

# Marketing Tactics & the Federal Environment

A Federal Media & Marketing  
Study Webinar

January 16, 2019



# Webinar Presenter

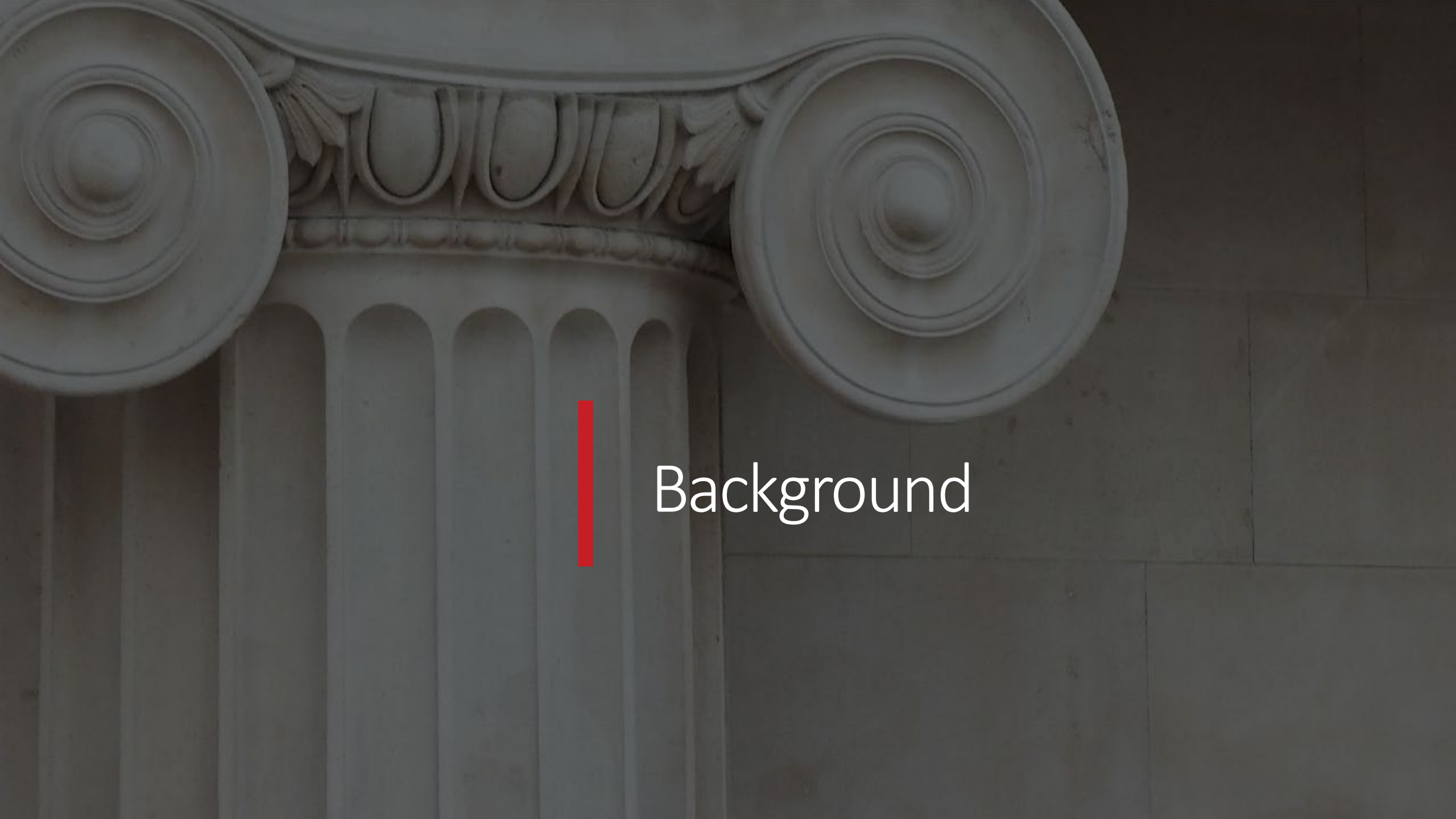
**Aaron Heffron, *President***



# What You Will Learn



- **What the heck is going on out there?**
- **What does this mean for federal marketers? What should your focus be in 2019?**
- **What tactics should you consider when reaching feds?**
- **What resources are available to help?**
- **Q&A**



Background



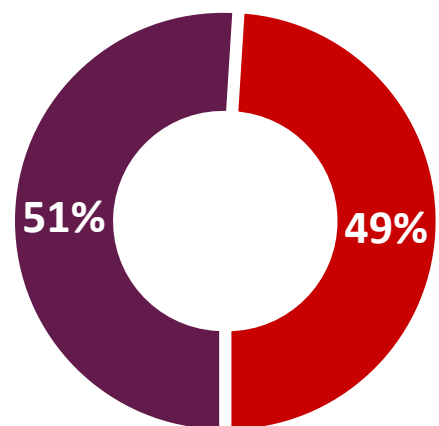
# What is the Federal Media and Marketing Study?

- Annual survey of federal employees since 2008
- Builds on surveys of tens of thousands of employees in civilian and defense agencies
- Comprehensive respondent base of decision-makers responsible for a wide variety of products and services
- Questions covering over 200 media outlets (including print, online and over-the-air) and other marketing channels/tools
- Survey fielded in June – August, 2018



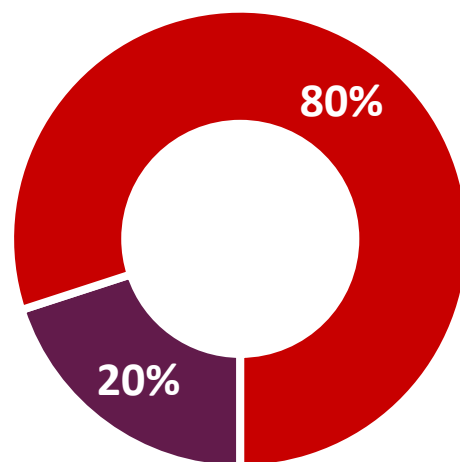
# Demographics

## Agency Type



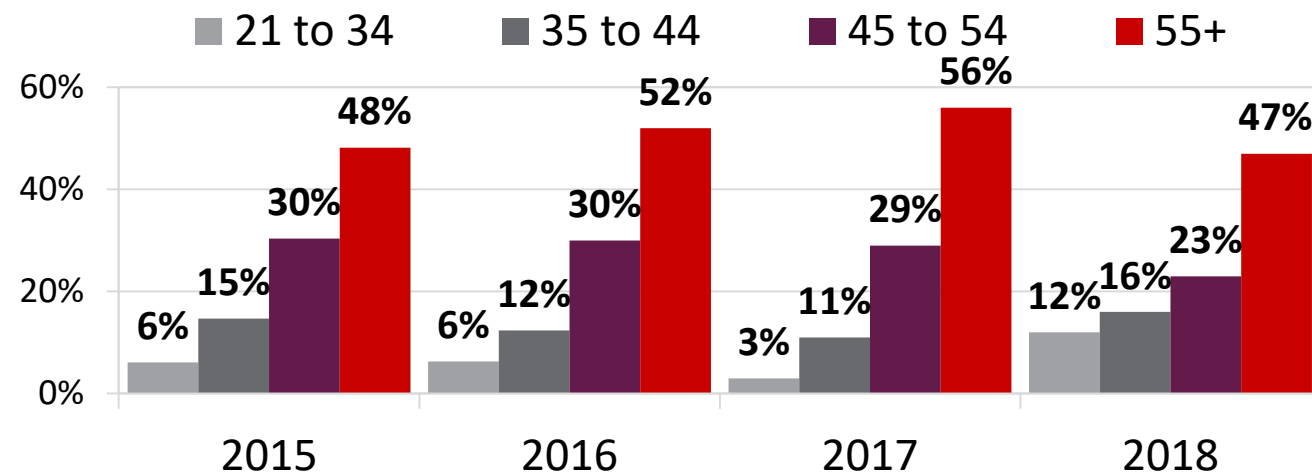
- Civilian or Independent
- Defense or Military

