

# content marketing review 2019

FEDERAL & BEYOND

## Content Should Educate & Show Past Performance

TOP TYPES OF CONTENT PREFERRED  
Across All Categories



PRODUCTS	SERVICES	EMERGING TECHNOLOGIES
+ Product Demos <i>Both Federal and State &amp; Local</i>	+ Case Studies <i>Both Federal and State &amp; Local</i>	+ Marketing Collateral <i>State &amp; Local</i>

### CONSIDER THESE ...

Use **product demos** when targeting federal audiences

When marketing services, consider showcasing your past performance in **case studies**

Surprise, surprise! State & local want to see your **marketing collateral** for emerging technologies

## Pillars to Build Your Content

Include These Important Content Features

Public Sector Agree They Want to See:

#1	BOTH FEDERAL AND STATE & LOCAL	
	<b>Data and Research</b>	
#2	FEDERAL	STATE & LOCAL
	<b>Product Specifications</b>	<b>Past Performance</b>

Podcasts Rank High  
Among State & Local  
Decision-Makers



9 out of 10  
listen to podcasts

## Motivate Your Audience to Share

Well-Informed, Thought-Provoking Ideas Drive Action

MAKE SURE YOUR CONTENT



Is relevant at the particular point in time



Contains thought-provoking ideas



Includes valuable data points

### - INTERESTING FACTS -



**FEDS** more likely to print content to read later or share



**S&L** more likely to share content on social media

## How Much Time Does Your Customer Want to Spend with Content?

QUICK BITE (NO MORE THAN 5 MINUTES)	VS.	IN-DEPTH (AT LEAST 30 MINUTES)
 Blogs & Video		 Ebook, Case Study White Paper, Webinar Video, & Podcast

## Content Consumption: Don't Rule Out Weeknights & Weekends

Respondents access work-related content during their personal time

ON WEEKNIGHTS	ON WEEKENDS
86% STATE & LOCAL	77% STATE & LOCAL
64% FEDERAL	43% FEDERAL

## Use Government Related Channels To Deliver Content



3/4 OF BOTH FEDERAL AND STATE & LOCAL FIND

Government-related news & websites

-AND-

Government-focused online communities

EFFECTIVE FOR DELIVERING CONTENT

## Does Your Government Audience Know You?

Familiarity Can Affect Actions Taken with Your Content



- NEARLY -

1/2 or more

OPEN/DOWNLOAD CONTENT FROM:

- ▶ Vendors they are familiar with
- ▶ Professional associations they are familiar with
- ▶ Trade pubs they are familiar with



**ARE YOU UNKNOWN?** If your prospect is not familiar with you, consider sharing content through publications or associations your audience knows.

Download the overview at: [marketconnectionsinc.com/cmr2019study/](http://marketconnectionsinc.com/cmr2019study/)