

Content Marketing Review 2019

May 9, 2019



Methodology

- Online survey conducted March 2019
- 400 total respondents:
 - 200 federal government
 - 200 state and local government



PRIMARY OBJECTIVES

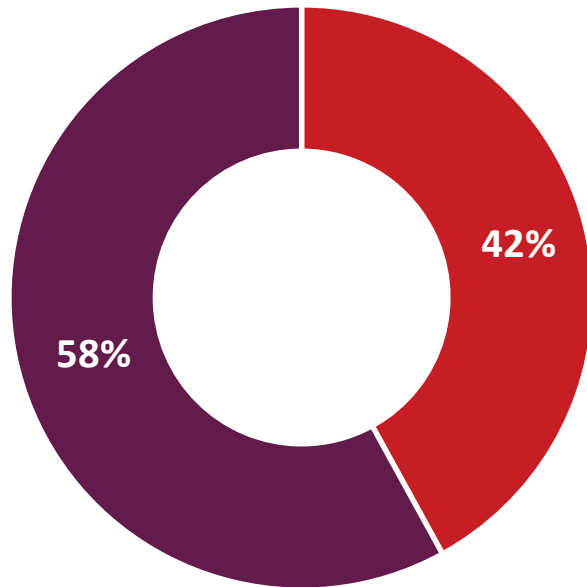
- Identify most influential and valuable content to public sector decision makers during the procurement of technology products and services
- Understand how the public sector is obtaining information in current environment
- Identify differences between what federal government and state and local government perceive as valuable



Demographics

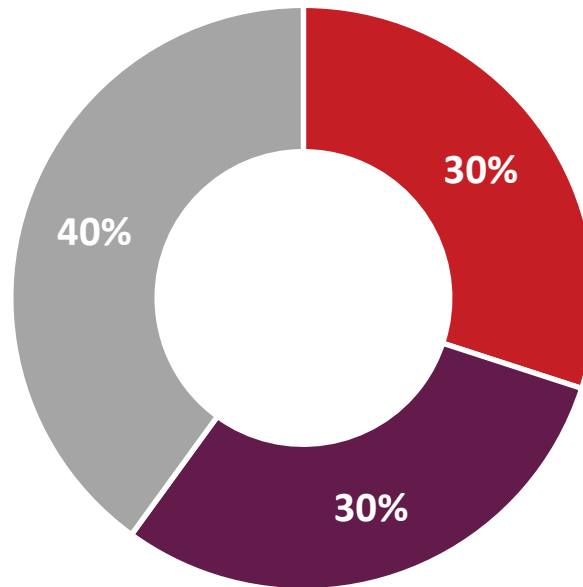
Agency Type & Location

Federal Agency Type



- Defense, military, or intelligence agency
- Federal civilian or independent agency