## Location

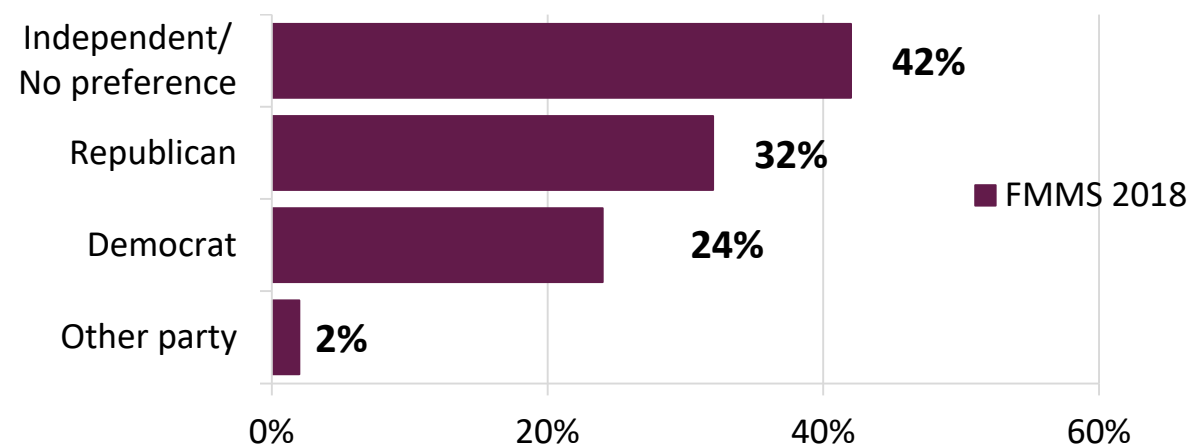


- Inside the beltway
- Outside the beltway

## Age



## Political Affiliation



# Top Ten Job Functions & Purchase Categories

Job Function	Product/Service Purchase Categories
Administration and office services	Computer systems/hardware
Project/program management	Education/training classes and services
Accounting, budget and finance	Office equipment and supplies
Training, education	Communications/telecommunications
Purchasing, contracting, procurement	Software
Executive and command	Furniture/furnishings
Human resources, personnel, benefits	IT services
Informational technology, computers, systems	Big data/analytics
Medical, health	Building/facilities/real estate/office space
Intel/security	Aviation/aerospace products and services



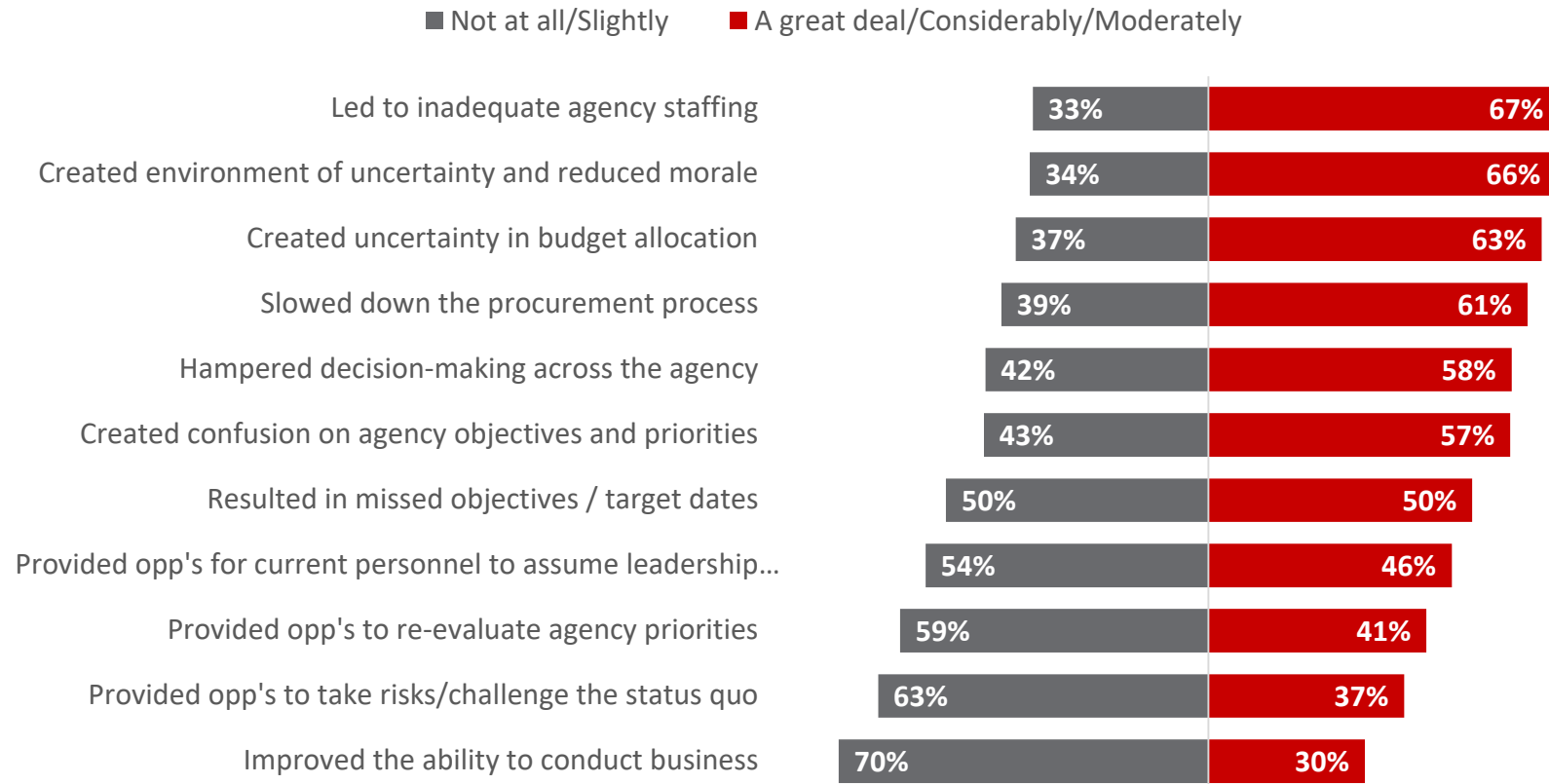
A close-up, low-angle shot of a classical column capital, likely Corinthian, featuring ornate acanthus leaves and volutes. The image is in a muted, sepia-toned style with a dark overlay. A vertical red line is positioned to the left of the text.

# Federal Environment



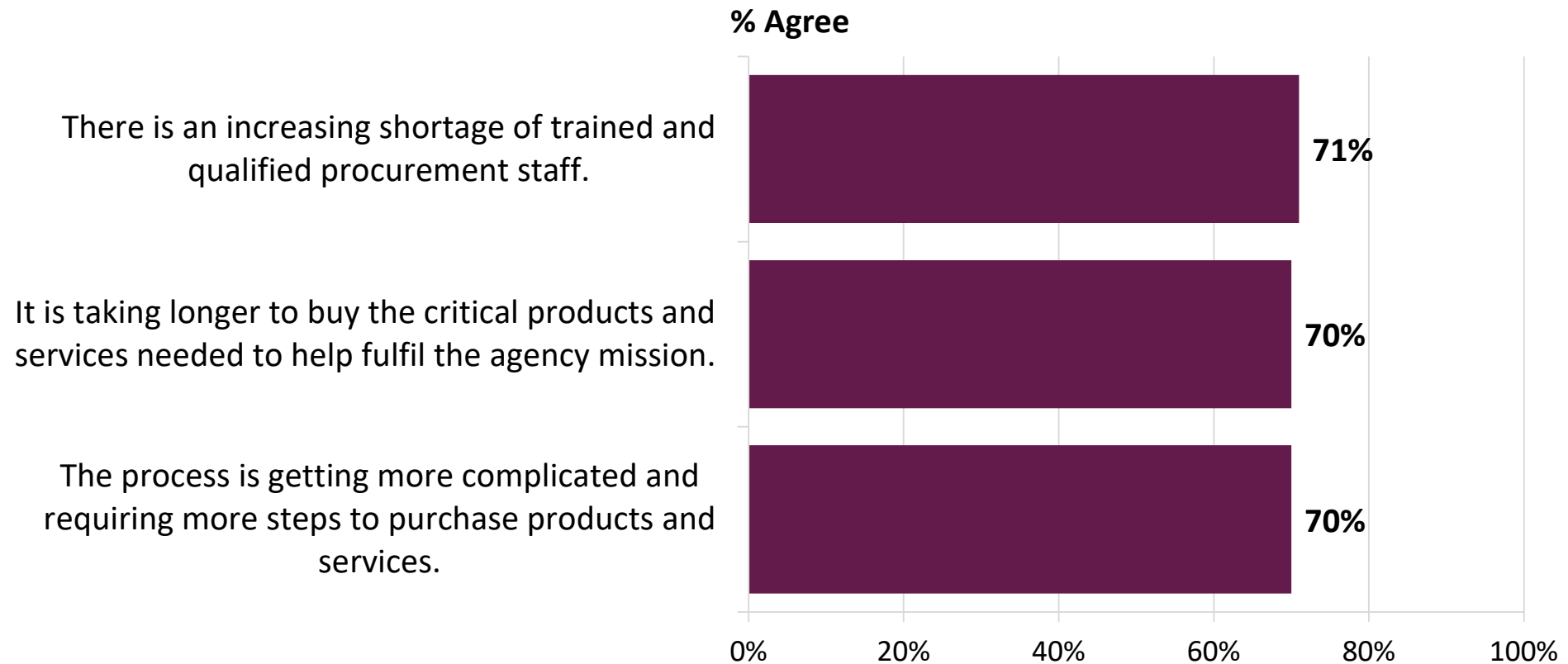
# The Slower Political Appointee Process

