

Content Marketing Review 2021

May 20, 2021



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MARKETING | PR | CREATIVE

STRATEGIC PARTNER



**Government
Marketing**

UNIVERSITY

Agenda



- **Survey Objectives & Overview**
- **Study Results**
- **Panel Discussions**
- **Additional Resources & Upcoming Events**

Overview

- Online survey conducted March 2021
- 600 total respondents:
 - 200 federal government
 - 200 state and local government
 - 200 education
- All respondents involved in their organization's decisions regarding the procurement of technology products and services



PRIMARY OBJECTIVES

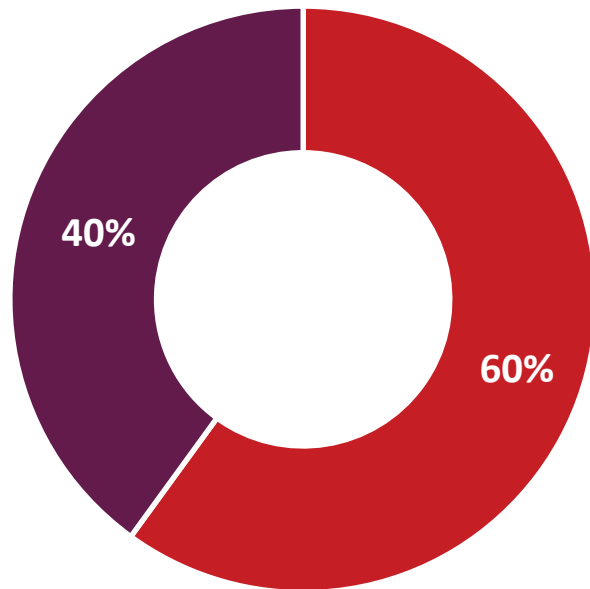
- Identify most influential and valuable content to public sector decision makers during the procurement of technology products and services
- Understand how the public sector is obtaining information in current environment
- Identify differences between what federal government, state and local government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



