Market Connections and Merritt Group joined forces to poll federal decision makers and B2G marketers to answer this question— **which marketing content and channels are most effective?**

Content Most Valued by Federal Decision Makers
DURING THE DIFFERENT STAGES OF BUYING PROCESS

Determining Needs & Specifications

58% Research Reports
56% White Papers
51% Product Demos

48% Marketing Collateral
46% Case Studies

Shaping RFIs & RFPs

42% Research Reports
42% White Papers
38% Product Demos

36% Case Studies
34% Marketing Collateral

Selecting a Vendor

38% Product Demos
30% Research Reports
26% Trials

21% White Papers
20% Case Studies

MOST EFFECTIVE DELIVERY CHANNELS
For Federal Decision Makers

83% Search Engines
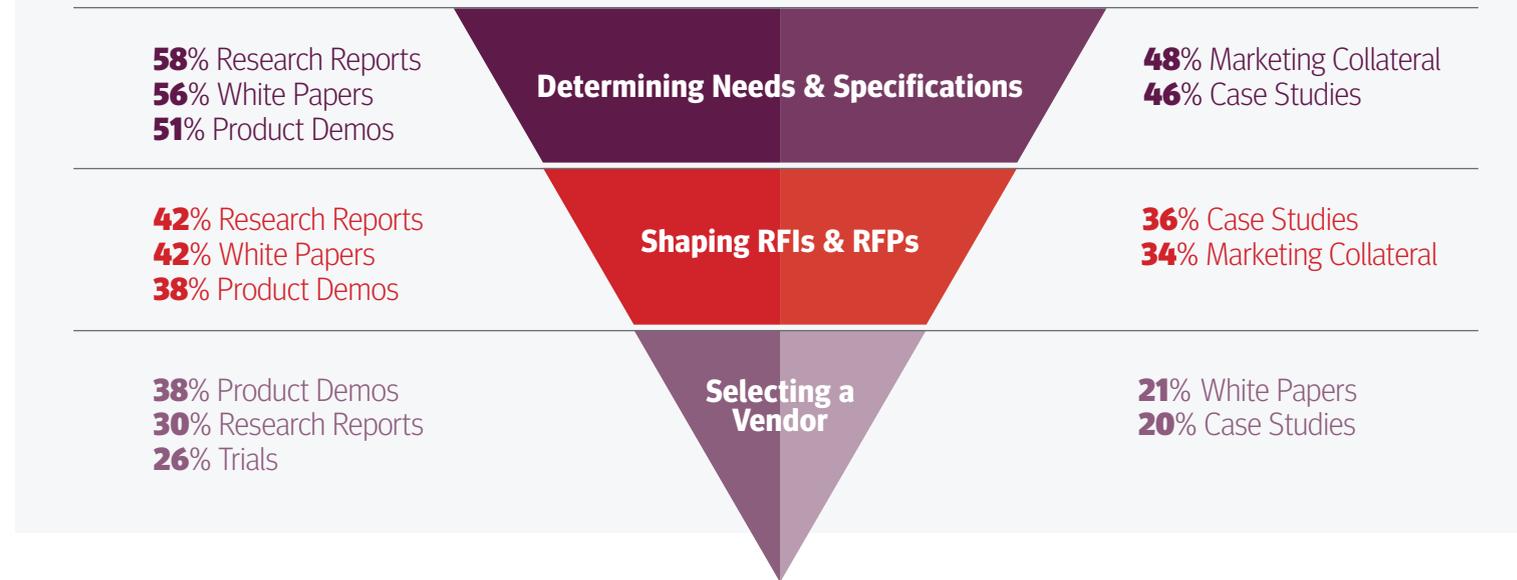
82% Corporate Websites

