

# B2G Marketing Basics

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# Meet the Speakers



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Host  
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Guest  
Marketing Strategy & Execution

# What Motivated you to join today?

# Today's content:

- **Intro to Marketing**
  - B2G Marketing Challenges
  - Importance of Marketing
  - Goals & Metrics
  - Industry & Competitive Landscape
- **Marketing Strategy**
  - SWOT Analysis
  - Target Audience & Personas
  - Secrets to Success
- **Marketing Execution**
  - Importance of Branding
  - Organic vs Paid Channels
  - Marketing Campaigns

# Agenda



# General B2G Challenges

- **Tight budgets** are set years in advance.
- Only purchase when they have a **need**.
- **Compliance** with new laws.
- Constant **change** in Federal, State, and Local laws.
  - Alyssa's Law, Clean Schools or Clean Buses program, or the State of California going green by 2030.
- Agencies do not like **taking risks** on new vendors.
- High **turnover**.
- **Email** penetration.



Intro to Marketing:  
**The Importance of  
Marketing**



# Intro to Marketing: Setting Objectives & Goals

Identify annual and quarterly **objectives** that you want to reach. Each objective should have several tactical **goals**, or key results, to help you achieve that objective.



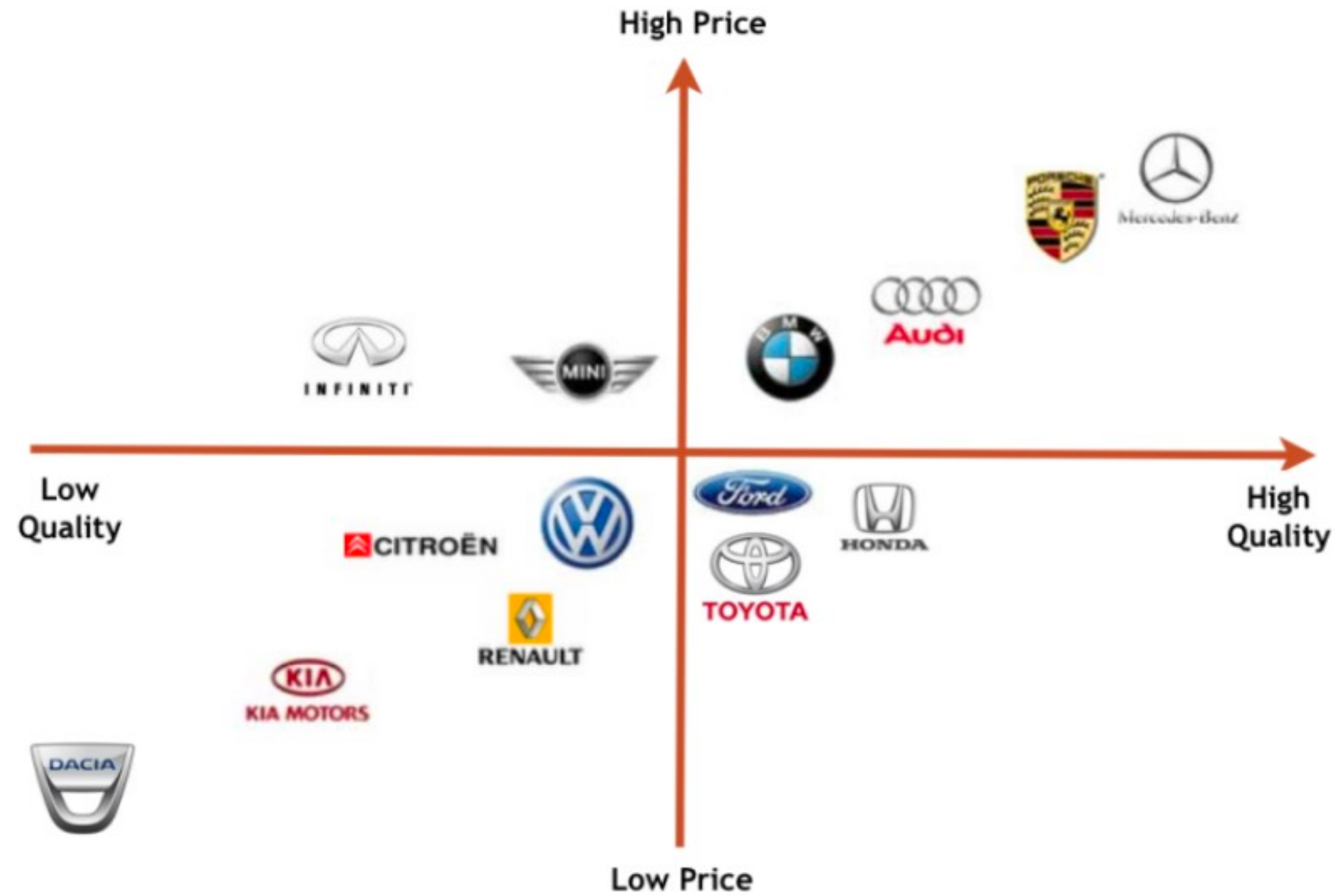
## Objective

Increase sales by +6% YoY to achieve company record.

## Goals

- Execute new lead nurturing email program to yield 60 new sales/month.
- Implement outbound telemarketing with a new GovSpend list to drive 20 new sales/month.
- Test new website eCommerce flow with the goal to improve conversion by 1%.

# Intro to Marketing: Industry & Competitive Landscape





# Marketing Strategy: **SWOT Analysis**



# How often do you conduct a *SWOT* analysis?

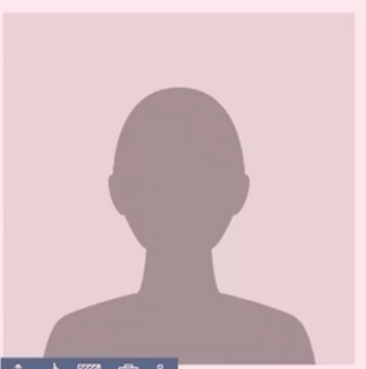
# Marketing Strategy: Building a Target Audience

- Who is the customer?
- Can you size the audience?
- What do you know about them?
- Where can you find them?
- What are their purchasing triggers?
- Are they new customers or switchers?



# Marketing Strategy: Building a Target Audience - Sample Persona

**User Persona Name**



• Trait 1 • Trait 2 • Trait 3 • Trait 4

### Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

### Frustrations

- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

### Bio

The bio should be a short paragraph to describe the user's journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and professional life that make this user an ideal customer of your product.

*Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.*

*"A quotation that captures this user's personality."*

Age: **1-100**  
Work: **Job Title**  
Family: **Married, kids, etc.**  
Location: **City, State**  
Character: **Archetype**

### Personality

Introvert Extrovert  
Thinking Feeling  
Sensing Intuition  
Judging Perceiving

### Motivation

Incentive  
Fear  
Growth  
Power  
Social

### Brands & Influencers

L H O

### Preferred Channels

Traditional Ads  
Online & Social Media  
Referral  
Guerilla Efforts & PR

## Company A - Student Information Systems

Targets School Districts in the midwest due to the large market presence of competitors in other regions.

Their ideal School District has a student enrollment size between 2,000 and 10,000 students as they cannot support enterprise-level school districts with more than 10,000.



## Marketing Strategy: The Secret to Marketing Success

Once you've identified your customer, understand what they want.

- What is the challenge they are facing?
- How does your product solve it?
- What price point yields the highest return?

Marketing Execution:

# Importance of Branding for B2G

The average number of quotes required to be collected for an Agency to award/approve is 3

You need to create cheerleaders and brand awareness when left up to a vote.



# Marketing Execution: Marketing Mix

## Organic Channels

Your website  
SEO  
Organic Social  
Events



## Paid Channels

Paid Search  
Paid Social  
Email  
Advertising

**Once we understand where to find our target audience, how do we keep them in our pool?**



## Marketing Execution:

# Marketing Mix

- Keep your lists targeted and maintained.
  - Don't spray and pray!
  - Remove invalid emails
- Customize your messages.
  - Personalize addressees
  - Create content value exchanges
- Avoid the SPAM set-offs.

# We're Here to Help YOU!



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