State & Local Agency Type



- City or municipality government
- County government
- State government

Top 10 Participating States





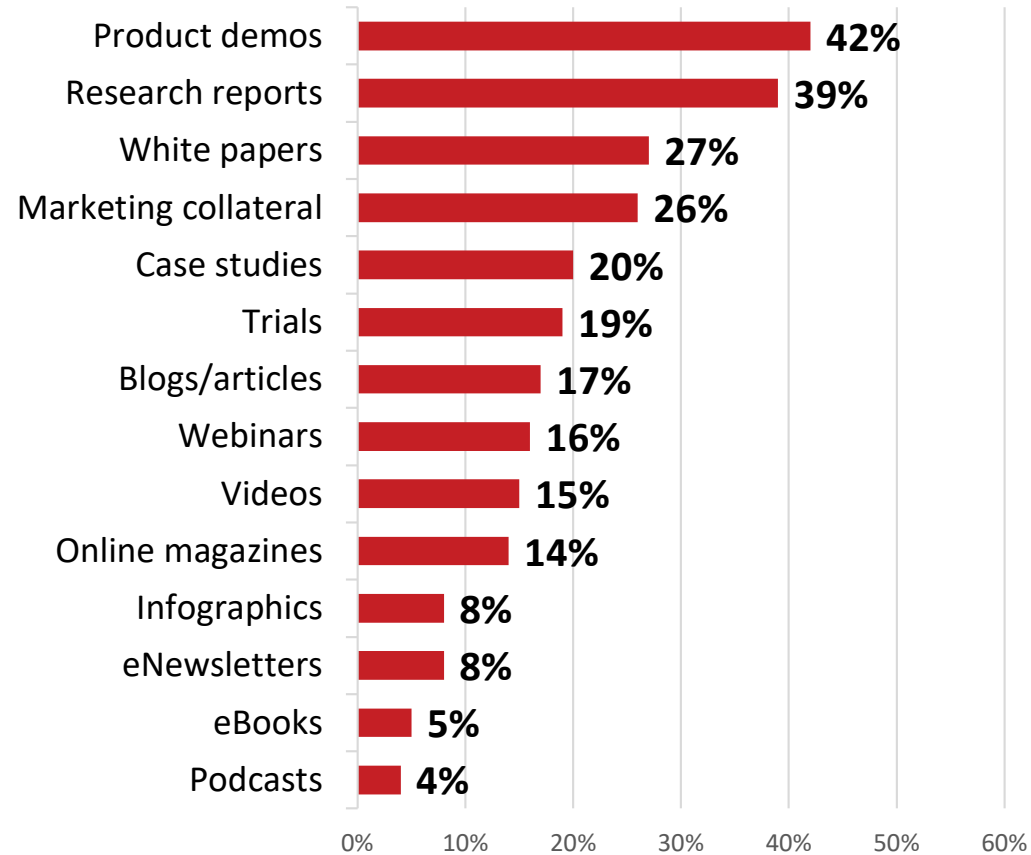
Most Valuable Content



Most Valuable Content PRODUCTS



Federal



State & Local



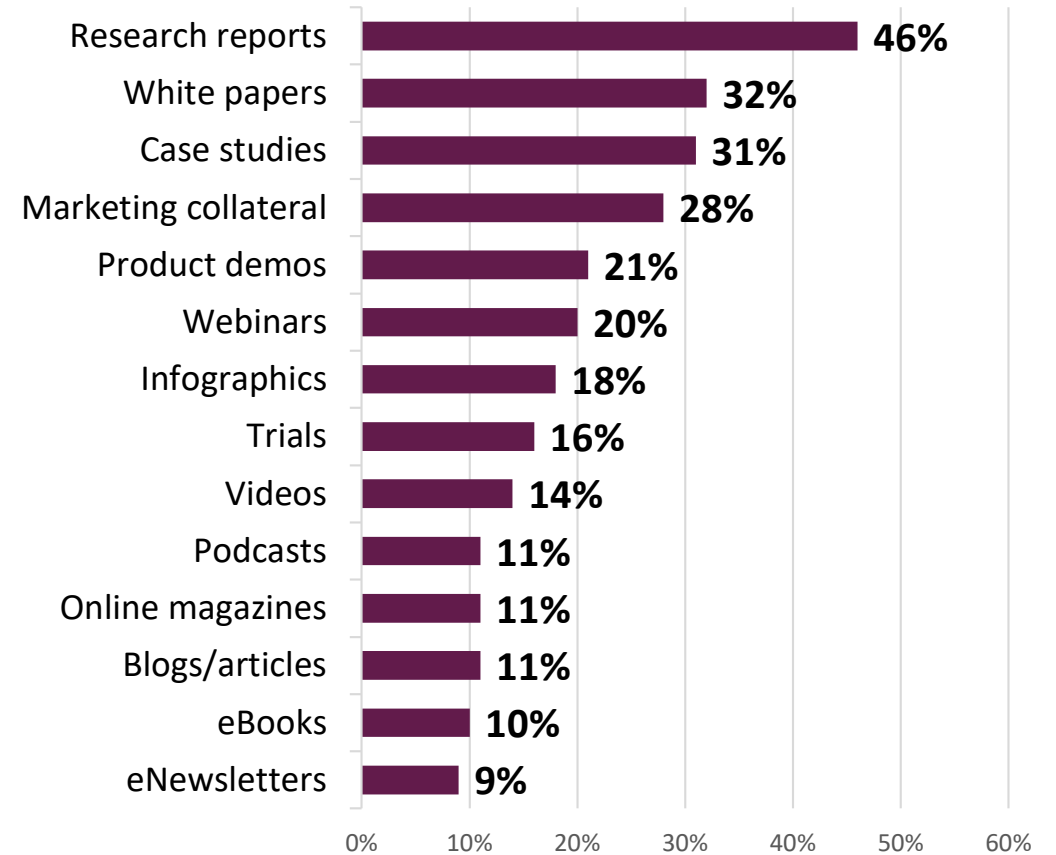
Most Valuable Content SERVICES



Federal



State & Local

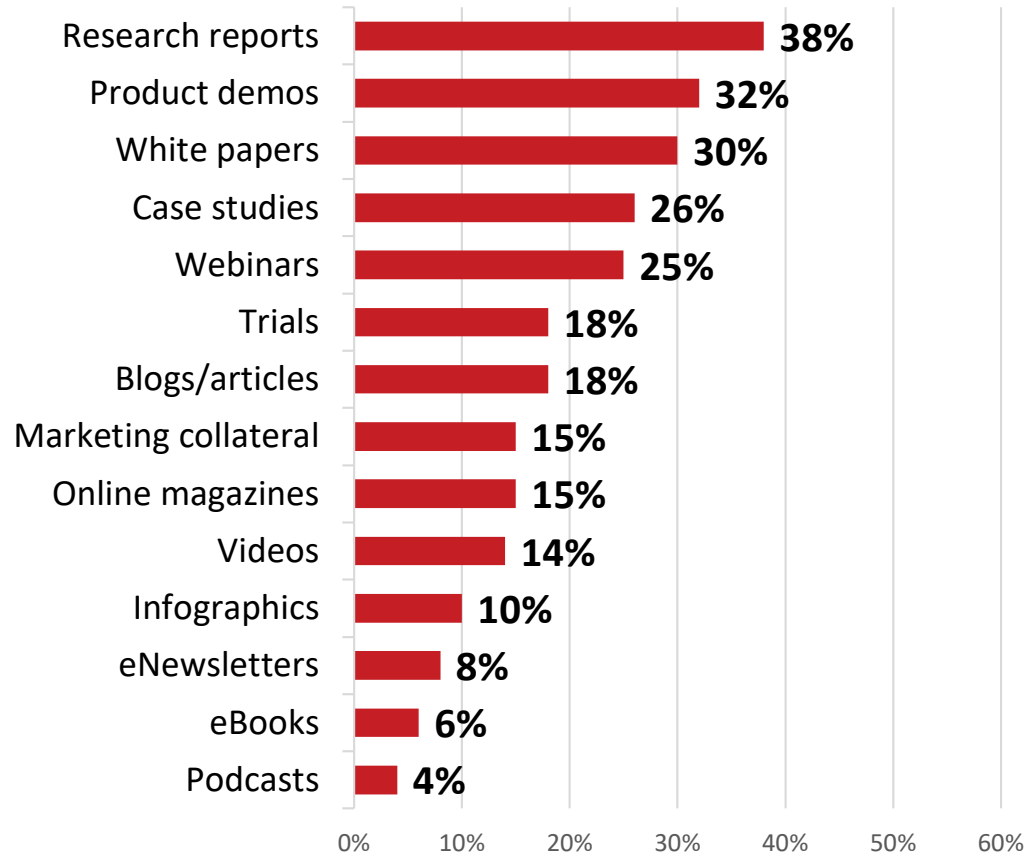


Most Valuable Content

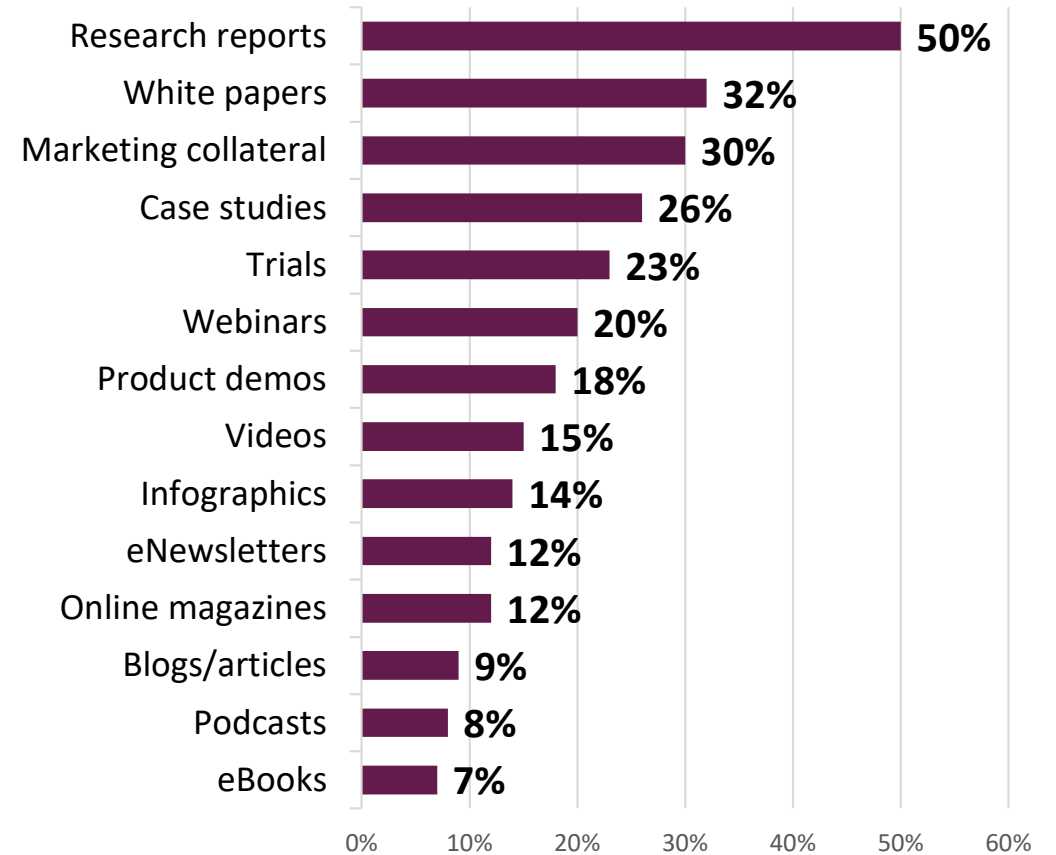
EMERGING TECHNOLOGIES



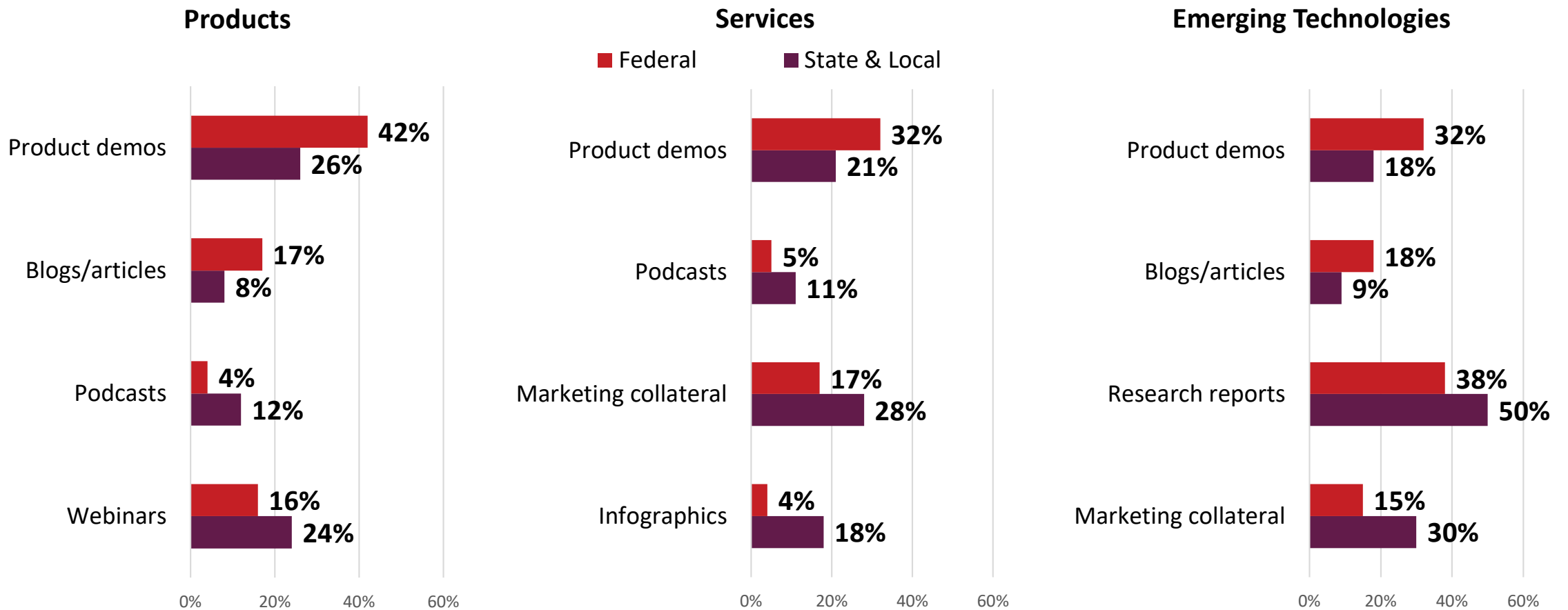
Federal



State & Local



Significant Gaps: Valuable Content





Important Content
Features

Work-Related Content Features

AVERAGE RANKING

FEDERAL

Least important

Most important

Visual contents
Insight from gov't thought leaders
Content tailored to my vertical

