

# Government Marketing

## Thought Leadership Strategy

A surefire way to get your company brand visible within the U.S. Public Sector is to have a well thought out Thought Leadership Strategy. GMarkU's process driven marketing strategy will ensure you have success in your goal of Thought Leadership Excellence.

### 1. Define Goals

Articulate a vision and set goals to be part of the conversations that will allow your perspective to resonate and support business and marketing goals.

### 2. Thought Leadership

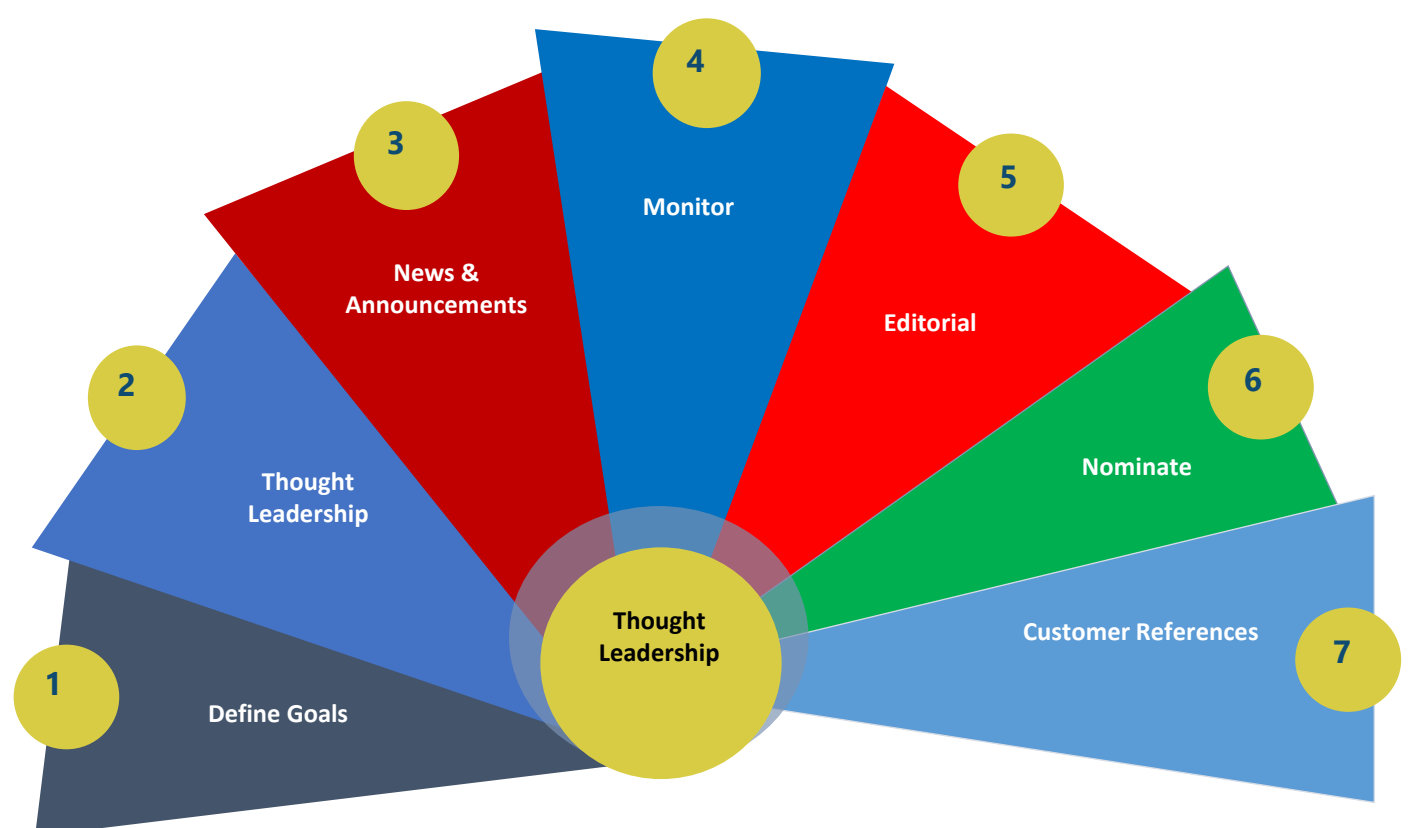
Establish individual/company as thought leaders on major issues, challenges and trends through press opportunities in public sector trades, business press and broadcast media.

### 3. News + Announcements

Convert news and announcements into major coverage using media training, briefing materials and other counsel to maximize the success of each media encounter.

### 4. Monitor

Monitor news on your competitors and the industry at large in public sector press; conduct analysis to measure changes in exposure, perception and awareness of the company.



### 5. Editorial

Search out upcoming government editorial features and determine how you can be included, through publications' editorial calendars and reporter outreach; pitch for high-profile coverage such as executive Q&As.

### 6. Nominate

Research and nominate your executives, programs, partner (and eventually customers) for government industry awards.

### 7. Customer References

Widely publicize customer wins and case studies. Collaborate with alliance partners if possible.