**This WAS the major concern for federal agencies. The process has mostly led to inadequate staffing and uncertainty.**



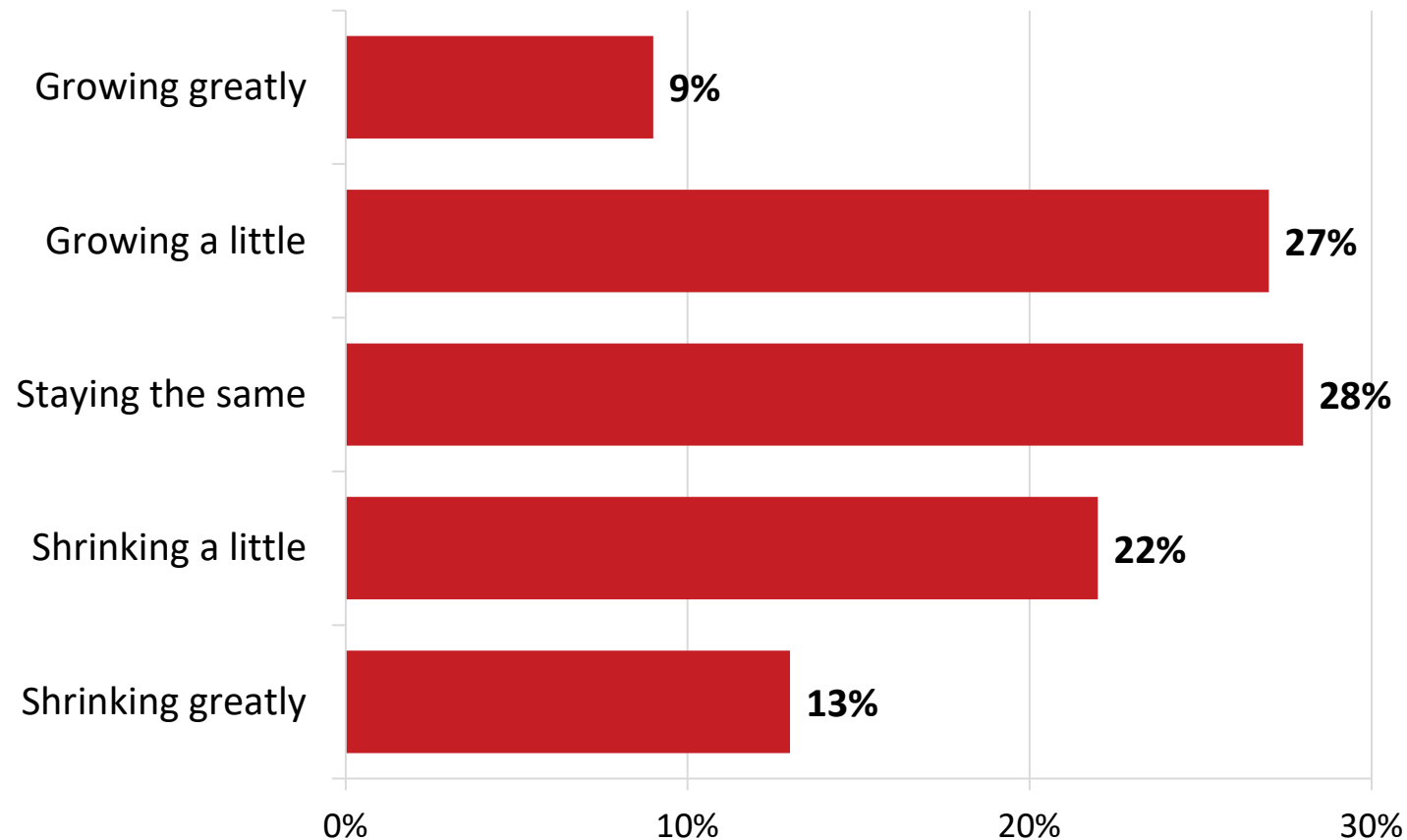
# Federal Procurement Process Sentiments

**Increased budgets led to process concerns.**



## Expected Budget at Work in FY19

**Late summer 2018 was a bullish time for agencies.**



	Defense or Military Agency	Civilian or Independent Agency
Growing	44%	28%
Shrinking	26%	46%

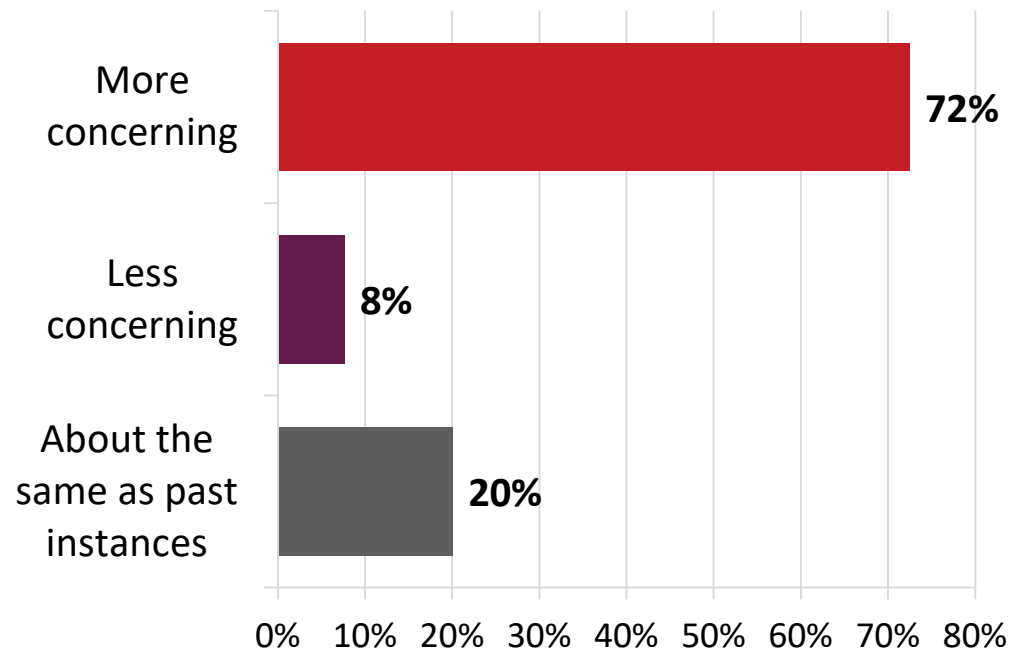
	IT Purchaser	Non-IT Purchaser
Growing	40%	32%
Shrinking	32%	39%