Content tailored to my org type
Content without sales messages
Insight from industry thought leaders
Content focused on value

Data and research to support content
Product specifications
Examples of past performance

STATE & LOCAL

Least important

Most important

Visual contents
Insight from industry thought leaders
Content tailored to my vertical

Content without sales messages
Insight from gov't thought leaders
Content focused on value
Content tailored to my org type

Data and research to support content
Examples of past performance
Product specifications

Work-Related Content Features

FEDERAL



	Videos	Podcasts	eBooks	White papers	Case Studies	Webinars	Blogs
Data and research to support content	38%	40%	46%	48%	45%	38%	27%
Product specifications	43%	36%	35%	41%	37%	27%	30%
Examples of past performance	34%	33%	24%	33%	39%	32%	33%
Content tailored to my org type	39%	27%	30%	29%	29%	33%	28%
Content without sales messages	28%	33%	25%	31%	28%	25%	20%
Insight from industry thought leaders	15%	27%	16%	21%	16%	22%	30%
Content focused on value	18%	24%	23%	17%	21%	19%	23%
Visual contents	20%		25%	8%	13%	26%	18%
Insight from gov't thought leaders	13%	23%	15%	19%	17%	23%	26%
Content tailored to my vertical	17%	18%	16%	12%	17%	14%	18%

Work-Related Content Features

STATE & LOCAL



	Videos	Podcasts	eBooks	White papers	Case Studies	Webinars	Blogs
Data and research to support content	42%	48%	43%	42%	42%	35%	30%
Product specifications	31%	25%	26%	22%	30%	29%	30%
Examples of past performance	36%	44%	43%	34%	41%	34%	32%
Content tailored to my org type	24%	31%	18%	24%	26%	23%	17%
Content without sales messages	22%	30%	29%	26%	21%	24%	25%
Insight from industry thought leaders	22%	26%	18%	24%	20%	20%	26%
Content focused on value	26%	25%	28%	25%	22%	26%	20%
Visual contents	25%		22%	24%	21%	26%	25%
Insight from gov't thought leaders	31%	29%	25%	26%	22%	22%	21%
Content tailored to my vertical	17%	18%	18%	20%	20%	22%	21%