Who We Surveyed

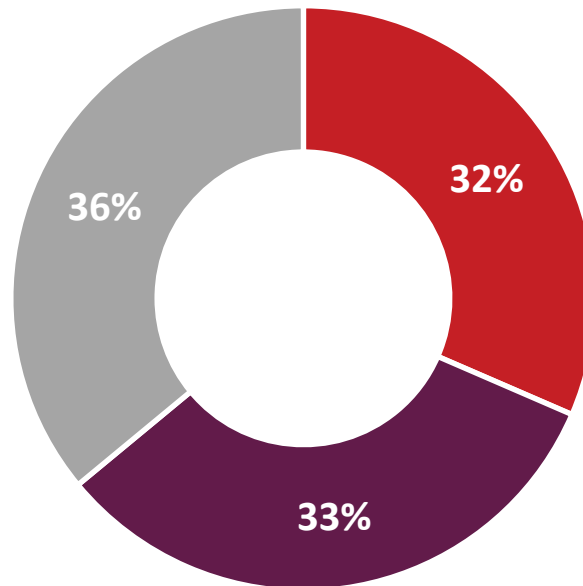
Agency Type

Federal Agency Type



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

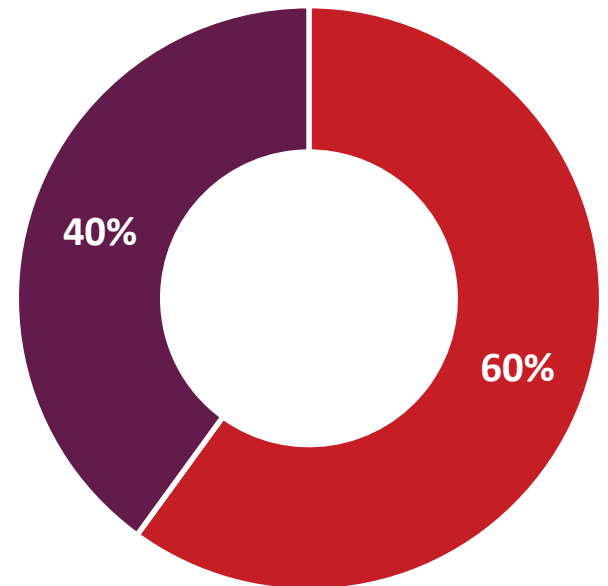
State & Local Agency Type*



- State government
- County government
- City or municipality government

*S&L population based on 250K or more

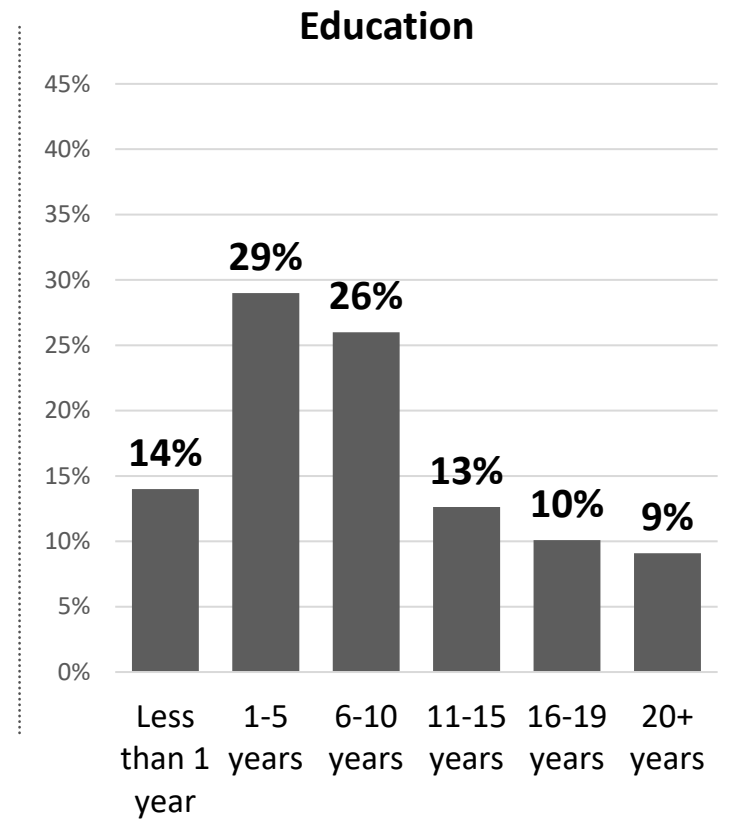
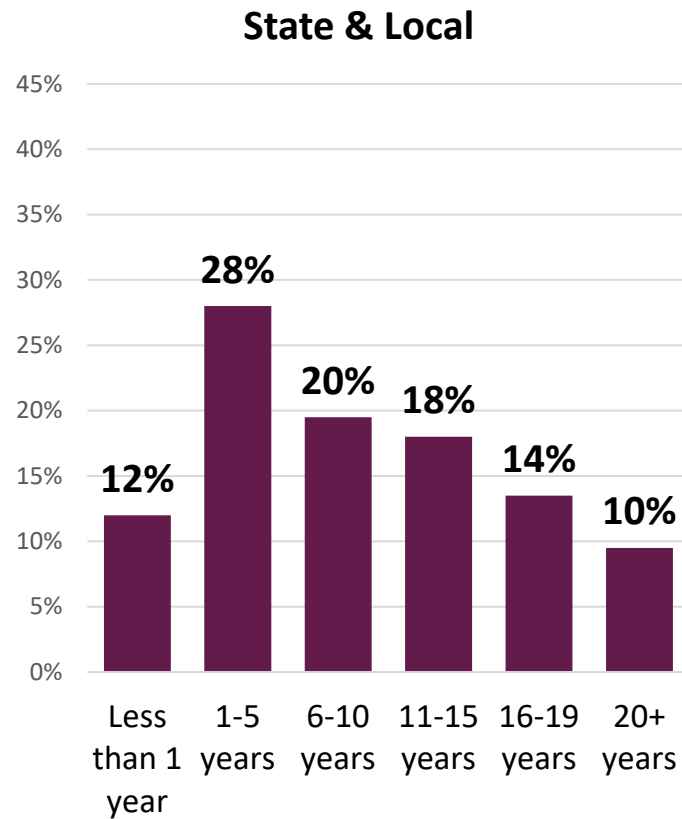
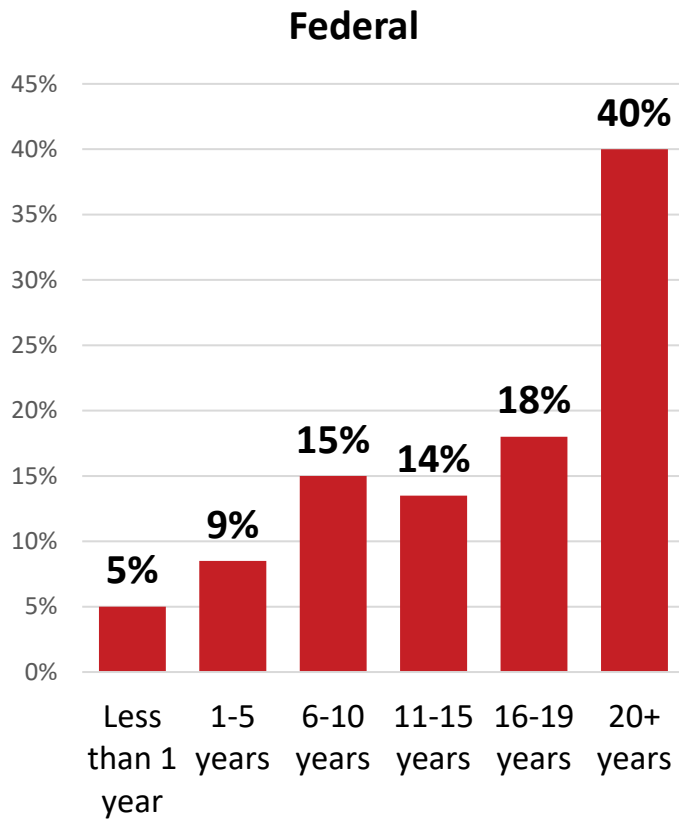
Education Type**