# Current Environment: Partial Federal Shutdown

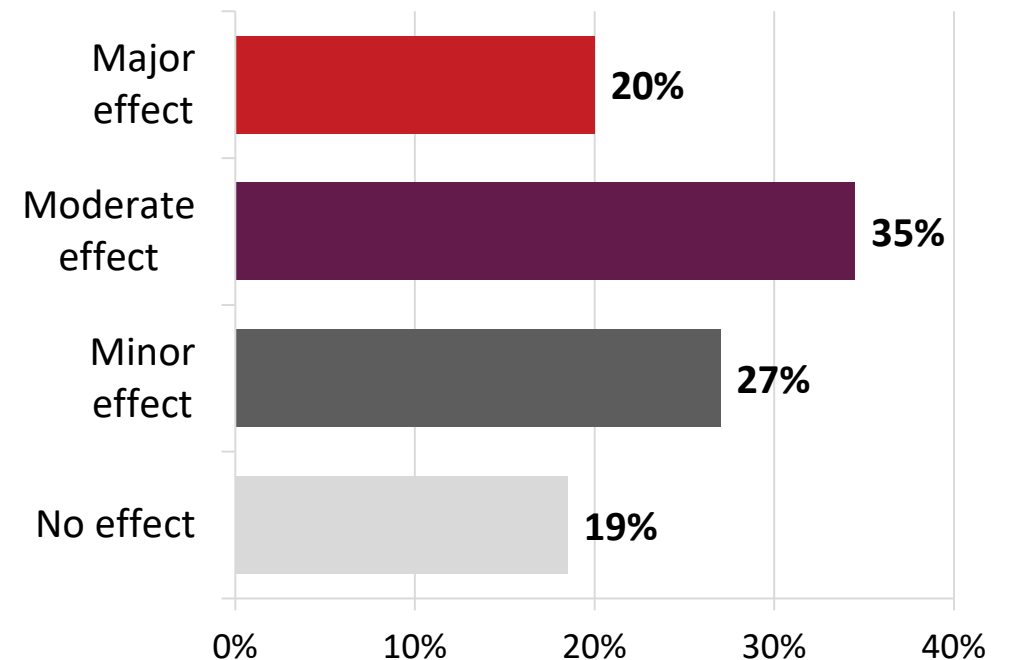


Since the polling last summer, the environment keeps changing.

Is this shutdown more concerning, less concerning, or about the same as past instances?



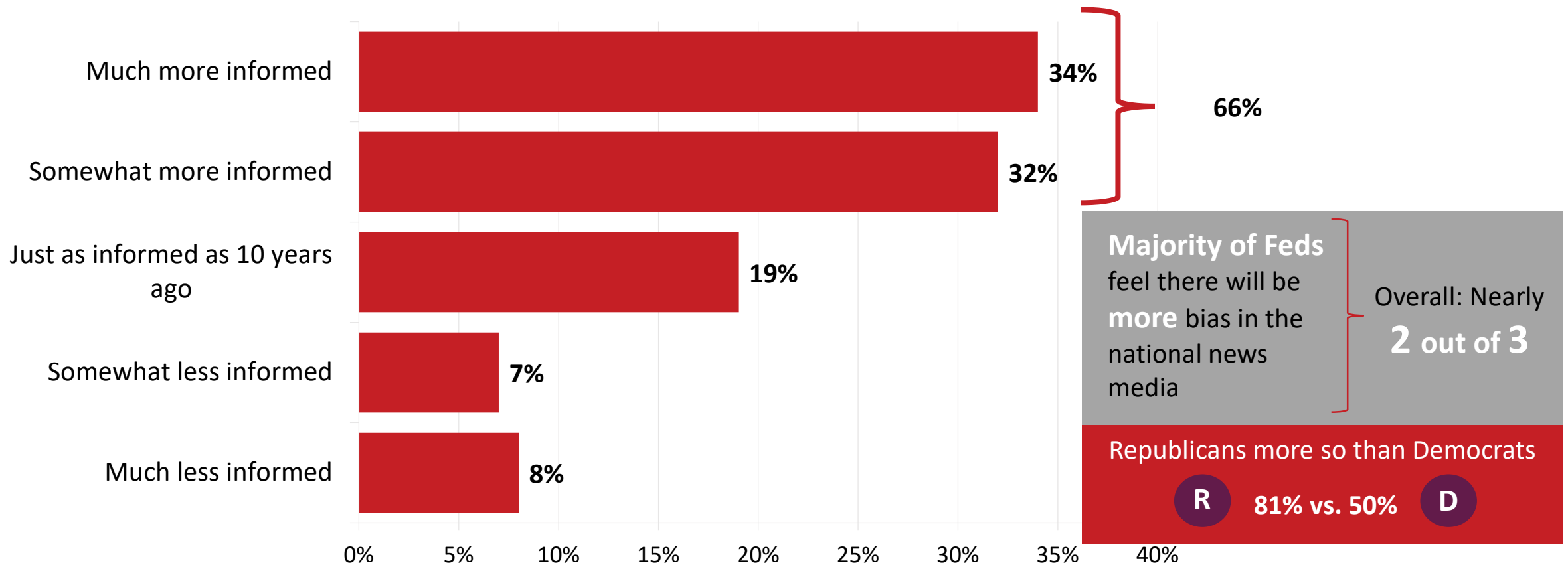
To what extent do you anticipate that this shutdown will affect the overall ability of your agency to reach its goals for the year?



Source: 2019 MARKET CONNECTIONS PULSE POLL™

## 2018 vs. 2008: Feeling Informed About News & Politics

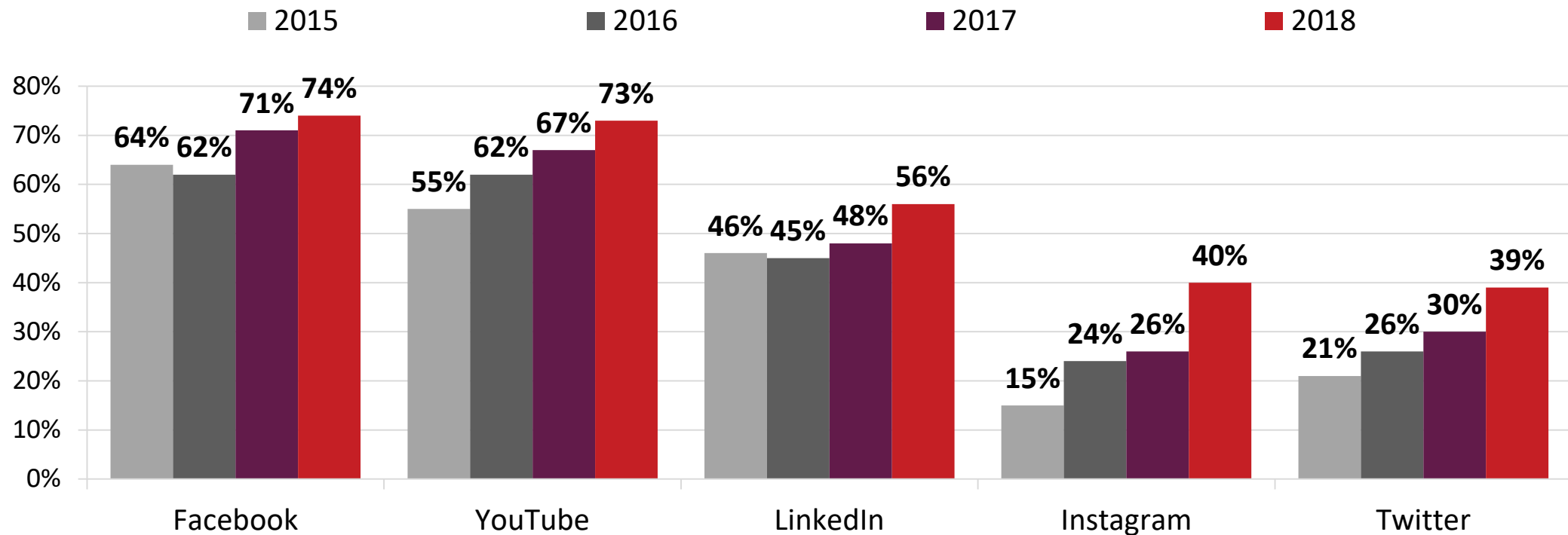
**Feds are people too. They're not immune to what's going on.**