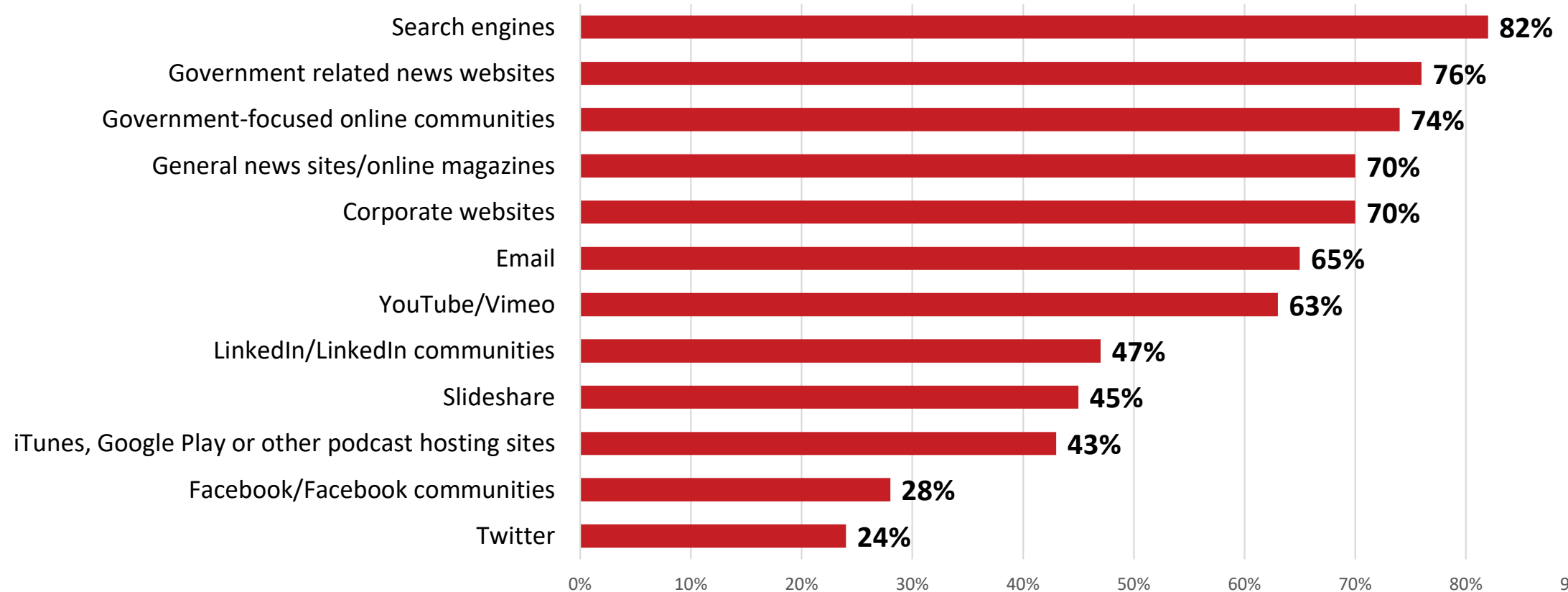
Content Placement

Effectiveness of Online Channels

FEDERAL



% Somewhat/Very Effective

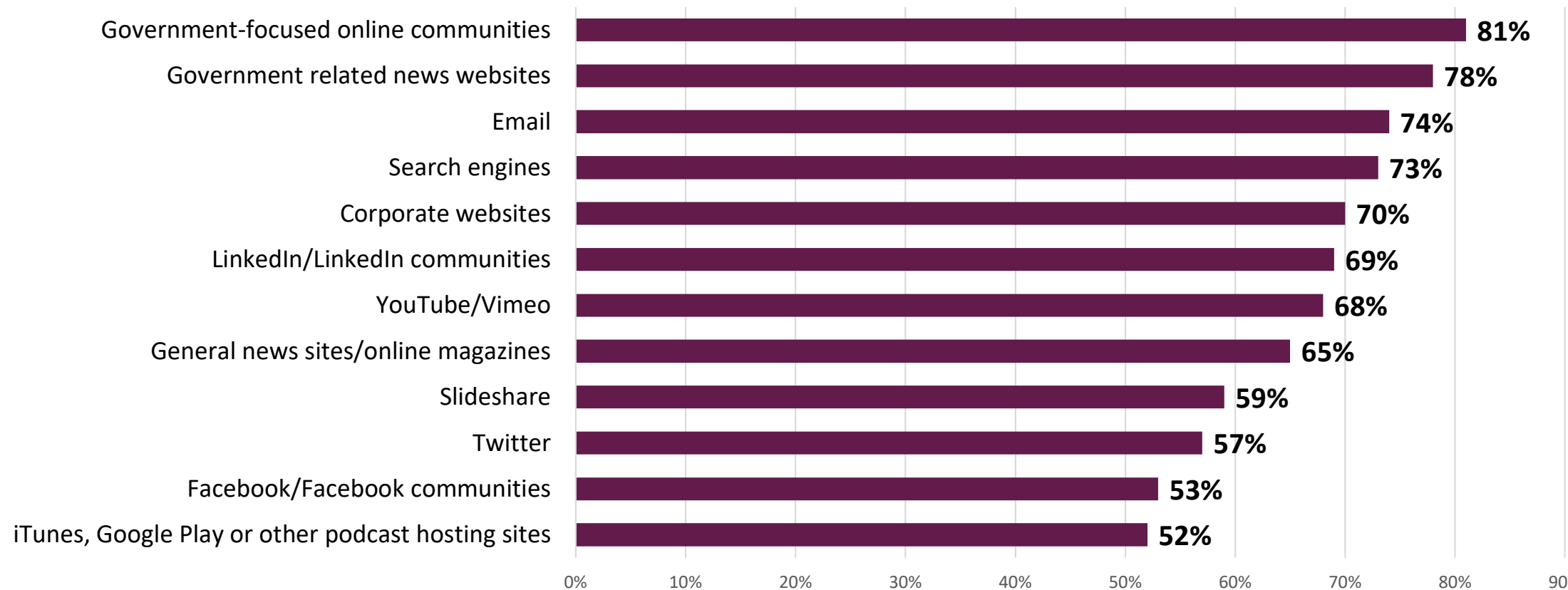


Effectiveness of Online Channels

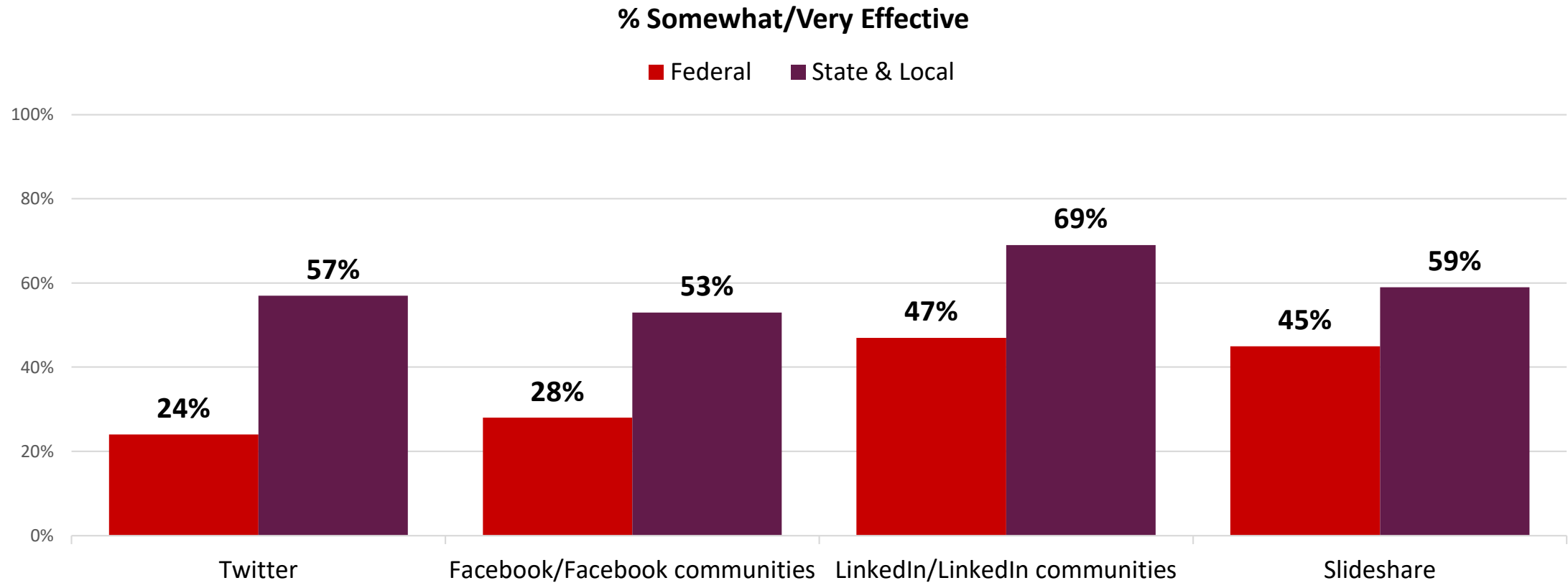
STATE & LOCAL



% Somewhat/Very Effective



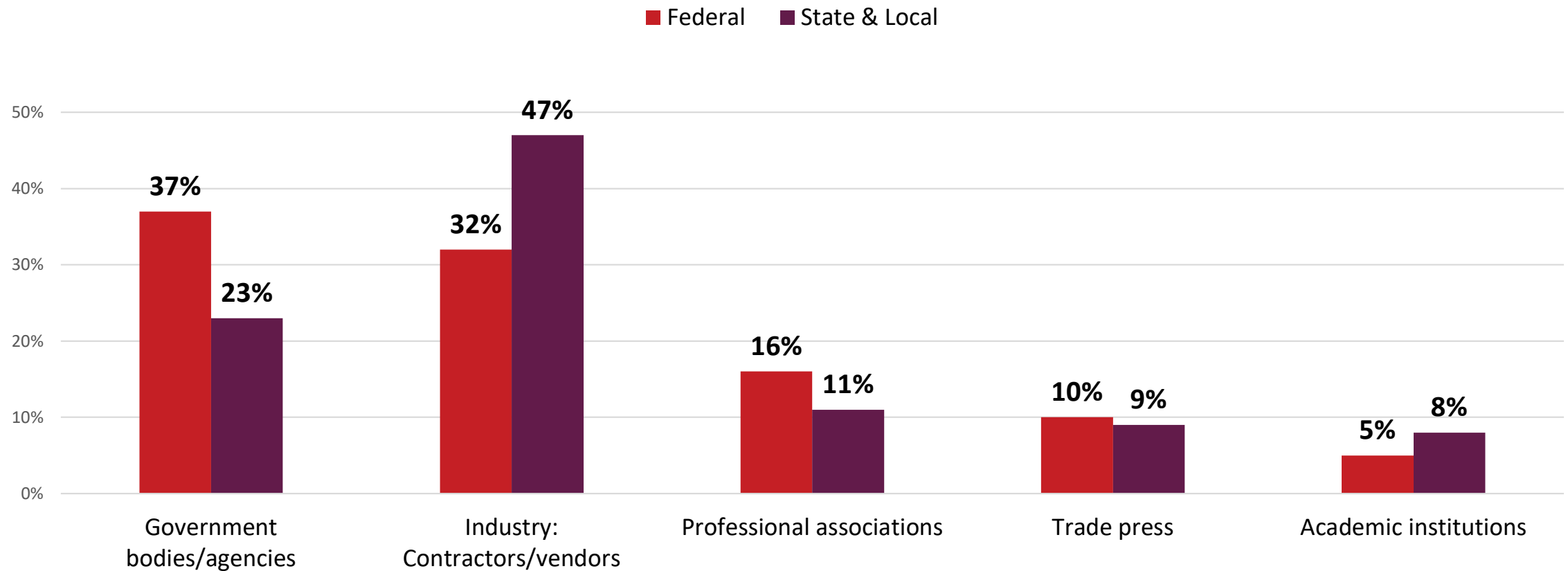
Significant Gaps: Effectiveness of Social Media Channels





