

Does Thought Leadership Still Matter to Government Audiences?

July 2019

MerrittGROUP
MARKETING | PR | CREATIVE

 **Market Connections®**
Research you can act on.

Webinar Speakers

Speakers:

Aaron Heffron
President
Market Connections



Matt Donovan
Senior Vice President
Merritt Group



What You'll Learn



- **Where does thought leadership fit as a part of overall federal marketing strategy?**
- **Who is a good candidate and when should it be considered?**
- **What is the purpose?**
- **What steps need to be taken to become a thought leader and create good content?**
- **What are key elements in good thought leadership?**

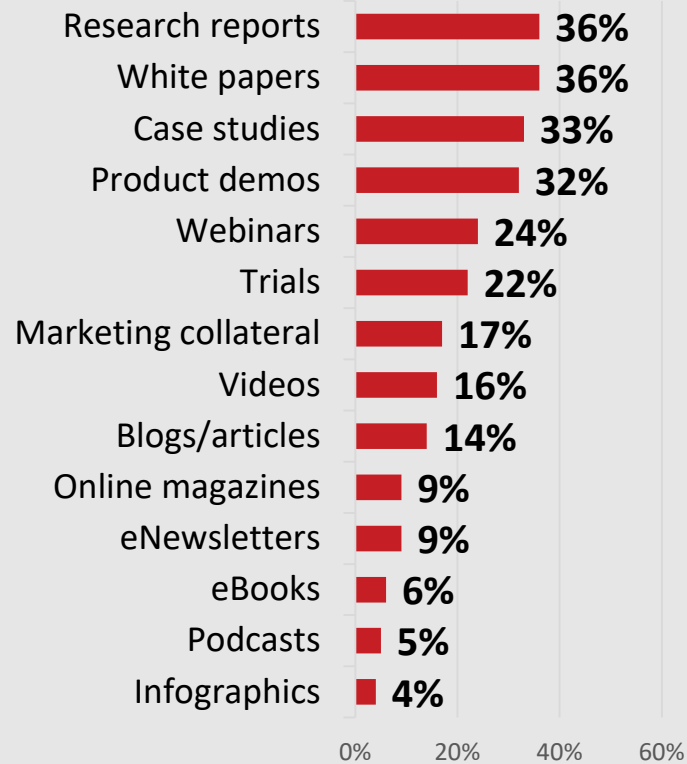
Federal Audiences are Looking for Thought Leadership



