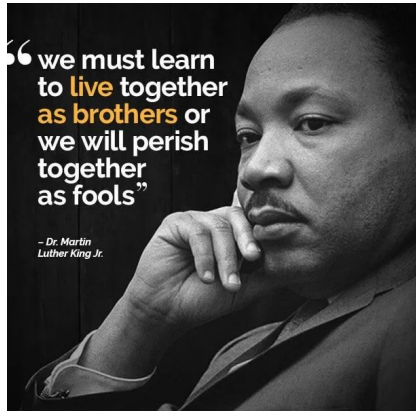
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Q & A