

Marketing Strategy Decision Matrix

A Tool for Selling to the Government

Developed by Michael Lisagor - www.celerityworks.com

The purpose of this decision matrix is to identify the most effective marketing tactics that will help the company achieve its sales objectives within the available budget. The first year there is some trial and error involved!

| Marketing Objectives (what are your financial and market expansion/new market penetration goals for the fiscal year.) | Marketing Tactics (Quite a few of the marketing tactics used as part of a government marketing strategy are already listed in this column. Add or modify as appropriate for your company's product/service and government market.) | Identify which marketing tactics from the list on the left would best achieve the specific marketing objectives | Schedule - when would this marketing tactic be implemented? | Cost Estimate - what is the likely cost? | Final Selection (budgeted) - in this column list the approved costs that will be included in the fiscal budget. |
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| Example: Increase product sales by 25% in existing markets. | <ul style="list-style-type: none"> ○ Networking at association and local government events (low \$ expense/high return on investment (ROI)). A very effective way to meet potential teaming partners and to come into contact with potential government buyers. | | | | |
| Example: Expand services offering into two additional agencies. | <ul style="list-style-type: none"> ○ Telemarketing for near term lead generation (medium \$/high short term ROI). Acquire outside support for lead identification/cold calls. There are companies who will take your script for a service or solution and call into target agencies to identify interested government managers to then visit. This is a way to leverage outside resources to supplement a limited inside sales capability. | | | | |
| Example: Increase brand recognition in the State we reside in. | <ul style="list-style-type: none"> ○ Inside sales support – more feet on the street (high \$/high short term ROI). Consider hiring an experienced mid-level task order sales associate to physically sell into targeted government agencies or a lower level sales associate to telemarket into agencies to generate leads for senior staff follow-up. | | | | |
| | <ul style="list-style-type: none"> ○ Direct mail (high cost/low to medium ROI). This can be prohibitively expensive for most services companies. But, it is effective for product/solutions vendors as part of a comprehensive marketing campaign through a professional advertising support firm. | | | | |
| | <ul style="list-style-type: none"> ○ Advertising for near term lead generation (medium to high \$/medium ROI). Implement a cost-effective annual advertising/direct mail plan that focuses on the highest ROI solution/service. Target federal or state and local trade magazines with the intention of generating click-thru's to your company's Web site. | | | | |
| | <ul style="list-style-type: none"> • Print (high \$/low ROI): Magazine print advertising can be prohibitively expensive for small companies. To be effective, at least 4-6 ads need to run per year. Also, print ads rarely generate real leads but rather brand recognition or end of fiscal year purchase influence for product sales. This is probably only appropriate if your company has the revenue to support the overhead expense. Print advertising is an effective way to introduce a new product launch or to build brand awareness. | | | | |
| | <ul style="list-style-type: none"> • Online (medium \$/medium to high ROI short term): Online trade newsletter advertising can be more affordable. For instance, your company could sponsor a trade magazine newsletter for a two-month period and measure click-thru rates and lead generation. | | | | |
| | <ul style="list-style-type: none"> • Company email newsletter (low \$/low ROI short term). A company permission based email newsletter, maybe quarterly, can generate a lot of recognition. Might be worth exploring. There are quite a few online services that are not that expensive. Remember to make it permission based. | | | | |

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| | <ul style="list-style-type: none"> o Conference sponsorship and panel participation (low to high \$ depending on sponsorship costs/medium ROI). Make sure to target conferences to actively participate in that attract your company's most likely prospects. Try to get a senior company executive on the conference advisory board and/or as a speaker. Sign up as a sponsor for maximum exposure (if affordable). | | | | | |
| | <ul style="list-style-type: none"> o Web site refresh (medium \$/high ROI). Most of the marketing tactics will generate leads either by call or Web site visits. The company Web site will need to be up to date and professional looking in time to support whatever marketing tactics are implemented. Web sites are frequently checked by government buyers to purchase items and to validate a company's credibility. Also, the government requires that most products be available via government sales portals. | | | | | |
| | <ul style="list-style-type: none"> o Company brochure (medium/high \$/N/A). Most companies need a professional looking company brochure that describes their products and services and has an established company look and feel. This usually means going outside to a professional graphics/marketing communications firm. | | | | | |
| | <ul style="list-style-type: none"> o Pocket portfolio (low \$/N/A). Smaller companies can purchase company portfolios with the company logo with a pocket on the inside right side for the two-sided brochures. This will make for a more professional presentation of brochures, PowerPoint presentations and white papers. | | | | | |
| | <ul style="list-style-type: none"> o Individual product or service brochures (medium \$/N/A). Individual product or service brochures or one or two-sided inserts help educate potential government prospects and serve to establish additional credibility. | | | | | |
| | <ul style="list-style-type: none"> o One-on-one press luncheon with company executive or technical expert (low cost/N/A). Recruit locally based reporters for state and local business and D.C. based reporters for Federal business to have a 'meet and greet' breakfast or luncheon with the executive to build relationships with the press and to identify areas of company expertise as a future source of quotes and/or inclusion in feature stories. | | | | | |
| | <ul style="list-style-type: none"> o Press release announcements (low cost/N/A). Tasks include interviews with company staff to gather facts, drafting the release, seeking government client approvals, making revisions, pitching to selected local/trade publications to generate interest and scheduling interviews for CEO. Subjects should include contract wins, new hires, other newsworthy company activities and success stories. | | | | | |
| | <ul style="list-style-type: none"> o Research byline opportunities (low cost/N/A). Identify publications that accept bylined articles relevant to the company's areas of expertise, or unique facets of company culture and obtain contact information and article specifications. | | | | | |
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