Products



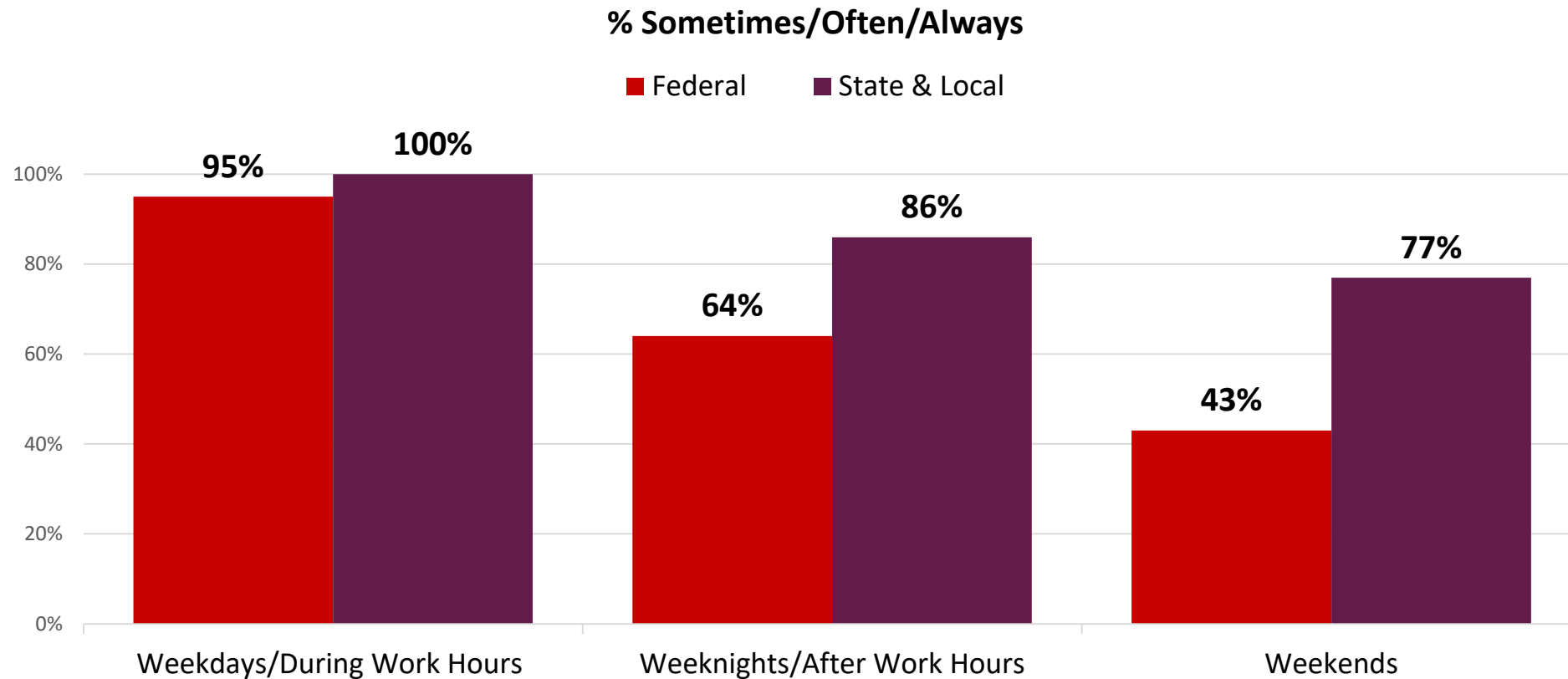
Services



Emerging Technologies



Work-Related Content is Consumed Around the Clock.





Components of a Federal Marketing Campaign

Mapping Tactics to the Demand Gen Funnel

Event Sponsorships

Digital Advertising

Media Relations

White Papers

Research Reports

Infographics

Webinars

Email Campaigns

Case Studies

Product Demos

Product Slicks



Awareness

Familiarity

Consideration

Preference

Build Your Expertise and Credibility with Thought Leadership

Consider your **PRIMARY** purpose for thought leadership content creation.

DOES:

- Increase the depth of knowledge of what you do
- Establish your company as an expert in a particular field
- Increase your credibility as a solution provider

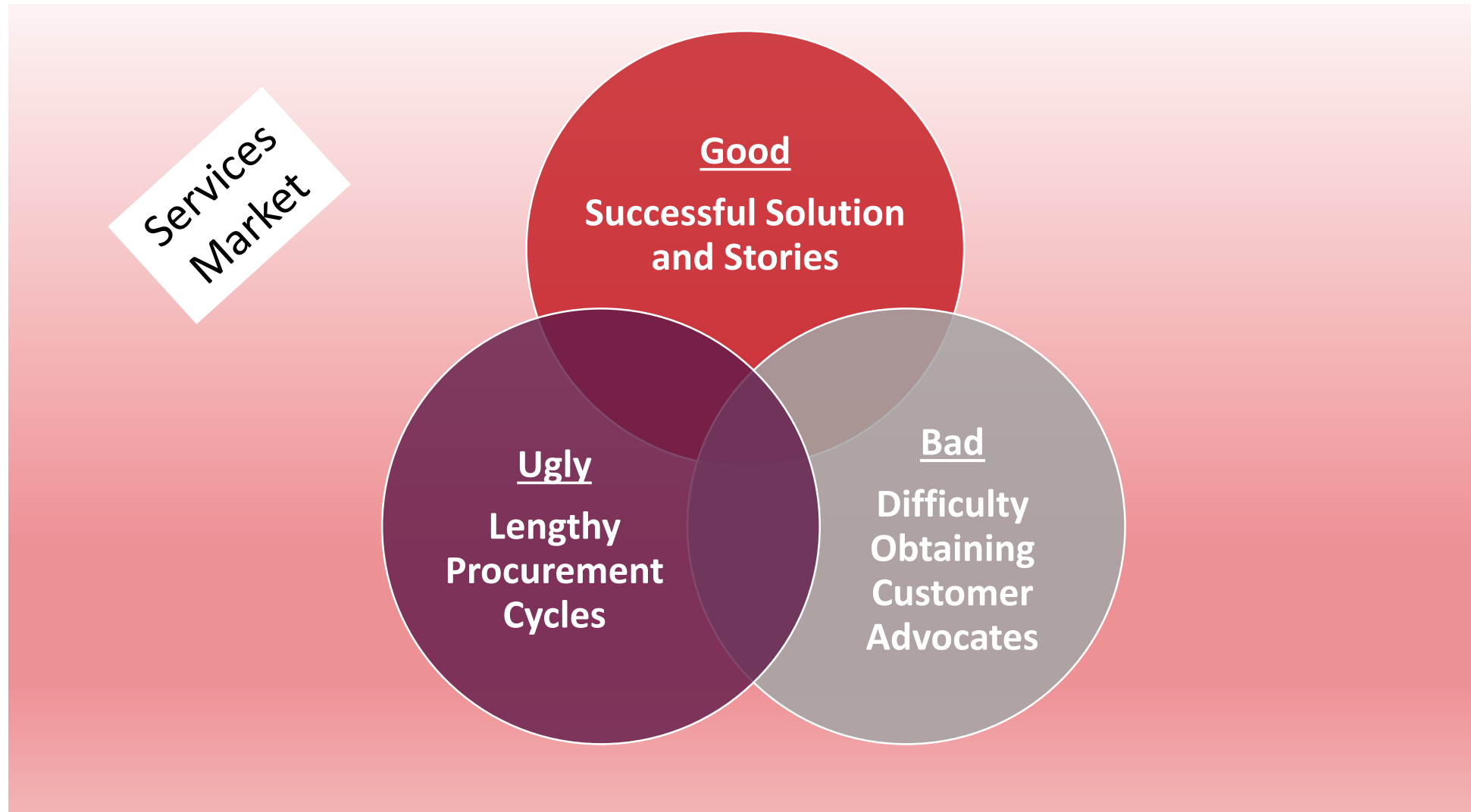
DOES NOT:

- Gaining traction in a new market
- Increase or move the needle of awareness of your company

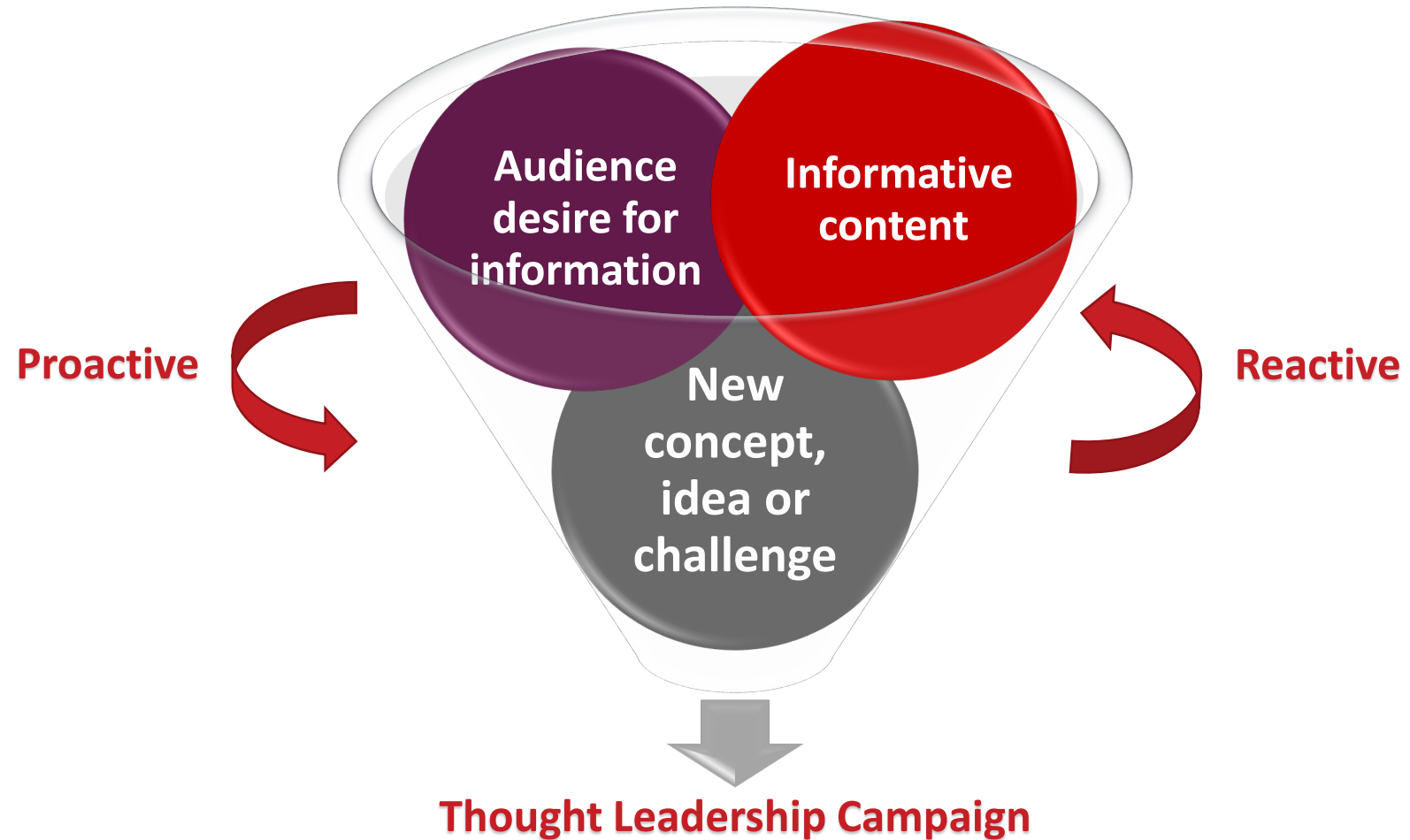
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Building a Strong Thought Leadership Campaign