Content Source

Source Agencies Relied on Most

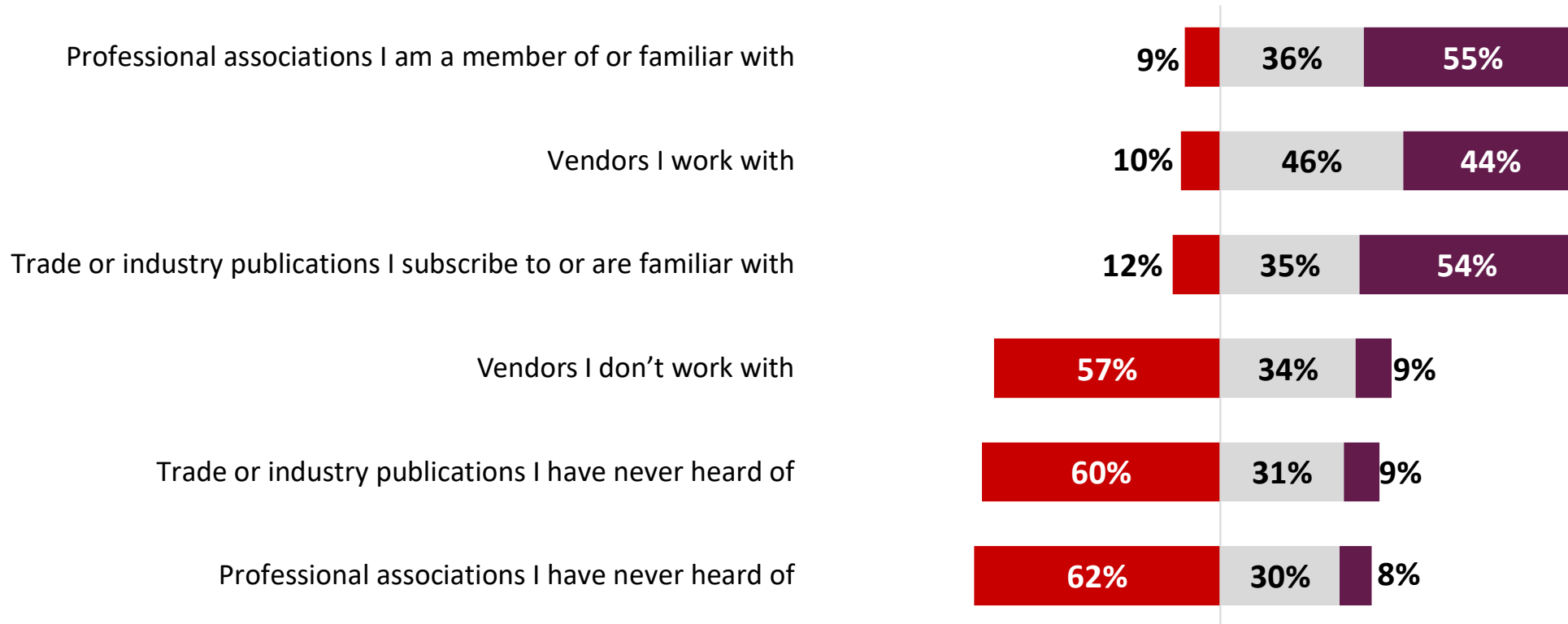


Frequency of Clicking on or Downloading Work-Related Content

FEDERAL



■ Never/Rarely
 ■ Sometimes
 ■ Often/Always

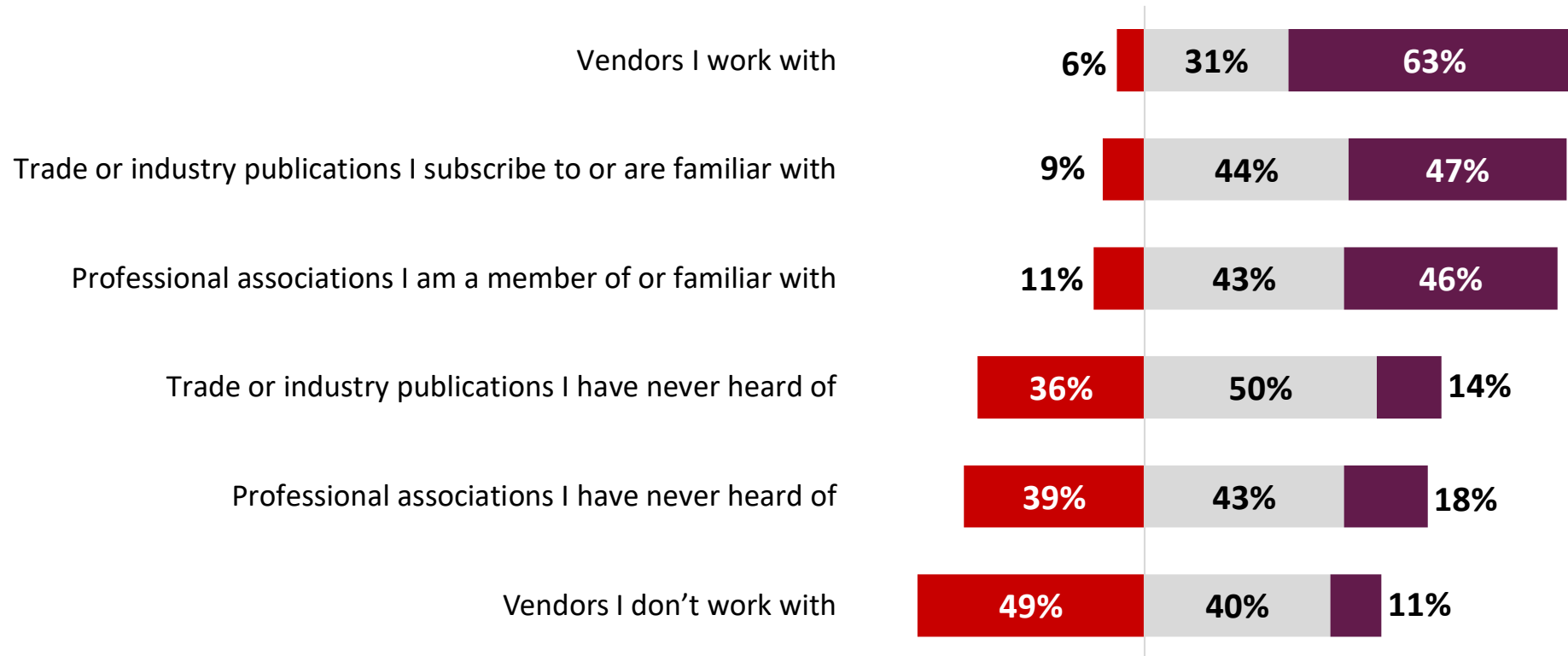


Frequency of Clicking on or Downloading Work-Related Content

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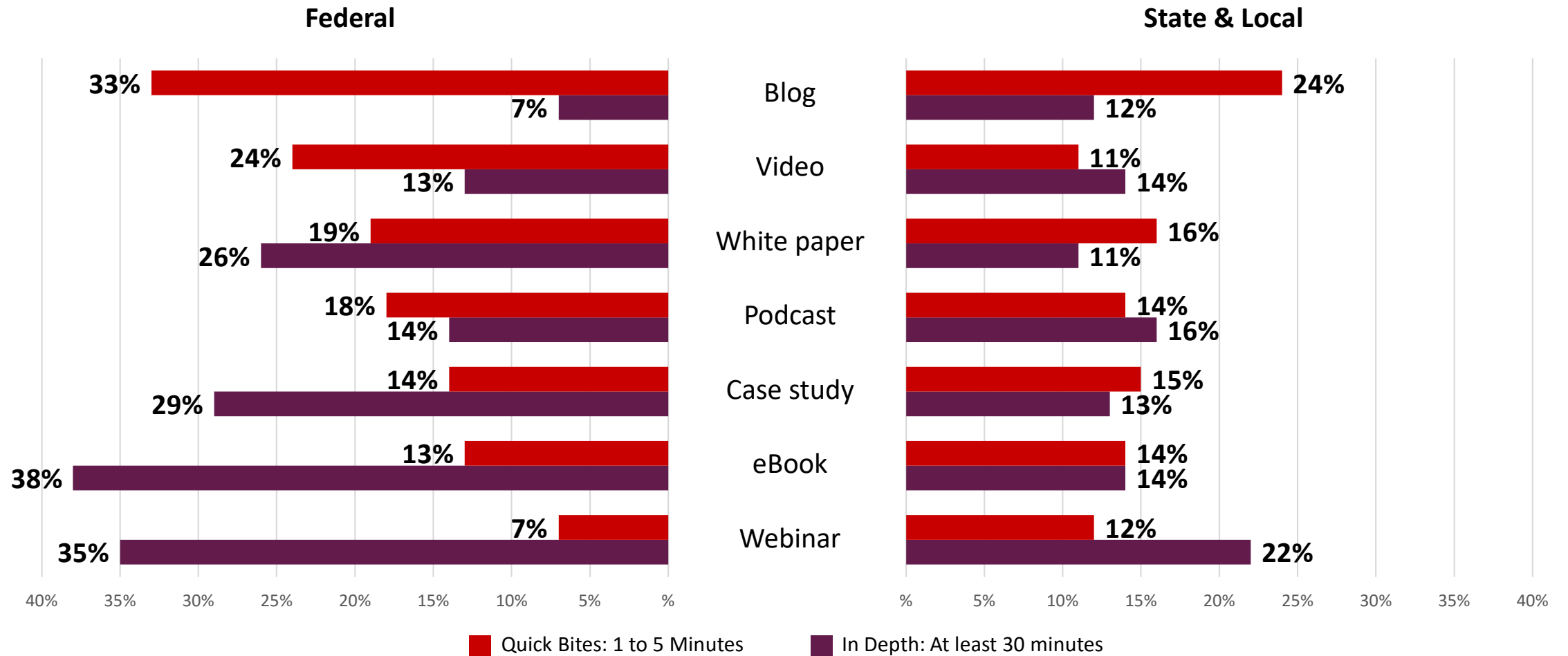
■ Never/Rarely ■ Sometimes ■ Often/Always





Time Spent

Time Willing to Spend Consuming Work-Related Content



Time Willing to Be Spent Consuming Work-Related Content

FEDERAL

- Over 40% are only willing to spend up to 5 minutes on a blog post
- Over 1/3 are willing to spend an hour or more on a webinar or with an eBook



Time Willing to Be Spent Consuming Work-Related Content

STATE & LOCAL

- In general, written work should be 15 minutes or less
- Half of respondents are willing to spend more than 15 minutes on podcasts, videos, and webinars