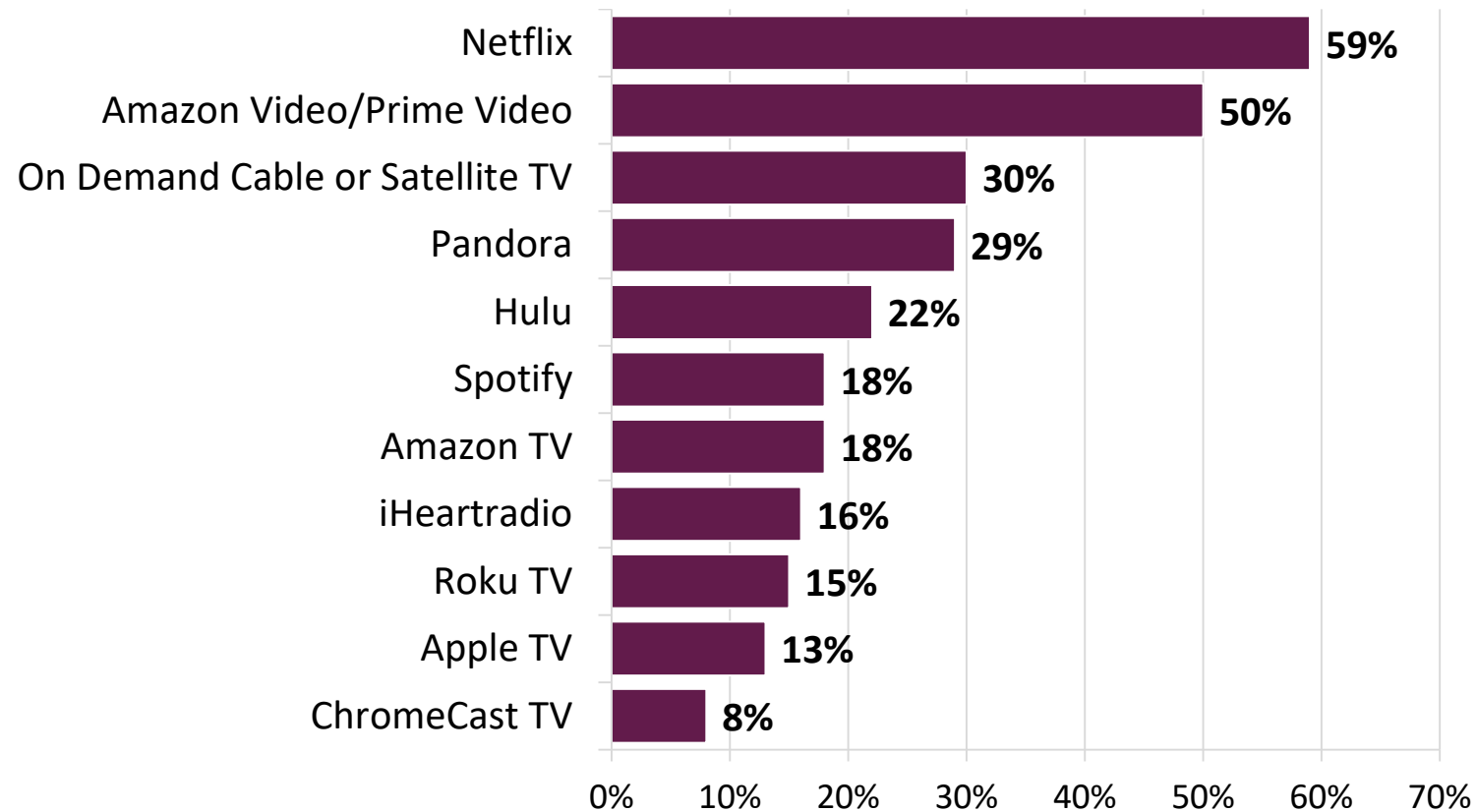
# Top Online Social Sites

**Social media continues to grow.**



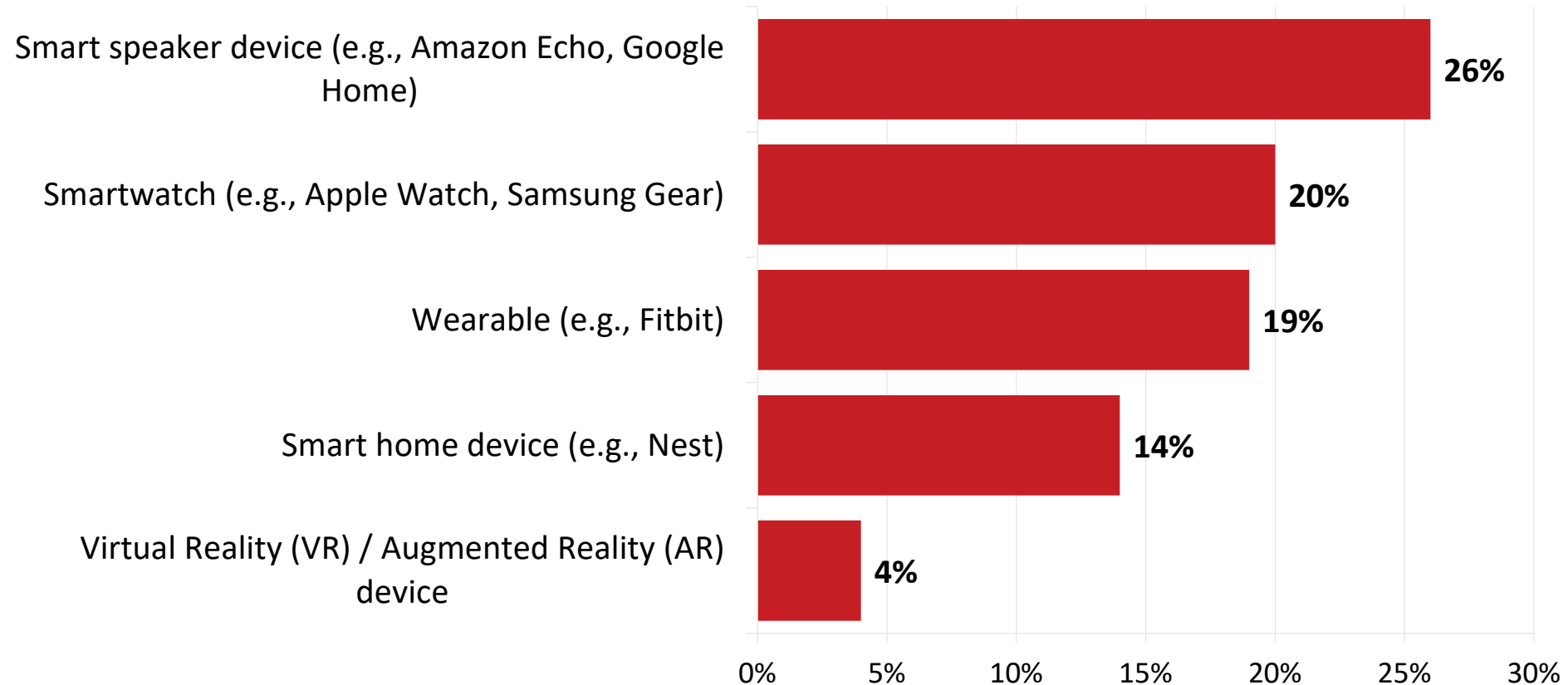
# Lifestyle Media & Streaming Devices

**Feds are using addressable media more and more.**



# Smart Device Use

**Alexa and Siri (and OK, Google too) are coming for you.**

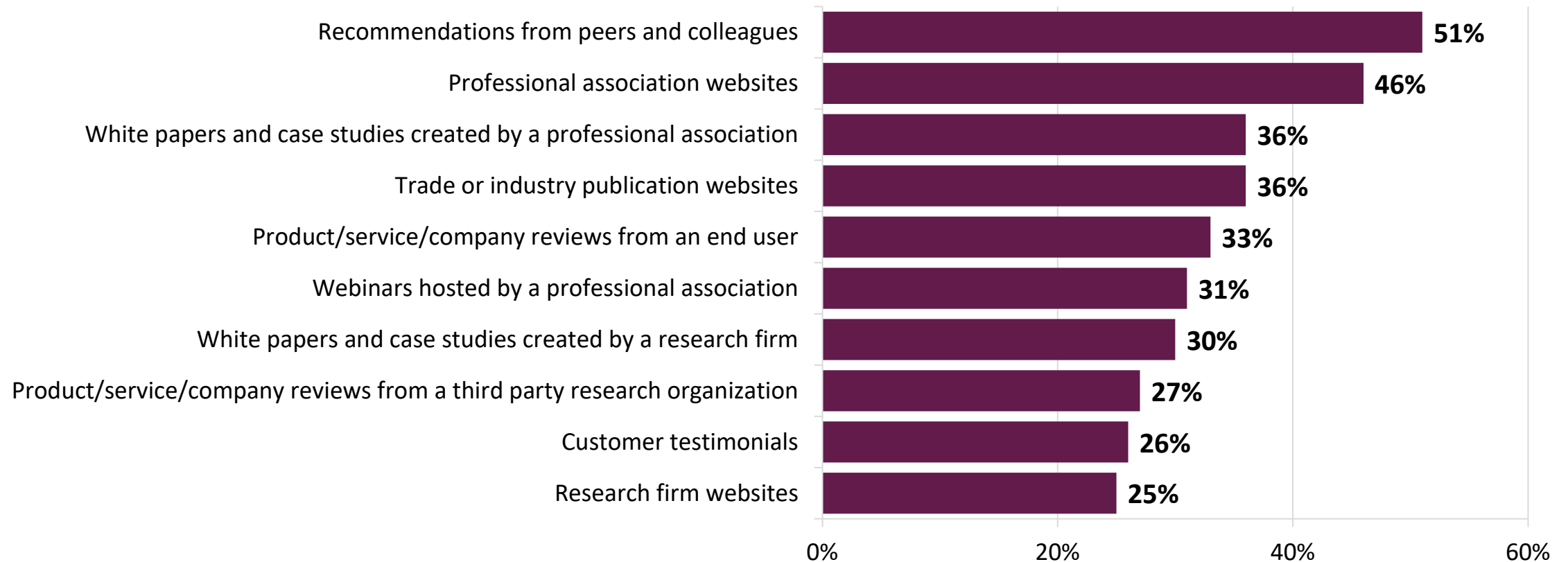


The background of the slide features a grayscale image of classical architecture, specifically the upper portion of a temple facade. It shows two large, fluted columns supporting a heavy