The Good, The Bad, and The Ugly Lead to Thought Leadership.

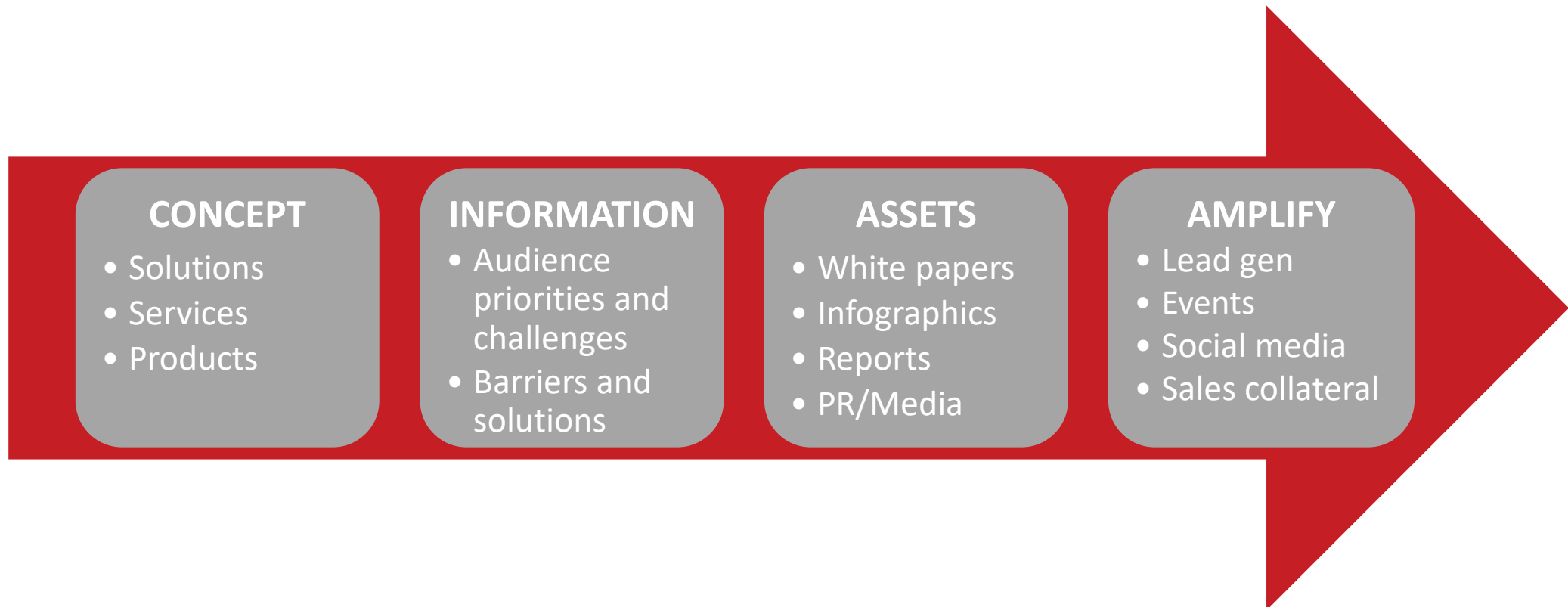


The Ultimate Goal of Thought Leadership: Educate Your Audience



KEY QUESTION: Where Should We Start?

If using research-based thought leadership, start with an idea that highlights your overall broad services, solutions or products. Do not limit yourself to a singular project, RFP/RFI or recompetete.



