



Government Marketing Strategies Workshop Highlights, Wednesday, May 21, 2008

- John Dawson, President, ExactData LLC
- Lee Drake, Chief Executive Officer, OS-Cubed, Inc.

The US government spends over \$450 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: John Dawson President ExactData LLC 585-781-4220 john.dawson@exactdata.net www.exactdata.net</p>	<p>Lessons Learned Channel strategy is what we focus on vs. direct bidding. i.e. – developed relationship with Lockheed Martin (prime contractor) vs. government agency or military. KEY: Focus, Focus, Focus (drill down and target an Agency or Prime that is manageable) - Value Proposal - Channel – develop to get product to market - Specific Applications - Relationships – won't get anywhere with out this DON'T – just meet with prime contractors/government agency to talk only about your products DO – find out what their needs are When did you begin government marketing Nine years marketing to the government. Talking to people and learning from them saves you a lot of time. Spun off from RIT / government relationship in the 1990s How do you know to tap into the federal bids Strong advocate of 'channel' strategy. For us, it was basically this process: We had a value proposal in IT; identified specific applications; found out that the IRS had a need for our services; looked at public records and found out that Lockheed is the integrator for our niche work. <i>You need to answer: why would I come to you? What applications / uses is your best fit? Within that application area, find out who are the big players.</i> Did you have a formal government marketing plan We had a specific value proposal and targeted applications. We went with the strategy that since most IT is purchased through federal integrators; we decided to create a channel with one of them. We specifically targeted Lockheed Martin. Easier than direct bidding for us. Relationships We targeted Lockheed and decided to invest our limited time and effort – over a course of years – because our research showed that they held 70% of federal IT integration contracts. We had to do our homework to find out the right contacts - program managers and business development folks. We spent the first half of the meeting asking what they do and what would make them successful. It's not obvious. We put our proposals and plans in a context where they can personally get a win out of that - making them look good. What's happened is we started doing business within a small group within Lockheed, and now it has exploded. If you have a value story to tell, and develop the business applications, these businesses have money they have to dedicate to small business. What was your biggest challenge Investing the time to find the right channel. What is the biggest factor(s) to continuing to be successful Successfully delivering services on time contributed to Lockheed sponsoring us as their 'mentor-protégé' company. We learned about it, asked to be submitted & found an executive sponsor. If they win a particular contract, Lockheed will commit to a revenue goal of \$4-10 million to us, and apply resources to help us grow our business. We will automatically be a part of their team, and they Lockheed will commit 2 full-time marketing personnel to sell our resources to the government. Anecdote GO BIG OR GO HOME: if you are not willing to invest time and energy in the long term (3-5 years), you should focus your energy on other markets.</p>
<p>Company Profile Key Products: Integrated data quality management. Company CAGE Code 4KDP8 Business Certifications Woman-owned Small business Mentor protégé – Lockheed Martin NAICS Codes 518210 541511 541690</p>	



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Workshop Highlights Part II – ‘Government Marketing Strategies’

<p>Speaker: Lee Drake Chief Executive Officer OS-Cubed, Inc. 585-756-2444 ldrake@os-cubed.com www.OS-Cubed.com</p>	<p>Web Marketing Expertise How to build websites so that you can maintain them; and how to optimize it for government contracting. 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><i>A PDF of Lee Drake's presentation is available at http://tinyurl.com/6jtfe5.</i></p>
<p>Company Profile Application development, infrastructure support, web hosting and development</p> <p>Company CAGE Code 4YYN9</p> <p>Business Certifications Small Business Central Contractor Registration (CCR)</p> <p>NAICS Codes 443120 518210 541511 541512 541513 541519</p> <p><i>OS-Cubed Note: We added NAICS codes to the footer on every web page – within two weeks our site was number one in search engine results for codes in the region.</i></p>	<p>Paid Marketing Impressions are almost as good as clicks. A click through is a qualified lead. If done properly, online marketing can be cost efficient when targeted. Knowing your where your customers search and what keywords, will make this possible – ask them. Look for industry events, news, check your results and see where you are showing up</p> <p>Build-your-own vs. Professionally Done If you developed your website in the 1990s, you need to update your site professionally – people know the difference. Budget for a website redesign every three years. If your biggest competitor sites looks better, has better content, shows up higher in searches, it's time to redo yours. Revamping your website doesn't have to expensive.</p> <p>Search Engine Optimization</p> <ul style="list-style-type: none">- When you place important text in a graphic it's not search engine friendly- Think like your customers – call five of them for feedback- Properly size your graphics – large graphics slow page downloads- Every page should have the government NAICS and CAGE codes- Your site should not use frames – search engines treat them separately- Should be easy to read and preferably ADA compliant- You need a 'purple cow' – a unique product/service that gets people talking. On the web, you are competing nationally and globally. <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.spectracomcorp.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- A content managed site could be the way to go if you need to quickly update your website <p>Anecdote <i>Ever see the L.L. Bean Catalog? They have their website, phone number on every page. Why wouldn't you do the same for your website? You never know where you customer will arrive.</i></p>

Make sure you register for the next 'Government Marketing Strategies' Seminar

Wednesday, June 18, 2008, 8:30 a.m. to 11:30 a.m.

Online registration at www.rochesterPTAC.com