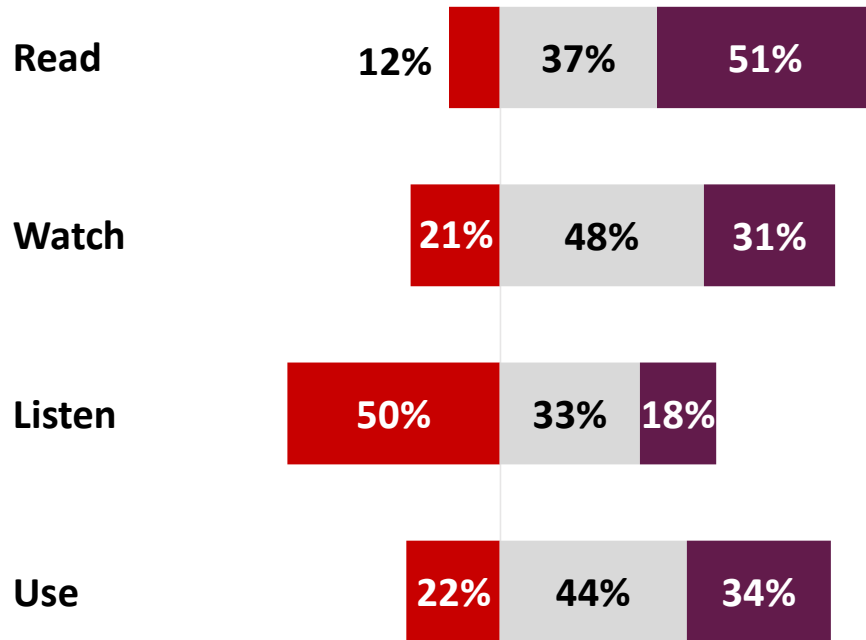


When Work-Related Content Is Consumed

FEDERAL

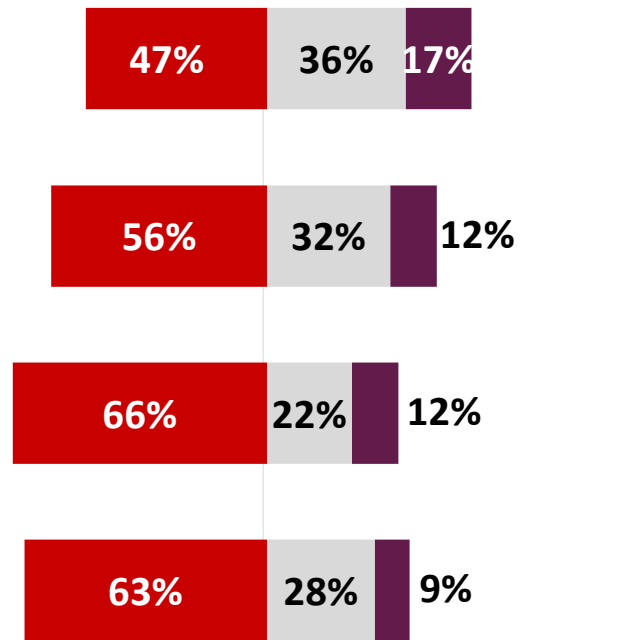


Weekdays/During Work Hours



Weeknights/After Work Hours

■ Never/Rarely ■ Sometimes ■ Often/Always



Weekends

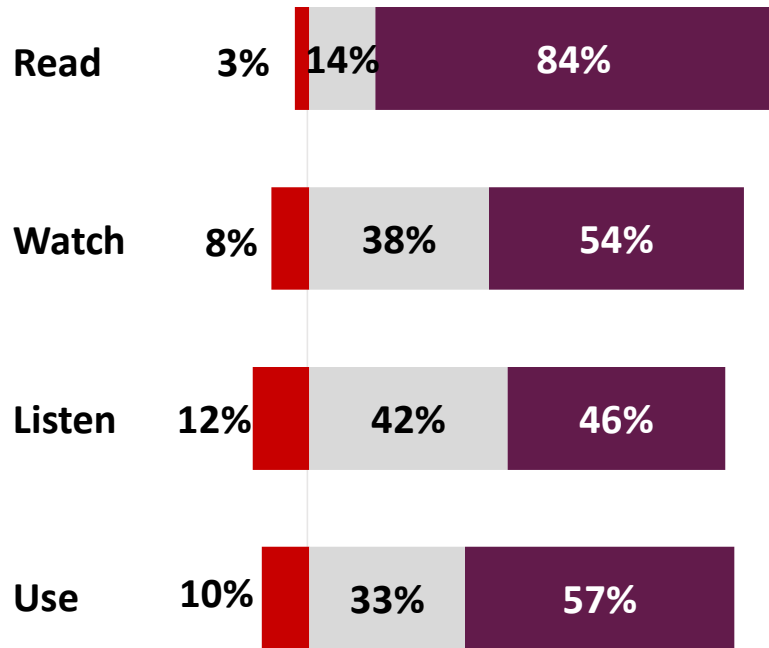


When Work-Related Content Is Consumed

STATE & LOCAL

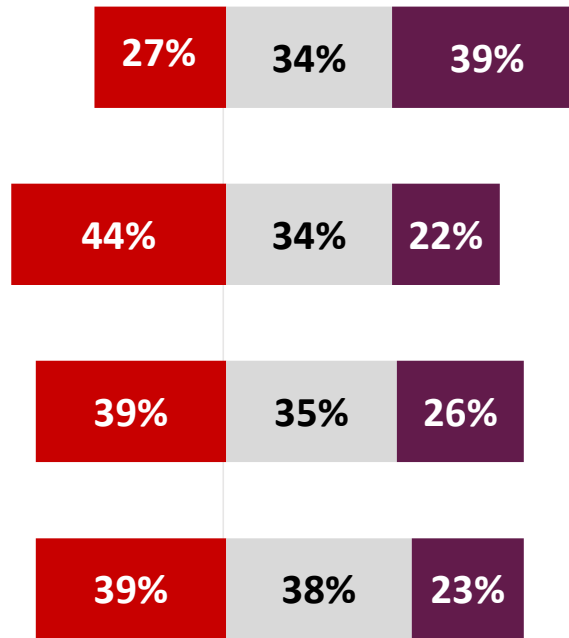


Weekdays/During Work Hours

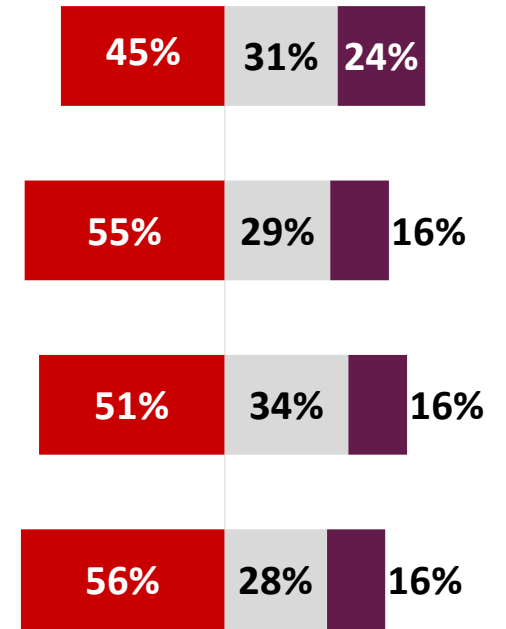


Weeknights/After Work Hours

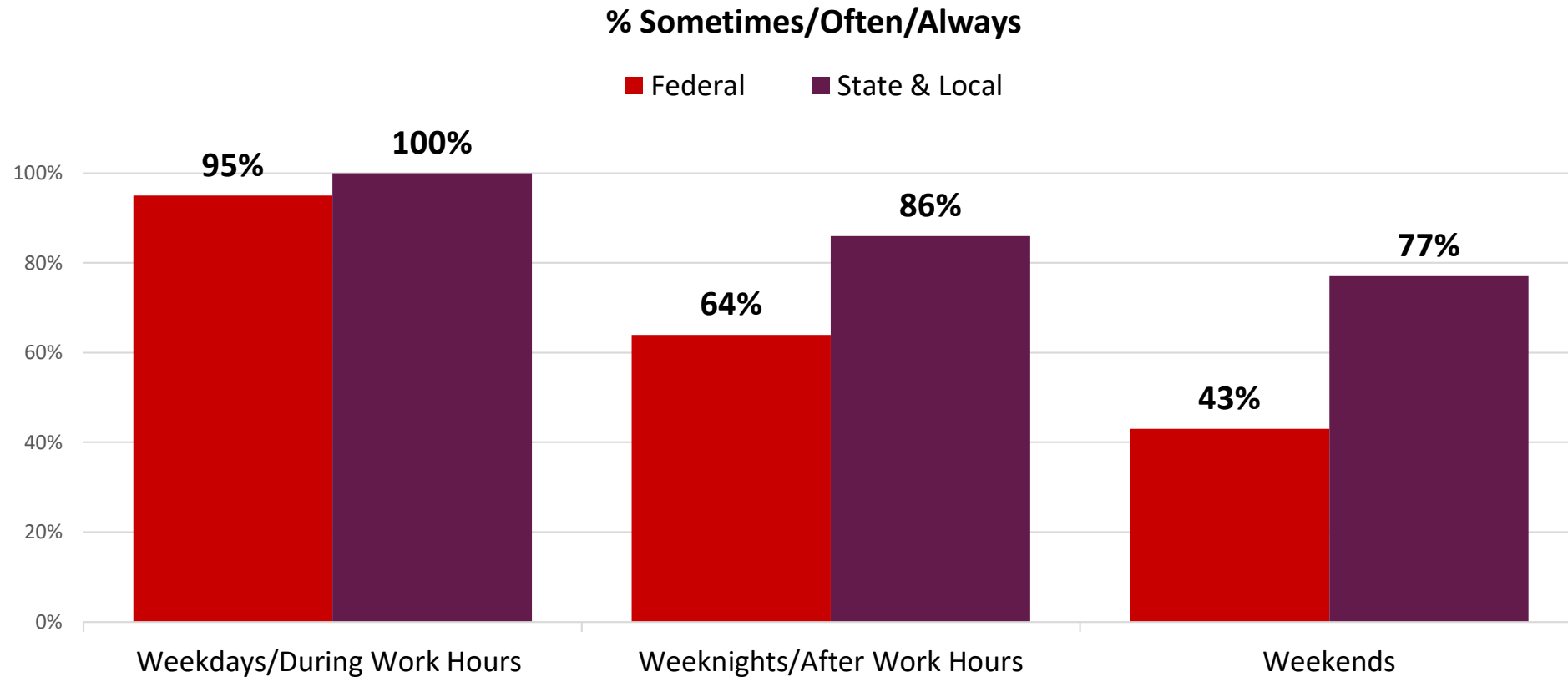
■ Never/Rarely ■ Sometimes ■ Often/Always