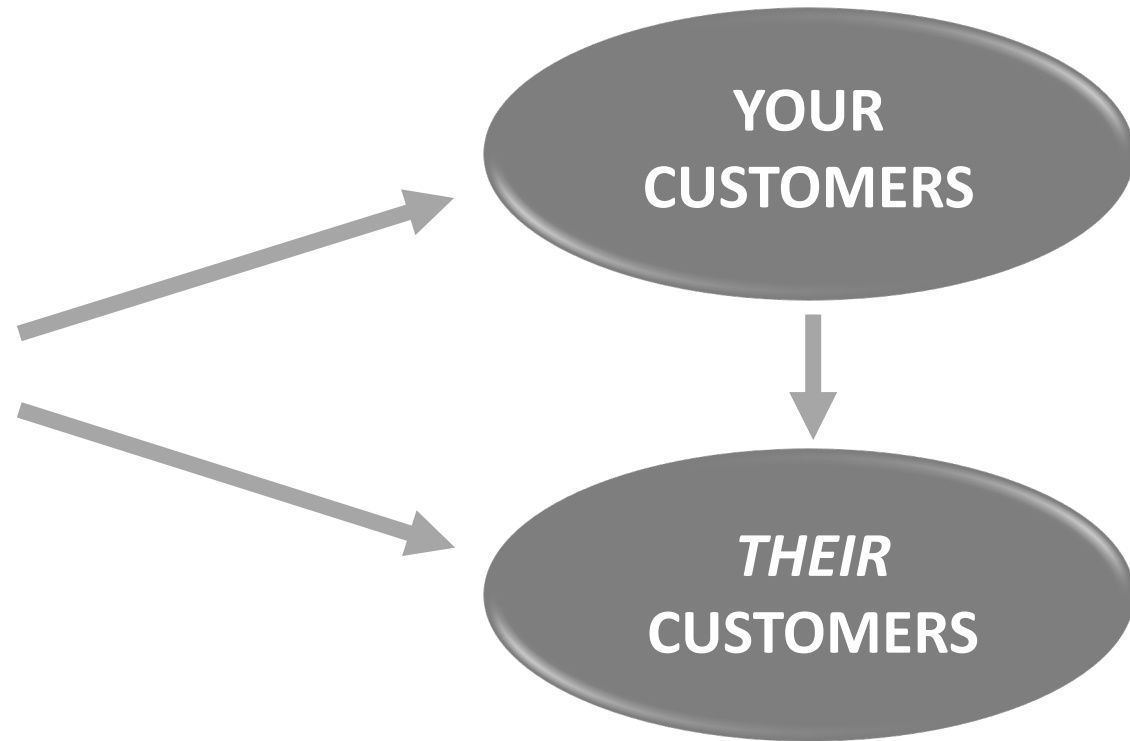
KEY QUESTION: Who Should Be at the Table?

Make sure the right team players are on your internal team from the start.



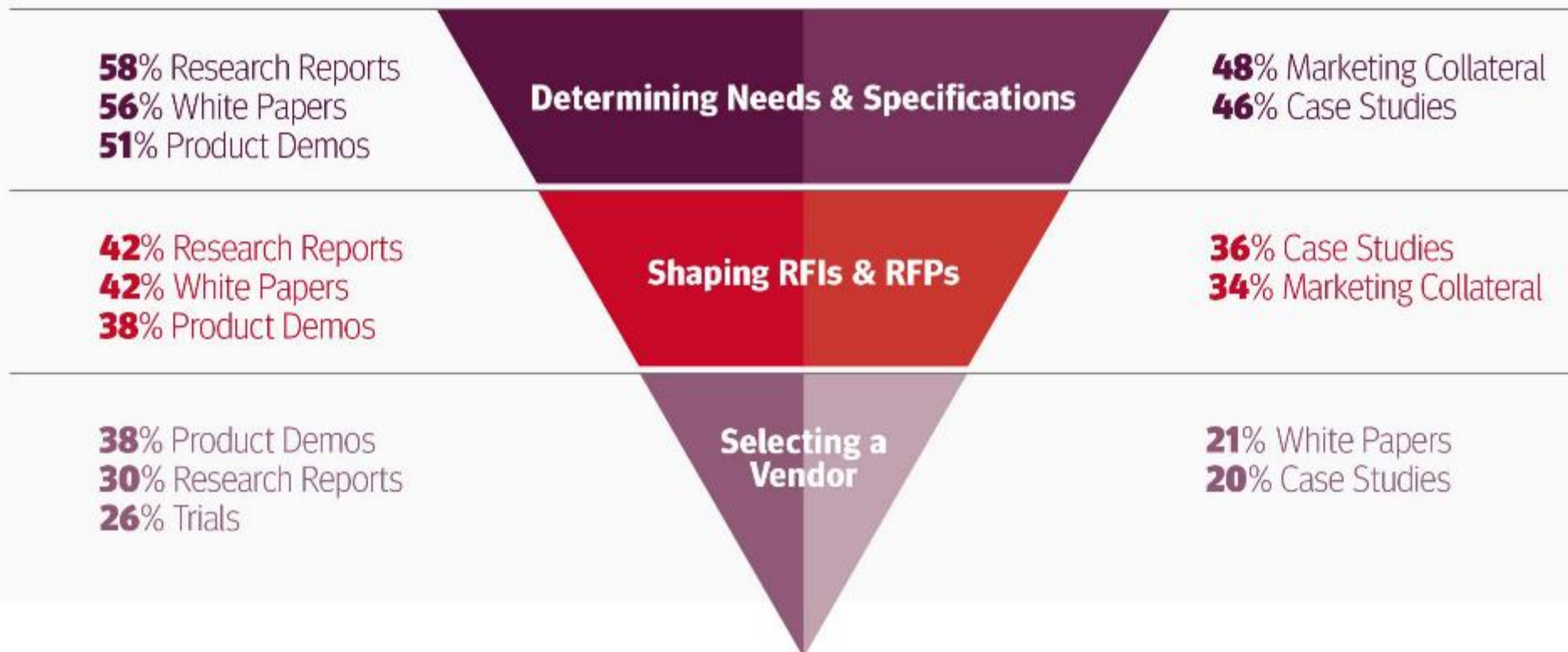
KEY QUESTION: Who is Your Audience?