entablature. The capital of the column on the right is clearly visible, featuring a large, circular, fluted design. The overall tone is professional and sophisticated.

# | Marketing Tactics

# Most Trusted Sources of Information

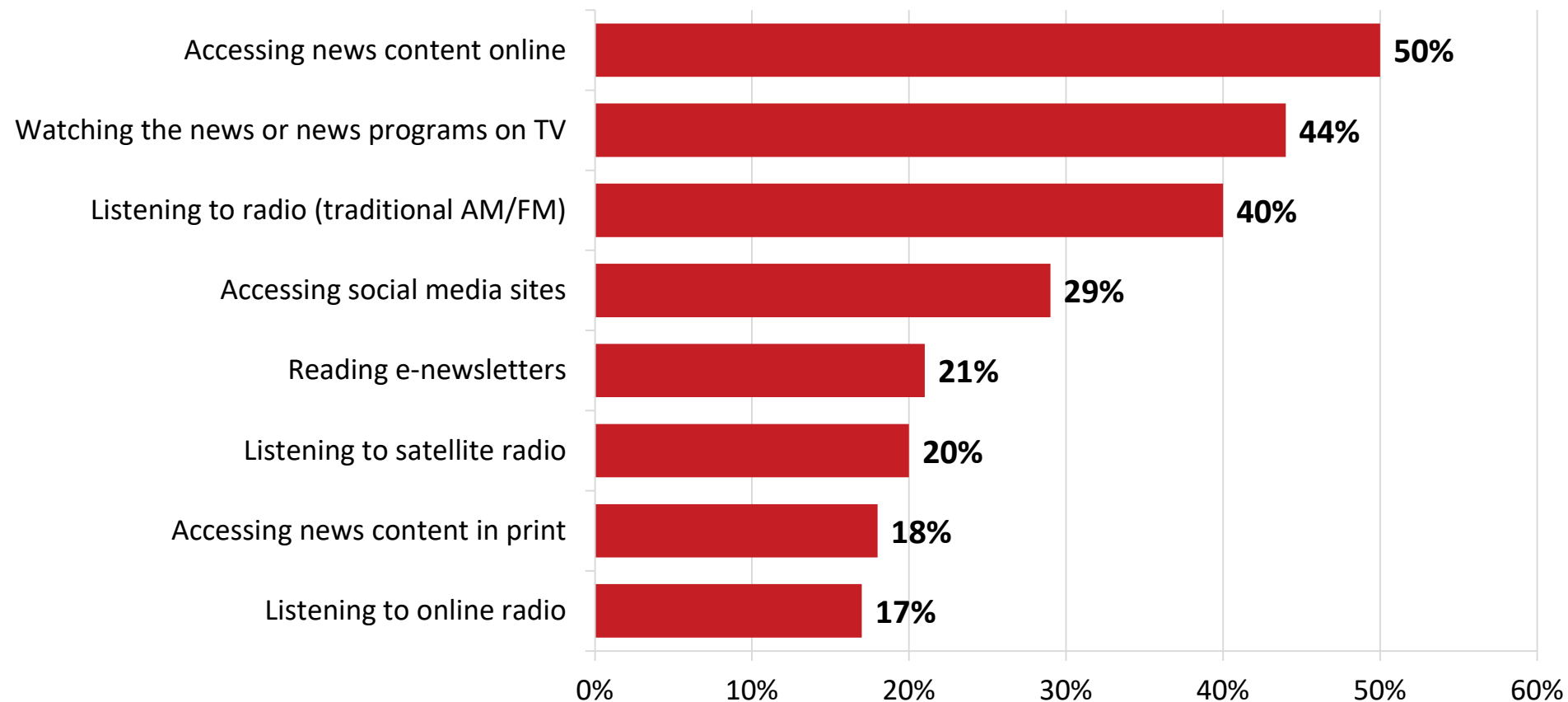
**The role of a trusted partner is more important than ever.**





## Time Spent on an Average Workday

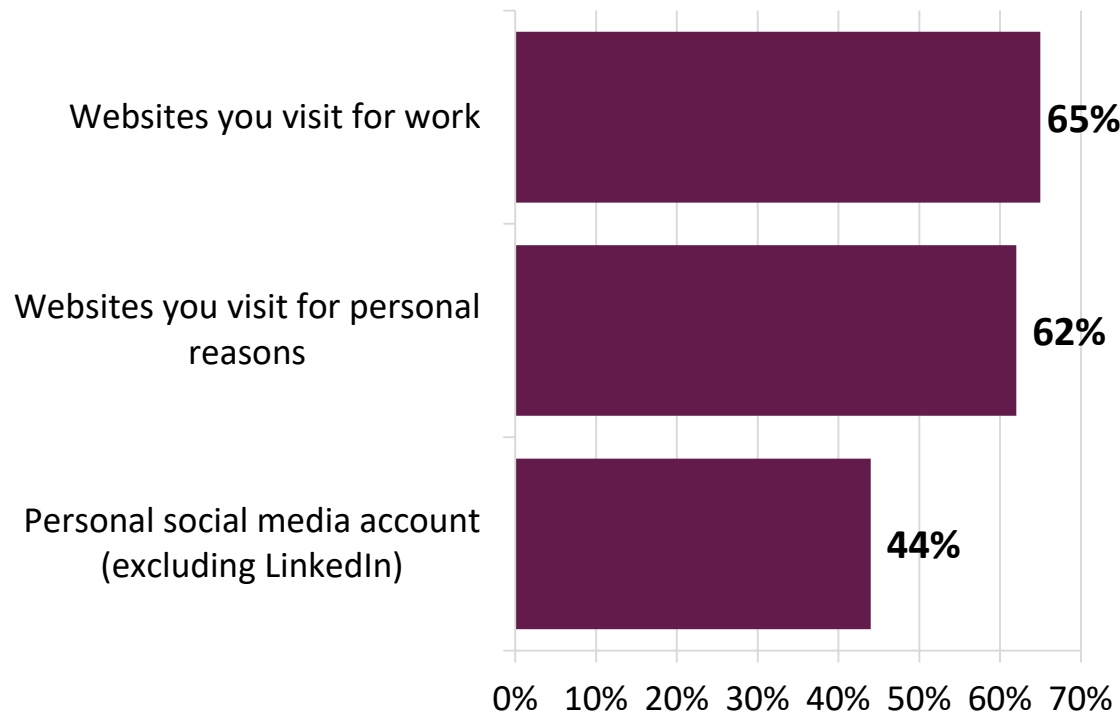
**No surprise: Meet your target online. Over 2/3 of federal folks are online accessing content for 15 minutes or more a day.**



