

# Government Marketing

## Marketing Tactics: Creating a Rolling Thunder

Now you've established the budget breakdown, its time to talk tactics. Tactics are those specific turn-by-turn elements that drive marketing activities toward your ultimate goal based on the marketing strategy you've selected. The goal of every marketing plan should be to create a rolling thunder of activities. Each tactic should layer on to create a greater impact and reach into your target audience. Determine the most effective ways to connect with your customers, which includes uncovering their preferred communication channels and purchasing paths.

<b>Brand Awareness Be Everywhere</b>	<b>Lead Generation <i>One-to-Many Campaigns</i></b>	<b>Content (Digital) <i>Content Development</i></b>	<b>Public Relations <i>Integrated PR Plan</i></b>
<ul style="list-style-type: none"><li>• Advertising / Media Program (Print, Digital, Broadcast)</li><li>• SEO Expansion</li><li>• Geo-targeted banner ads – across key targeted federal and state &amp; local agencies.</li><li>• Target DC Metro area for broad public sector recognition</li></ul>	<ul style="list-style-type: none"><li>• Events (webinar, training, podcasts, tradeshow, conferences)</li><li>• Content Syndication</li><li>• Appointment Setting</li><li>• Targeted “lead gen” banner advertising</li><li>• Targeted social media</li><li>• Other Lead Gen activities as planned</li><li>• MDF Marketing (separate budget)</li><li>• Partner Outreach Strategy</li></ul>	<ul style="list-style-type: none"><li>• Website – enhanced visibility</li><li>• White Papers</li><li>• Public Sector Overview (for end-users)</li><li>• Solution Briefs</li><li>• Case Studies</li><li>• Use Cases</li><li>• Podcasts</li><li>• Infographics</li><li>• Animated Video (Demos)</li></ul>	<ul style="list-style-type: none"><li>• Media Training</li><li>• Media Tour with press interviews</li><li>• Industry Competitive Research</li><li>• Thought Leadership PR Campaign</li><li>• Social Media PR Strategy</li><li>• Press Releases</li><li>• Byline Articles</li><li>• Speaking Opportunities</li><li>• Award Nominations</li><li>• On-going Media Outreach</li><li>• Customer References</li></ul>

**Collaborate with your sales and leadership teams to recommend the “right” marketing initiatives that will drive pipeline growth.**