Sometimes the your audience is more than just YOUR customer




KEY QUESTION: What is the Best Asset to Create?

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



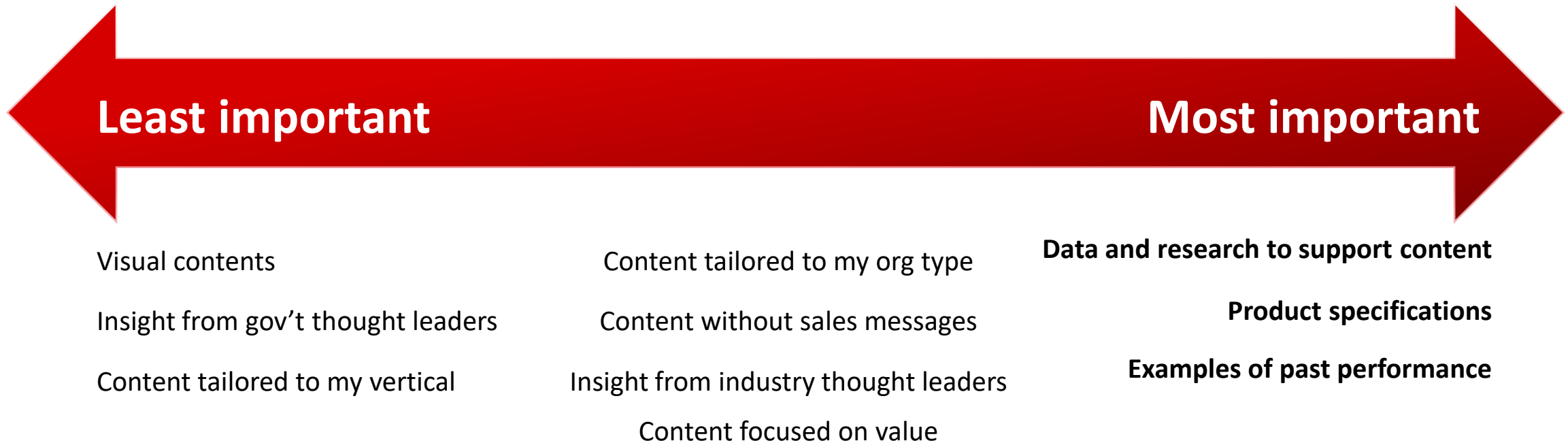
**FEDERAL
CONTENT
MARKETING
REVIEW
2017**

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What Should be
Included?



