



Accelerate Your Public Sector Business

Government Business Results, LLC

www.gotogbr.com

GBR

STRATEGY. MARKETING. ENABLEMENT.

We makes it easy for you to succeed in the public sector

Smart, innovative go-to-market solutions that drive rapid and lasting results

STRATEGY

- Smart, tailored GTM strategies
- Unique, differentiated industry positioning
- Compelling messaging, free of buzzwords
- Insightful market analysis

ENABLEMENT

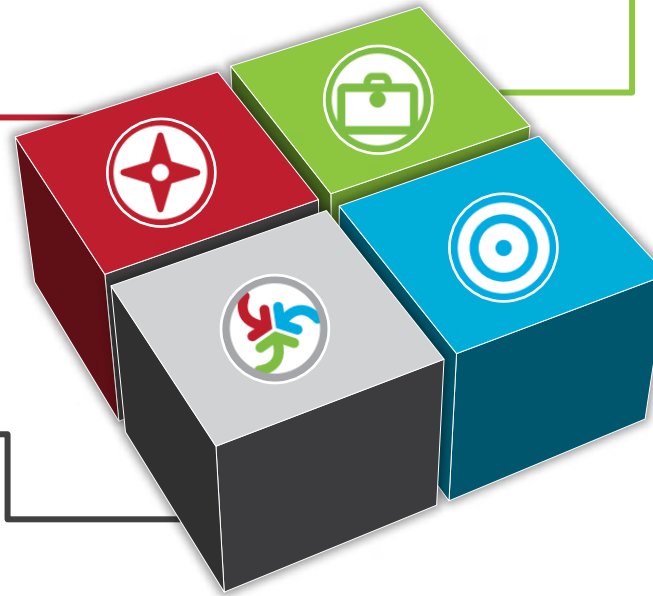
- Repeatable sales plays that deliver pipeline
- Powerful, easy-to-use sales tools
- Marketing tools that speed campaign building
- Alignment of marketing and sales motions
- Engaging training and coaching

CONTENT

- Snackable assets that inform and motivate
- Rich, informative print, digital, and social content
- Adaptation of commercial content
- Content library reviews and recommendations
- Subscriptions for fresh, custom content each quarter

MARKETING

- Effective demand and advertising plans for every budget
- Nurture sequences and campaigns that perform
- Buyers' journeys with content and event ideas
- Tailored personas and buyer insights
- Embedded staff who start strong, quickly add value



We help you achieve your goals with 3 offerings



Insightful industry strategy, marketing, and enablement that accelerates your business

Delivered in short-term projects and annual retainers.



Smart, fresh content created just for you and delivered when you need it, in your brand and tone

Offered through annual subscriptions.



Dedicated gov-experienced marketers that work alongside your in-house teams

Offered through annual agreements.

GovConsult™ accelerates your public sector business

The industry strategy, positioning, campaigns and sales plays you need to deliver rapid and lasting growth for your public sector business



We filter the public sector market and policies through your company's unique lens and deliver true differentiation

GovContent™ delivers smart, fresh and relevant content



Your 'in-house' public sector content team

- Content as you need it, when you need it
- Dedicated GovContent Concierge
- Broad range of content types and purposes
- Fixed prices and prioritized delivery timelines
- Quarterly spend reports
- Fluency in your brand / tone

AWARENESS

- Brochures
- Online Ads
- Copy Blocks
- Social Media Posts (weekly)
- Blogs (single & monthly)
- Government Webpage Updates
- Press Releases

INFORMATIONAL

- E-Books
- Infographics
- Reports & Surveys
- Datasheets
- Whitepapers
- Top 10 Lists
- Product Videos

DEMAND

- Emails / Landing Pages
- Copy Decks (combo of above)
- Webinar Presentations
- Webinar Recaps / Digests
- Nurture Sequence Outreach Sequence Newsletters

SALES ENABLEMENT

- Sales Tools
- Battlecards
- Cheat Sheets
- Call Scripts / Guides
- Outreach Sequences
- Industry / GTM training
- Demo Reels

GO-TO-MARKET

- Use Cases / Sales Plays
- Customer Presentations
- TAM / Market analysis reports
- Demo Reels

WEBSITE

- Webpage Messaging
- Calculators / Widgets
- Adobe Spark Videos
- Brainsharks™
- Show Reels

GovStaff™ has Gov marketers that help you hit the ground running

Bring GBR in-house
with the expertise and insight of proven B2G marketers

- Seasoned, experienced marketing professionals
- Recruited for industry expertise and matched to your culture
- Diverse range of marketing skillsets and capabilities
- Resourcing that you can build on and plan around
- Annual flexibility to renew



All backed by our expert industry team

The Public Sector Go-To-Market leaders

We are



Woman-owned Small Business

Deep industry strategy and marketing experience

Expansive creative partner community

Headquartered in Reston, VA with offices across the U.S.

Our Public Sector Services



Annual Business Strategy

Sales Growth & Planning

Industry Strategy & Marketing

Sales & Marketing Enablement

Team Training & Coaching

Our Clients



Fortune 1000 Technology Companies

Start-up / Small Technology Firms

Public Sector Resellers

Public Sector Integrators

- White-label, high touch approach: We proudly work behind the scenes with our clients to help fuel their success
- Deeply experienced: Our team has a combined 100+ years in fueling commercial Public Sector growth
- Obsessed with results: Our clients have achieved strong growth (in some cases 25% y/y for 5 years) with our services

The right market position.

Powerful demand generation.

Compelling, insightful content.

More efficient sales.

The fast-track for your Public Sector Business



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