



Rochester PTAC
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Government Marketing Strategies Workshop Highlights, Wednesday, March 12, 2008

- Tim Klimasewski, Spectracom
- Lee Drake, OS-Cubed, Inc.

The US government spends over \$450 million 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: Tim Klimasewski Marketing Manager Spectracom, Corp. tklimasewski@spectracomcorp.com www.spectracomcorp.com</p>	<p>Lessons Learned It's all about segmentation when it comes to your marketing material. Crafting different collaterals for different client segments: industry brochures, datasheets, system diagrams, other sell sheets/white papers. You have to understand your market and who you are selling to. Targeting is very critical.</p> <p>When did you begin government marketing Founded in 1972 in Rochester, NY in a basement, government was a key market from day one.</p>
<p>Company Profile Key Products:</p> <ul style="list-style-type: none"> • GPS timing & frequency based solutions • Flexible & responsive • Renowned for service & support • Over 15,000 customers • Combined with Temex Sync, France (Aug 2007) <p>Key industries served: Financial services, hospitals, 911 centers, federal government</p> <p>Company Cage Code 59797</p> <p>Business Certifications</p> <ul style="list-style-type: none"> • ISO 9001:2000 Certified <p>NAICS Codes 334220 334515 334518</p>	<p>Knowing that there are federal contracts available, but not having the contacts, how do start to tap into that market First, go where you know you are successful; in terms of starting out – if we had to do something brand new that we are not doing now, what would give us the best return? Prime contractors like Lockheed Martin receive the major portion of federal contracts. Figuring out to become a sub-contractor can be a focus. The best way to do that is 'feet on the street.' Get more distribution in place where there are manufacturers' representatives, et al, located within a short drive of key contractors. Events help – trade shows – Events which have larger firms tend to prove more successful.</p> <p>Example: We want to be an innovative network company, looking to get into new health care markets. Assigned a Chief Tech Officer to do work with RIT. Helps develop relationships with the difficult to reach federal contacts & researchers. Think how to leverage Universities, State contacts, PTAC.</p> <p>Did you have formal government marketing plan Online government marketing page (see website); redeveloped in 2005 – content managed system – separates content, design & functionality.</p> <p>Benchmarking your online marketing costs Spectracom spends about \$100 per lead – quality leads. Not just getting to the website, but also giving them a name and phone number so they can follow-up.</p>

Make sure you register for the next 'Government Marketing Strategies' Seminar Wednesday, April 2, 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, March 12, 2008

<p>Speaker: Lee Drake Chief Executive Officer OS-Cubed, Inc. ldrake@os-cubed.com www.OS-Cubed.com</p>	<p>Web Marketing Expertise</p> <p>To Compete your website Must... Meet the basic requirements for a website; Be optimized for searching; Be targeted at a market rather than a product; Have excellent content; Have an excellent online marketing campaign; Comply with modern standards</p> <p>The Basics Your page needs to look professional and modern; Your site must be EASY to navigate; Your site should contain content that specifically targets the fed or state contract demographic you’re trying to attract; Your site should be Search Engine friendly; Your site should have contact information on EVERY SINGLE PAGE (in text)</p> <p>Search Engine Optimization (SEO) Your site should be content-rich; Use keywords that your customers use to find you; Graphics must be properly sized and load easily; Every page should have the government NAICS and NCAGE codes that are relevant to your industry; Your site should not use frames; Your site should be easy to read, and preferably compliant with ADA standards</p> <p>Content Optimization Fresh, new content shows that your company is on top of the latest trends; Content-managed sites allow you to update the content yourself using your web browser; Your keywords should reflect your content; Make your content interesting to users.</p> <p>Marketing Optimization Every page should have a call-to-action that allows browsers to contact you in some way; Pages should be oriented towards how people use your product, not what your product is; <i>You need to have a “purple cow” –what makes your product or service unique from the others around you offering similar fare</i></p> <p>Build-your-own vs. Professionally Done Most websites that look dated or have poor content are those that are done by someone’s brother, sister, aunt, uncle, or a somewhat web-savvy employee. Professional web developers not only have a staff to perform updates, but also have the ability to keep you up to date on the latest trends and capabilities. Professional web developers maintain and optimize their own web servers for performance. You should budget for website redesign every 2-3 years and any time you significantly change</p> <p>Anecdote <i>Ever see the L.L. Bean Catalog? They have their website, phone number and a call to action – ‘Order now!’ – on every single page. You never know where your customer will arrive. It also helps your website with search engine viability.</i></p>
<p>Company Profile Application development, infrastructure support, web hosting and development</p> <p>Company Cage Code 4YYN9</p> <p>Business Certifications</p> <p>NAICS Codes Note: added NAICS codes to footer on every page in web site – within two weeks site was number one in search engine results for code in the region.</p> <p>443120 418210 541511 541512 545513</p>	