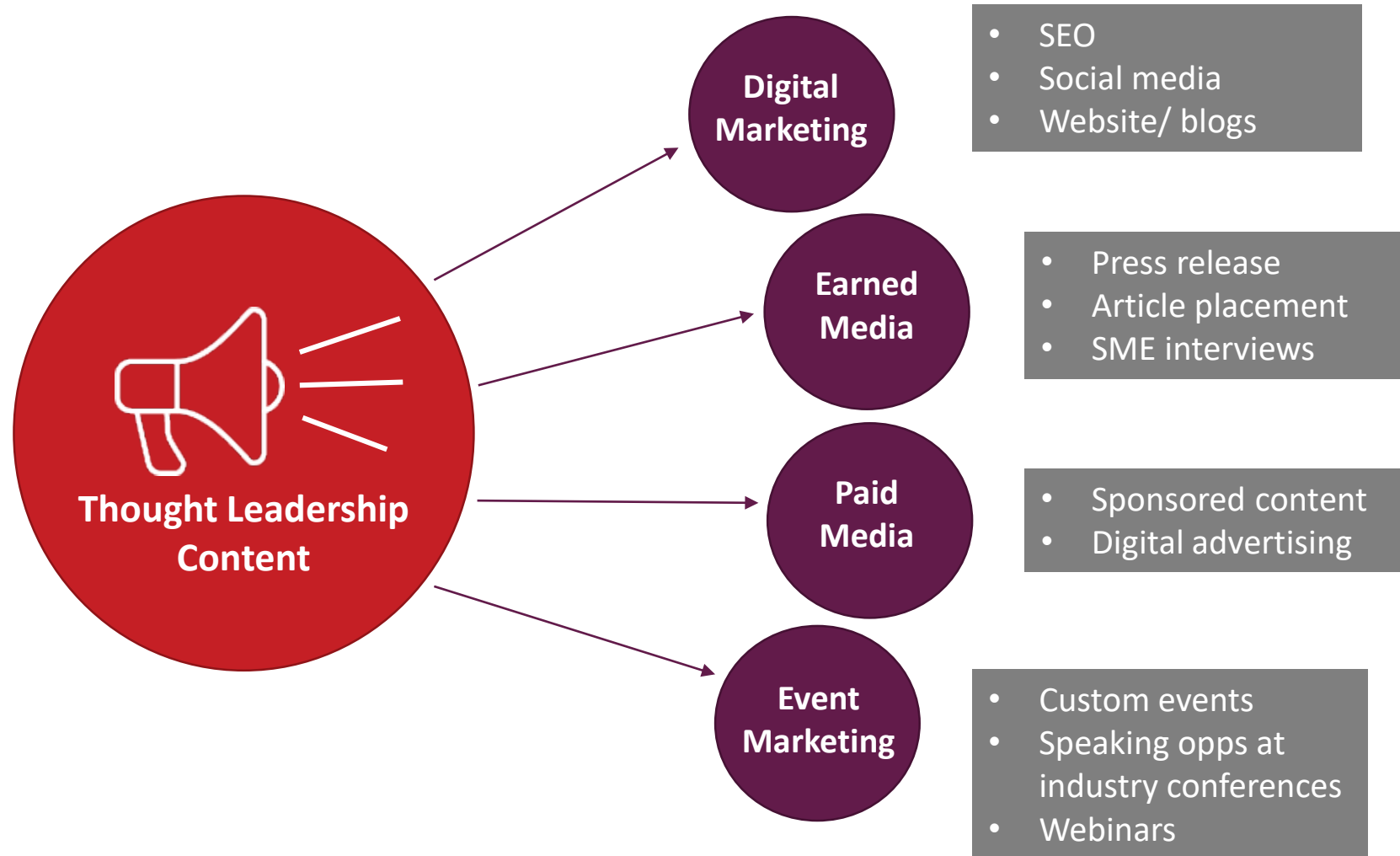
Features to Include in Your Thought Leadership Content



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We Have the Content,
What Next?

