

content marketing review 2019

FEDERAL & BEYOND

Content Should **Educate & Show Past Performance**

TOP TYPES OF CONTENT PREFERRED
Across All Categories



Research Reports



White Papers



PRODUCTS



+ Product Demos

Both Federal and State & Local

SERVICES



+ Case Studies

Both Federal and State & Local

EMERGING TECHNOLOGIES



+ Marketing Collateral

State & Local

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

Data and Research

#2

FEDERAL

Product Specifications

STATE & LOCAL

Past Performance

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)



Blogs & Video

VS.

IN-DEPTH

(AT LEAST 30 MINUTES)



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

86%

STATE & LOCAL

64%

FEDERAL



ON WEEKENDS

77%

STATE & LOCAL

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/