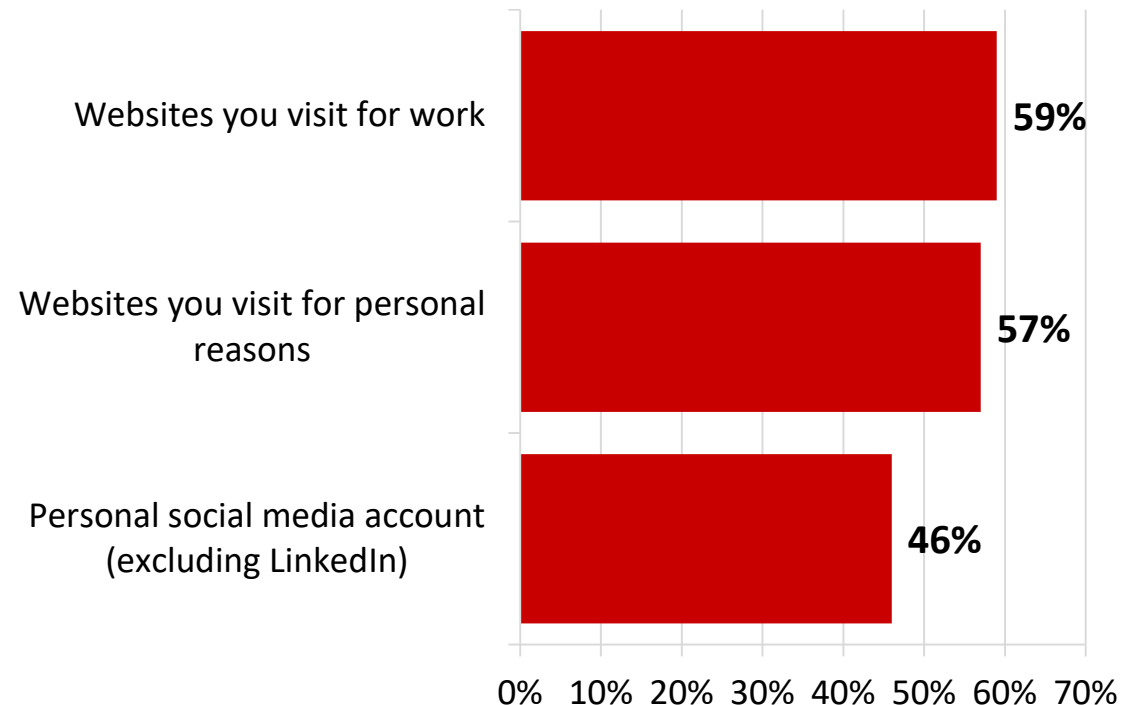
# Online Work-Related Targeted Ads/Content

**Online for personal or work reasons? It doesn't matter.**

**Have Seen Work-Related Ads**



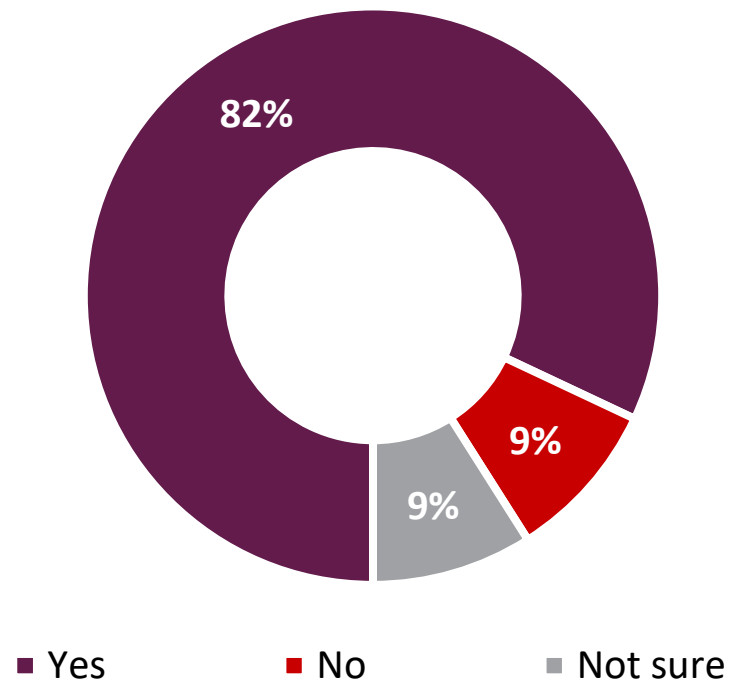
**Have Clicked on Work-Related Targeted Ads**



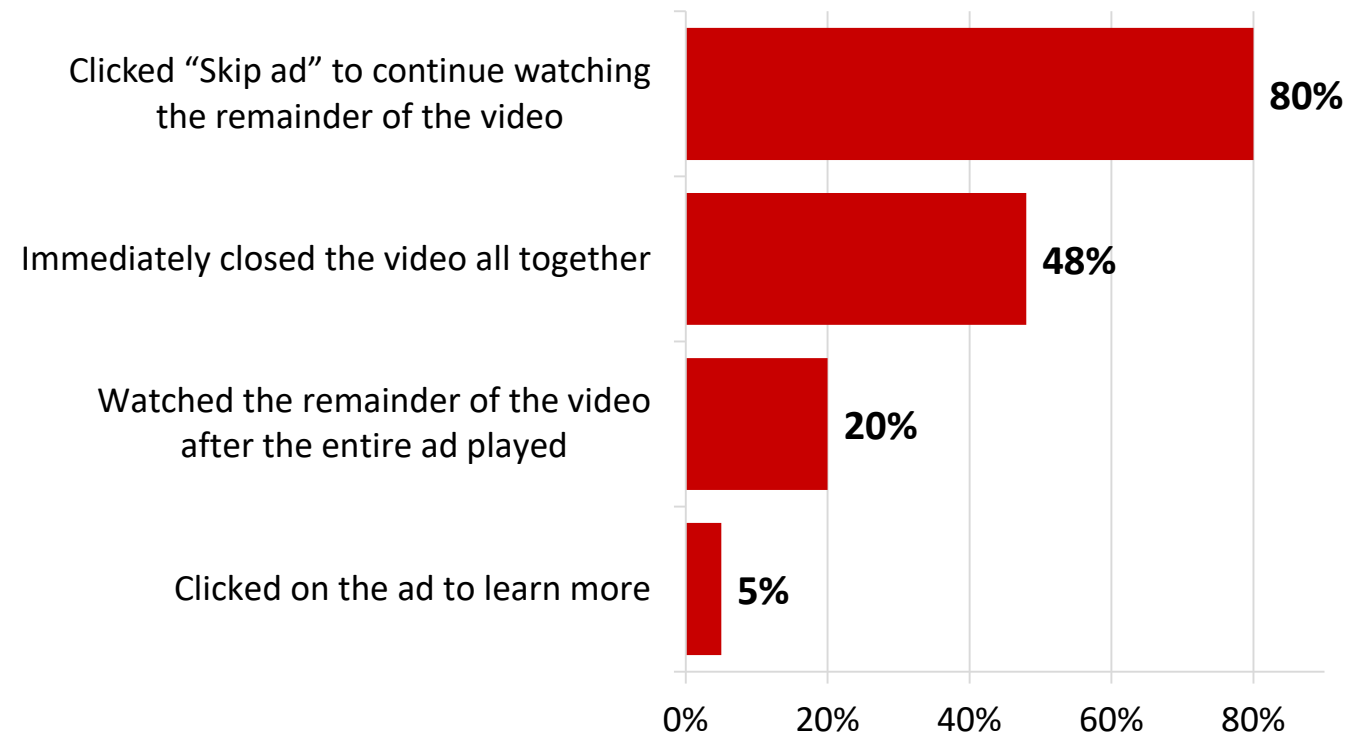
# Advertising in Middle of Online Videos

