



Rochester PTAC
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Government Marketing Strategies Workshop Highlights, Wednesday, January 30, 2008

- James T. Terhune, T&T Materials, Inc.
- Wendy C. Brabon, Site Brand Builder

The US government spends over \$400 billion in contracts and purchases over 17 million different commercial items – each year.

The goal of this workshop is to help you create the environment in which a government and/or military sales effort can be successful – within budget and on time. Discussions include the framework for building a government marketing plan, adjusting existing marketing plans for government agencies, developing contacts, media coverage, PTAC bid matching services and which bids to pursue, networking and web marketing benefits.

<p>Speaker: James T. Terhune President/Owner T&T Materials, Inc. www.TandT-Materials.com</p>	<p>Lessons Learned Be persistent, follow-up on all opportunities. Have a sales software program to help you follow-up on leads; i.e. ACT. Building relationships is key to being successful.</p> <p>When did you begin government marketing In business 2 years this February. First sale to government after 6 months in business. Will have a couple of million dollars in government sales this year.</p> <p>Did you have formal government marketing plan First, I put together a decent website which is search engine friendly. Try to be within the top 10 – 30 searches.</p> <p>How did you find your first sale Bid matching through PTAC</p> <p>What was your biggest challenge Standing out, there are so many vendors – you have to beat the competition.</p> <p>What is the biggest factor(s) to continuing to be successful You have to deliver value, a good product when it's needed. You have to be believable and sincere. Anyone who follows the PTAC 'Sample Marketing Tactics' format should be successful. Attending (4) matchmaker sessions annually will help. Also, knowing how to bill for orders, balancing between federal and commercial contracts, and getting certifications.</p> <p>The reason I'm successful is because I met with Paulette Birch. PTAC taught me how to do research and I found where I could sell my products.</p> <p>Anecdote <i>Once I won a bid, I realized I had not covered my credit card fees in my pricing. I called the procurement officer, acknowledged the mistake, and was able to negotiate a higher price. Know all your expenses before submitting the bid.</i></p>
<p>Company Profile Metal and metal services provider. Utilizing over 25 years experience in metal industry, supplying both commercial and government sectors.</p> <p>Company Cage Code 4ETZ7</p> <p>Business Certifications Small Business, Veteran Owned Business, Service Disabled Veteran Owned Business, S Corporation</p> <p>NAICS Codes 423510 Metal Service Centers and other Metal Merchant Wholesalers</p>	

Make sure you register for the next 'Government Marketing Strategies' Seminar Wednesday, February 13, 2008, 8:30 a.m. to 11:30 a.m. **Online registration at www.rochesterPTAC.com**, also see our full list of monthly seminars. There is no fee to attend.

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Part II – ‘Government Marketing Strategies’ Workshop Highlights, Wednesday, January 30, 2008

<p>Speaker: Wendy C. Brabon Chief Executive Officer Site Brand Builder Wendy@SiteBrandBuilder.com www.SiteBrandBuilder.com</p>	<p>Web Marketing Expertise Key for government contracting: Have a ‘Government’ page with NAICS Codes and Government Certifications. Keep your website content fresh. Your website should:</p> <ul style="list-style-type: none"> - Contain customer service tools - Build your brand - Offer 24/7 access to key information (contacts, brochures, resources provided, tips – expert information)
<p>Company Profile SiteBrandBuilder® is a partner of Ignite Worldwide, Inc. - a full service design and development company since 2001. Ignite Worldwide, Inc. offers custom-computer programming, graphic design, computer system design, and consulting services to <i>Fortune 500</i> companies and small businesses as well as state and federal government agencies.</p>	<p>What is a ‘Brand’ Brand is so much more than a logo – it’s a reflection of how you do business, your image, every way you touch your customers.</p> <p>Search Engine Optimization Update your web content on a regular basis to better position you in online searches. Increasing the number of companies linking to the site improves positioning in search engine results. Search Engine Optimization can be targeted based on key words being utilized in searches; html code will be grabbed by search engines. Tip: see www.link.popularity.com.</p>
<p>Company Cage Code 3QTL9</p>	<p>What Should People Be Investing Annually On a Website To best contain costs, manage your website yourself and keep it up to date. Software to get you started up can range from \$800 – \$3,000, plus hosting charges; the alternative is paying a web programmer \$100-300 per month for maintenance.</p>
<p>Business Certifications SBA 8(a)- & SDB-certified New York State M/WBE - Woman Owned Business</p>	<p>Critical Elements of Your Home Page</p> <ul style="list-style-type: none"> - Headline should clearly state benefit(s) of your product/service - Allow visitors to leave their contact information - Strong call to action - Simple navigation
<p>NAICS Codes 516110 Internet Publishing and Broadcasting 518112 Web Search Portals 518210 Data Processing, Hosting, and Related Services 541430 Graphic Design Services 541511 Custom Computer Programming Services 541613 Marketing Consulting Services 541910 Marketing Research and Public Opinion Polling 561410 Document Preparation Services</p>	<p>How Much Is Too Much Information Vs. Not Enough Information <i>In particular, on technical websites</i></p> <ul style="list-style-type: none"> - keep content concise - page should scroll down just a bit and contain white space - use bullets and use photos - start with world view and drill down; i.e.: www.sun.com <p>Tips for Creating an Effective Website</p> <ul style="list-style-type: none"> - Decide what you’re trying to accomplish online - Keep it hip and create a good experience - Immediately respond to e-mails - Add value by more in-depth product displays
	<p>Anecdote <i>Google Analytics is useful to measure the success and effectiveness of your website. Experiment to see what works best for you.</i></p>