Effective Thought Leadership Is Amplified

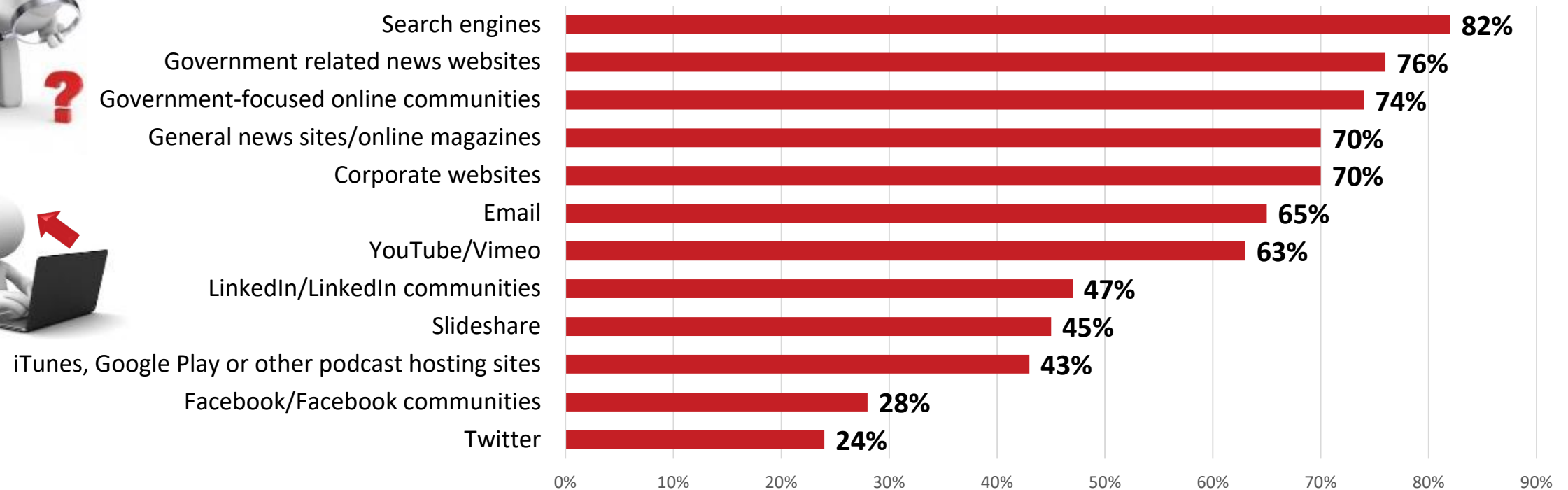


Where Are They Finding Content?

According to recent study, activities focused on their proactive search, but don't discount passive activity such as email and social media.



% Somewhat/Very Effective



Unknown? Partner with Others Who Have Relationships with Your Target Audience

If you are unknown, consider partnering with a third party to deliver thought leadership content.

Most Trusted Sources of Information

#3 White papers & case studies from *professional association*

#6 Webinar hosted by *professional association*

#7 White papers & case studies created by *research firm*

Frequency of Clicking or Downloading Work-Related Content

Professional associations I am a member of or familiar with



Vendors I work with



Trade or industry publications I subscribe to or are familiar with



■ Never/Rarely ■ Sometimes ■ Often/Always

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Case Study: Riverbed Technology

Riverbed Technology

Merritt built a thought-leadership program designed to showcase the company's expertise in solving agencies' most pressing network and app performance challenges.

riverbed

WHY CHOOSE TO DO THOUGHT LEADERSHIP?

- Despite being the global leader in both “network performance management” and “WAN optimization” in the Gartner Magic Quadrant, Riverbed had little visibility in the federal space
- To validate the market need, Merritt worked with Market Connections to execute a survey of government leaders on the “network visibility gap.”

Riverbed Thought Leadership Outcomes

Merritt Group worked with Market Connections to survey the market.

- The results validated the critical importance of network visibility, and the data powered a fully integrated thought leadership campaign.
- The media program secured coverage in 10+ federal trade outlet and the creative content assets served as the hub of a demand-gen campaign that yielded over 200 marketing qualified leads.



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Marketing Resources

Market Connections Studies & Resources

- 2018 Federal Media & Marketing Study
www.marketconnectionsinc.com/fmms2018study/
- 2019 Content Marketing Review: Federal & Beyond
www.marketconnectionsinc.com/cmr2019study/
- Market Connections Federal Central
www.marketconnectionsinc.com/fedcentral/



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Market Connections Federal Central

Support for your strategic marketing and communications.

Federal Central provides key insights and data to support businesses of all sizes with their federal market strategy. Whether you are looking to access the Federal Media & Marketing dashboard, download additional studies, reports and PulsePolls™ of the federal market or looking for the latest news and trends, this one-stop hub provides you everything you need to hone in on this unique audience.

Watch the Dashboard Demonstration

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Federal Media & Marketing Dashboard



Access to the market's most comprehensive and up-to-date data on the media & marketing habits of federal employees across the country. Login required.

Other Federal Reports & PulsePolls™



Check out Market Connections' surveys, studies and PulsePolls™ around trending topics in the federal market and the contractors who serve them.

Federal Market Blog



Stay up to date on news surrounding the federal market including recent findings, latest contract wins, innovating contractors and Q&As with industry leaders.



Federal
**Media &
Marketing**
Study 2019

Join Us!

Federal Media & Marketing Study Breakfast Briefing

Date: Thursday, October 31, 2019

Time: 8:30-11:30 AM

Location: Vienna, VA

https://2019fmms_breakfast.eventbrite.com

Merritt Group Resources



Merritt Group website

www.merrittgrp.com



Watch our videos and podcasts

<https://www.youtube.com/user/merrittgrp/>



Follow us on social media

<https://www.linkedin.com/company/30140>

<https://twitter.com/MerrittGroup>

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