**New advertising models should be kept in mind. Don't dismiss right away.**

**Have Seen Advertising in  
the Middle of an Online Video**

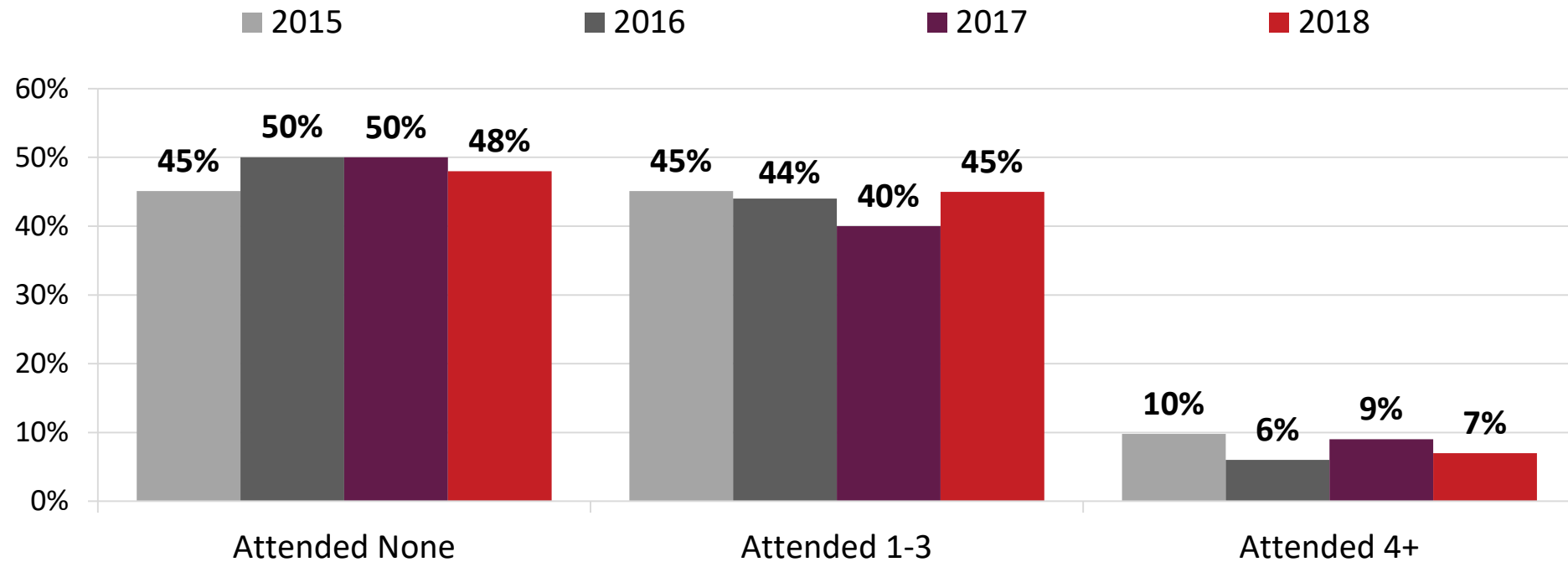


**Action After Seeing the Advertisement**



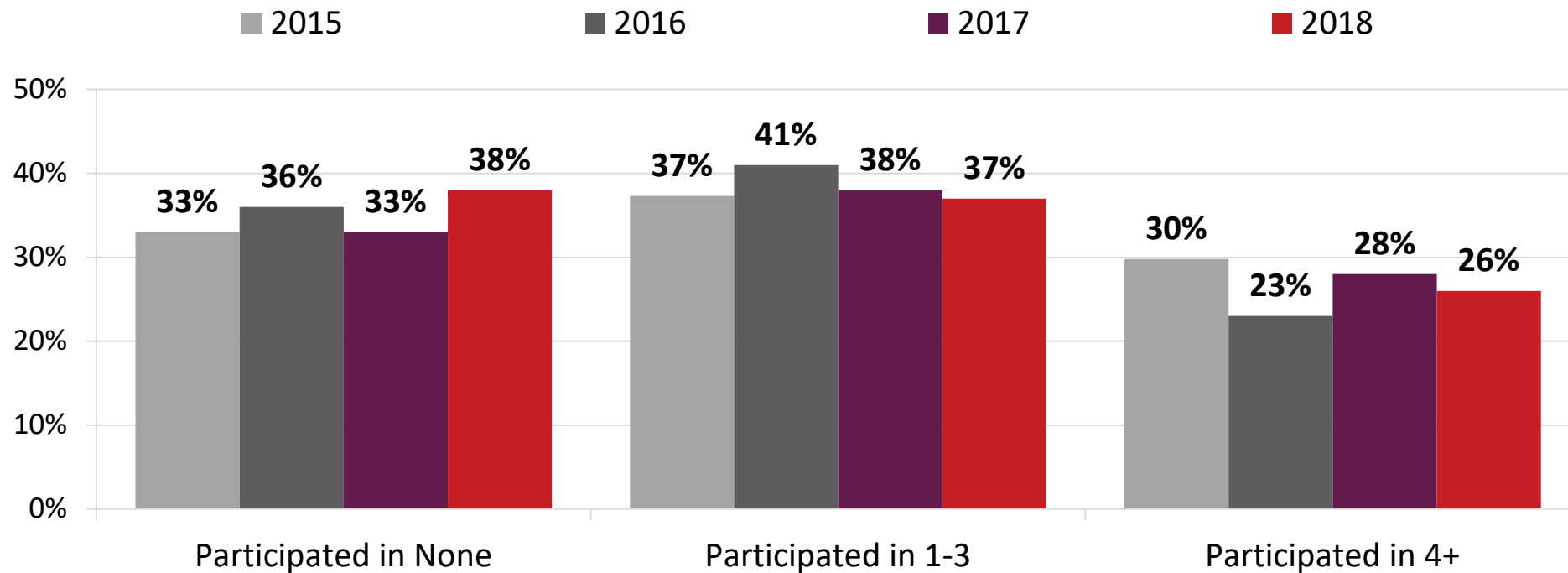
## Event Attendance in Past 12 Months

**While online presence is great, it should be complemented with substantive event presence.**




# Webinar Participation in Past 12 Months

**And if you can't meet them in person, go back online!**







# Recommendations for 2019

# What We Recommend



- **Be willing to bend over backwards.**
- **Stay the course with online marketing, don't be shy; and explore various platforms.**
- **Don't completely drop more personal engagements.**
- **Focus on being an engaged, content-rich partner – at events and, especially, with professional associations.**
- **Focus content not only on your product/service, but also on educating about the “how” it can get done.**



# | Online Resources

# Download the Overview

To download the entire Federal Media & Marketing Study Overview from the breakfast visit:

[marketconnectionsinc.com/  
fmms2018study](https://marketconnectionsinc.com/fmms2018study)

# Federal Central

Support for Your Strategic  
Marketing & Communications

[marketconnectionsinc.com/  
fedcentral](https://marketconnectionsinc.com/fedcentral)

- Build the foundation before the plan
- Includes the Federal Media & Marketing Study interactive media planning dashboard
- Additional unique Market Connections federal market studies, reports and information



## Federal Media and Marketing Study

Apply or Reset Filters

Showing 2018 Data by Default

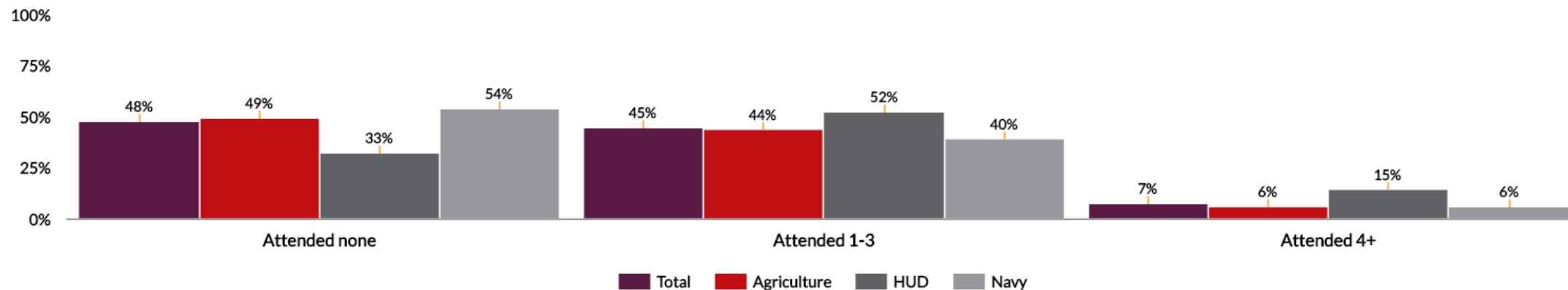
Sort By

Total (Filtered) n = 2978

Click here to download data (data visible on this page will be downloaded)

Change Selection Options Here..

Approximately how many trade shows conferences or industry events have you attended in the past year?



The total (filtered) bar shows the filtered total percentage.



Join Us

PART TWO of the Federal Media & Marketing  
Study webinar series:

## **Media Habits in a Time of Change**

Wednesday, February 13, 2-2:30 p.m. EST

To Register:

**<https://bit.ly/2ALyuj6>**



# | Q&A and Survey

# Contact Information

**Aaron Heffron, *President***

aaronh@marketconnectionsinc.com  
703.966.1706

**Mari Canizales Coache, *Marketing Manager***

maric@marketconnectionsinc.com  
703.972.5893