Weekends



Significant Gaps: Work-Related Content Consumption Times





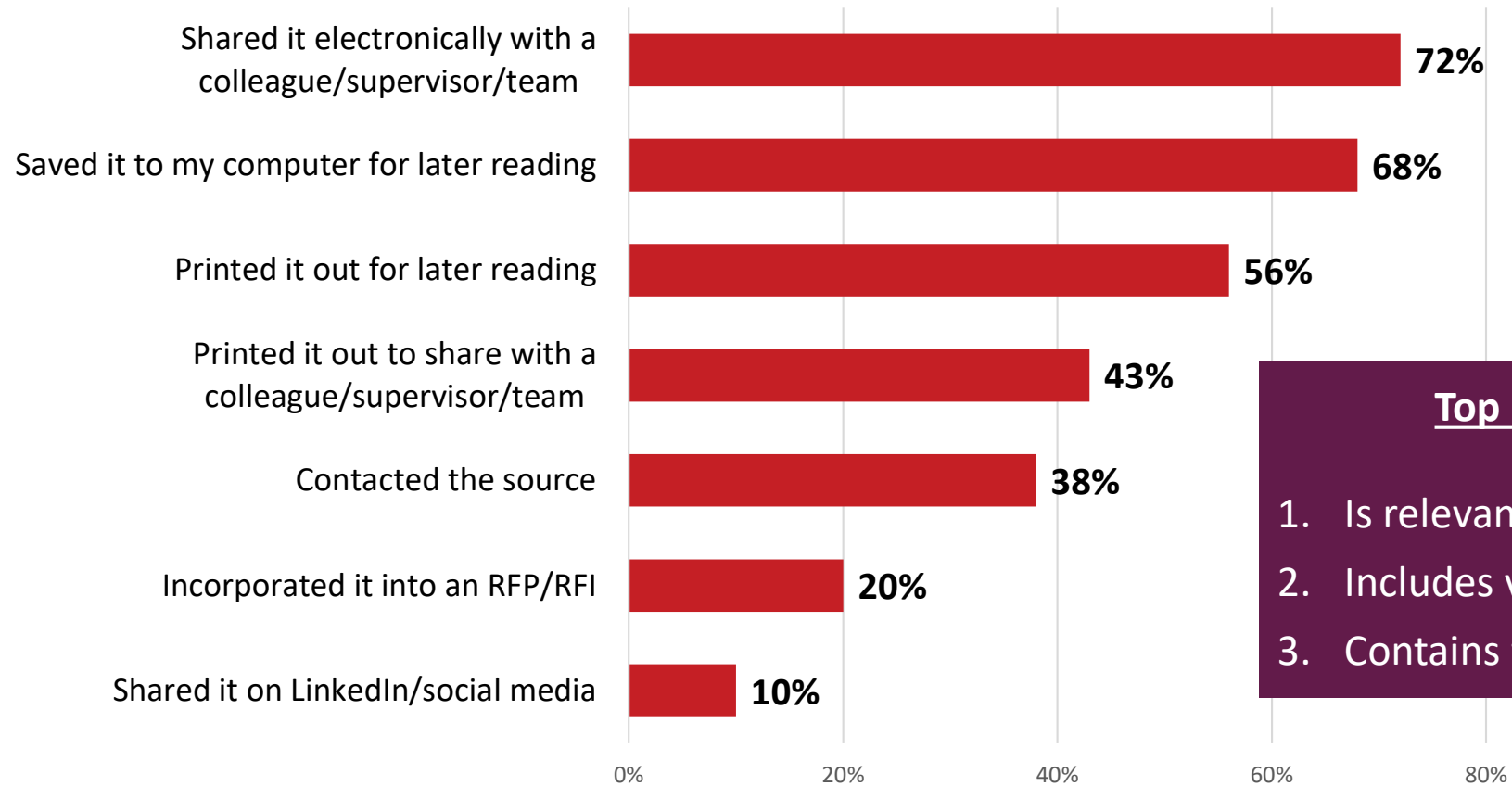
| Content Engagement

Work-Related Online Content – Actions and Motivations

FEDERAL



Actions Taken



Top Motivations to Share

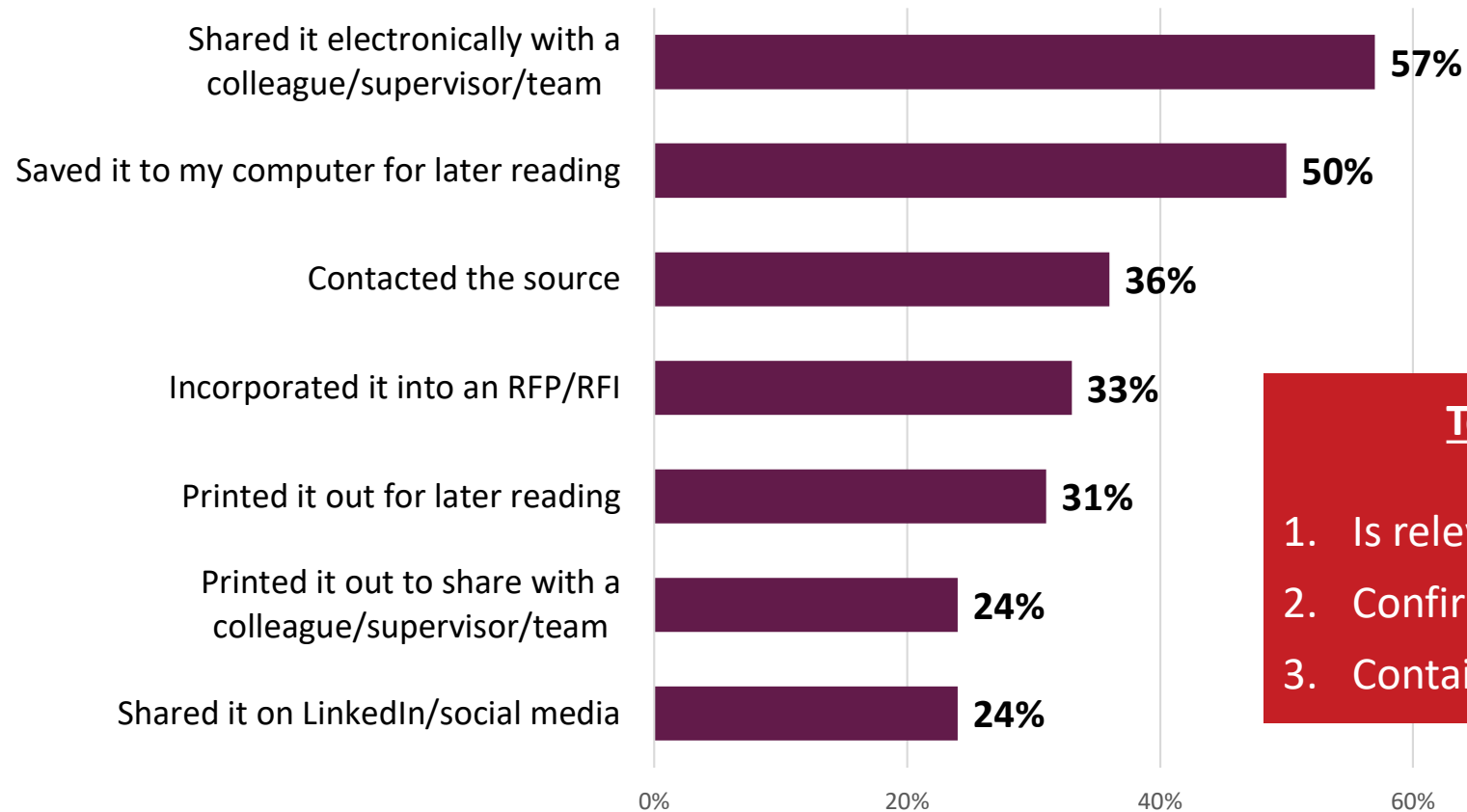
1. Is relevant at a particular point in time
2. Includes valuable data points
3. Contains thought-provoking ideas