74% Email

70% Online Communities

66% News Websites
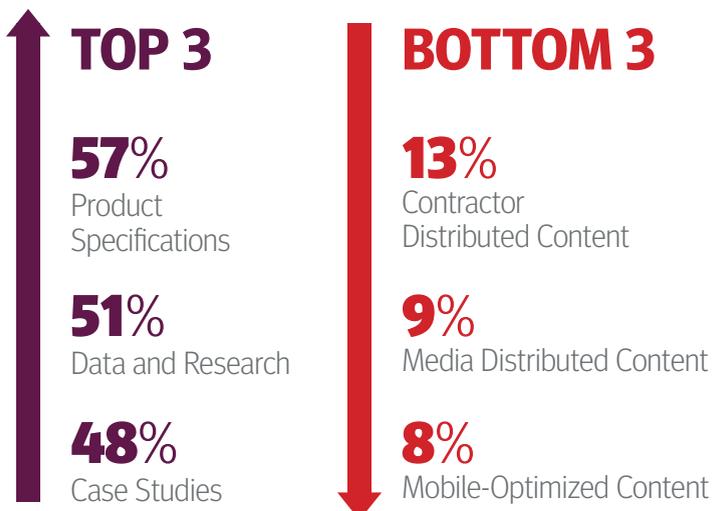
B2G MARKETERS' *Top Paid Digital Advertising Methods*

60% Search Engine Marketing

57% Online Banner Ads
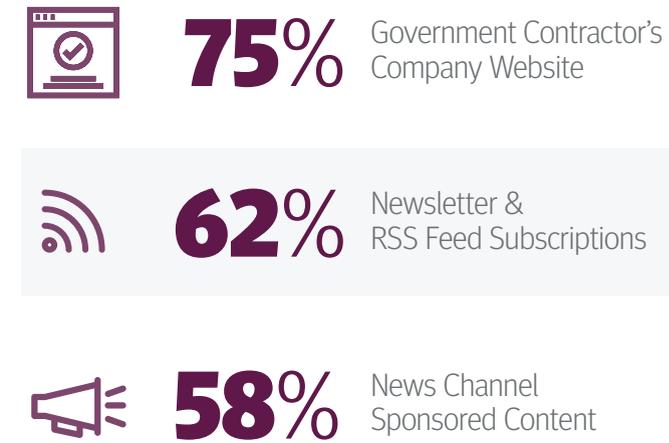
52% Social Ads

FEDERAL DECISION MAKERS
Rank Top and Bottom Content Features

TOP 3

57% Product Specifications

51% Data and Research

48% Case Studies

BOTTOM 3

13% Contractor Distributed Content

9% Media Distributed Content

8% Mobile-Optimized Content

FEDERAL DECISION MAKERS'
Top Three Preferred Content Types

75% Government Contractor's Company Website

62% Newsletter & RSS Feed Subscriptions

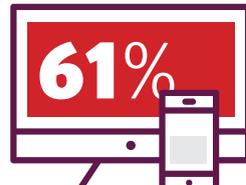**58**% News Channel Sponsored Content

83 PERCENT

Federal decision makers access work-related content **USING PERSONAL DEVICES**

REASONS WHY *Government Employees Use Personally Owned Devices*

75% Access Content While Traveling or Commuting

70% Access Content After Work Hours

67% Some Websites are Blocked on Government Issued Equipment

50% Easily stream Audio and Video
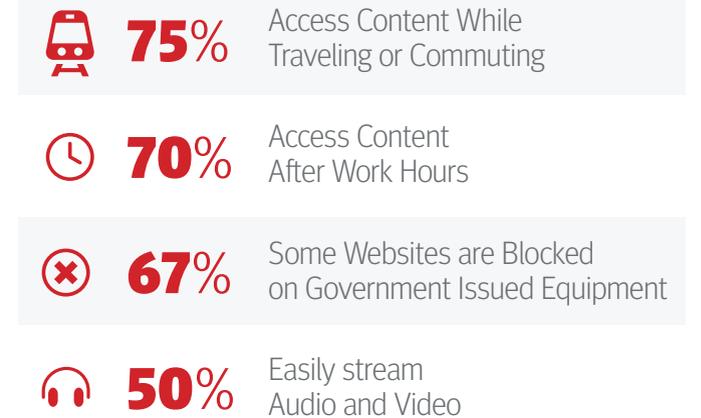
TOP ACTIVITY *to Overcome Barriers*

61% B2G Marketers Create Content with **Mobile-First Design**