Work-Related Online Content – Actions and Motivations

STATE & LOCAL



Actions Taken

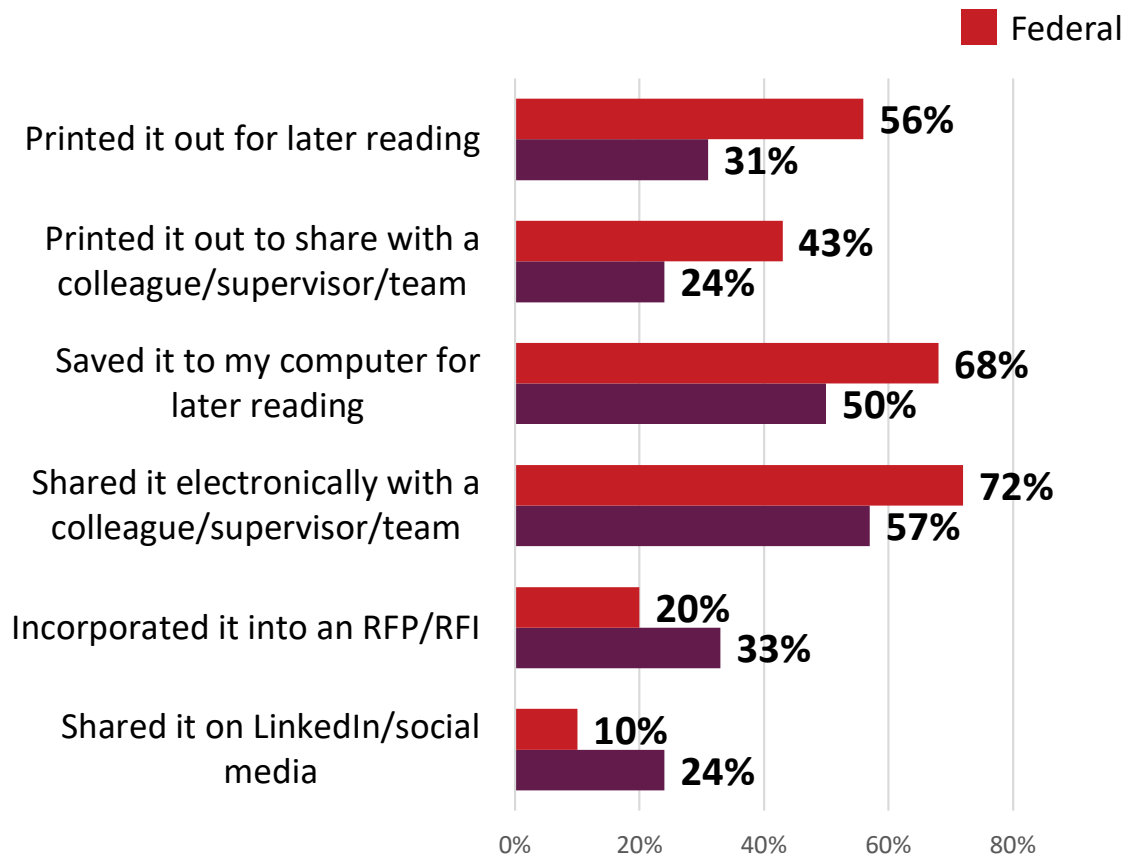


Top Motivations to Share

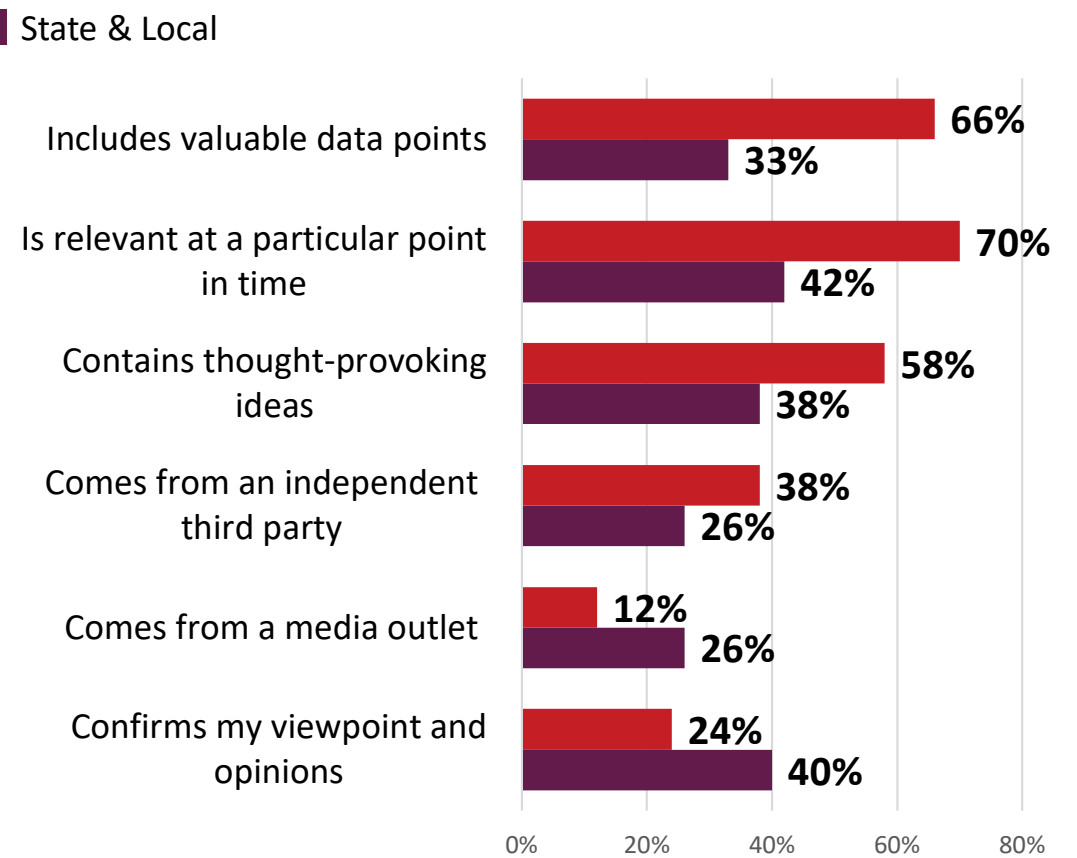
1. Is relevant at a particular point in time
2. Confirms my viewpoints and opinions
3. Contains thought-provoking ideas

Significant Gaps: Actions and Motivations

Actions Taken



Motivations to Share





Buzzwords



Key Takeaways

Key Takeaways

Overall Content Development



- **C.O.P.E. YOUR CONTENT: CREATE ONCE, PLAY EVERYWHERE**

Research, data and past performance are the building blocks of all content marketing pieces throughout the public sector.

- **STRIKE A BALANCE: LEAN FORWARD/BACK**

Marketing content mix should incorporate elements that require little effort to find and digest, with pieces that individuals have to engage with more actively.

- **MEET YOUR AUDIENCE WHERE THEY ARE**

Opportunity exists for economies of scale across the public sector, but remember key differences lay in the access points to your customers.

Key Takeaways

Federal



- **REMEMBER TO BE PRINTER-FRIENDLY**
Make it easy for federal audiences to print and share. It may seem “old school,” but it is where they are.
- **GROW YOUR CUSTOMER ACCOUNTS**
Customers are most likely to be the ones opening and reading your content. Speak to them as customers.
- **EXPAND AWARENESS BEFORE YOU DROP THE KNOWLEDGE**
Content sent to unwitting prospects, or through unknown channels, falls on deaf ears.

Key Takeaways

State & Local



- **TELL THEM A STORY**

State and local customers are more likely to have to explain (and justify) new technologies and their benefits to non-technical people.

- **LEVERAGE THE NEED FOR INFORMATION TO INTRODUCE YOURSELF**

Research, data and past performance is a must, but include introductions and backstories to increase awareness.

- **CREATE ON-THE-GO COLLATERAL READY TO SHARE**

Experimenting with informative video and podcasts at the state and local level can build momentum and allow those willing to share to increase your reach.

Contact Information

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