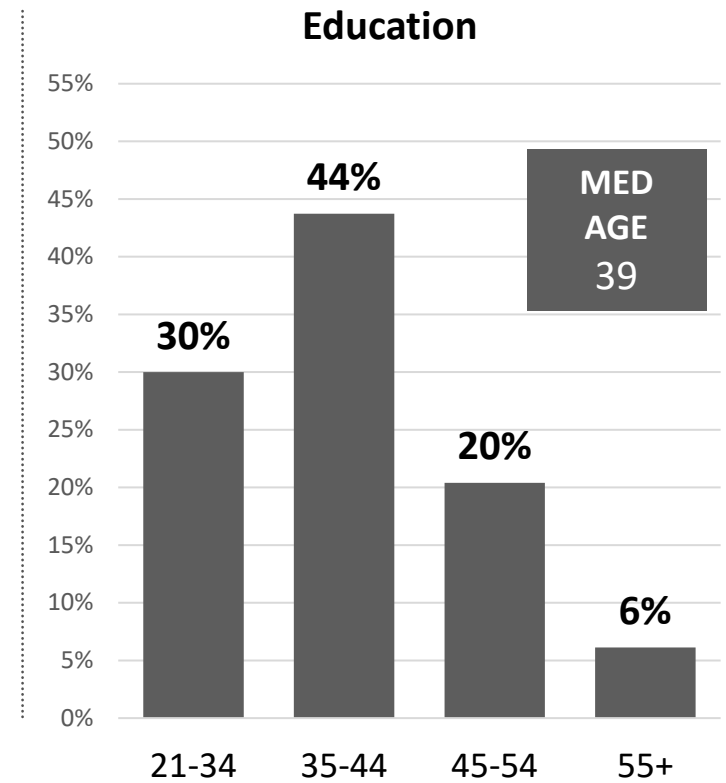
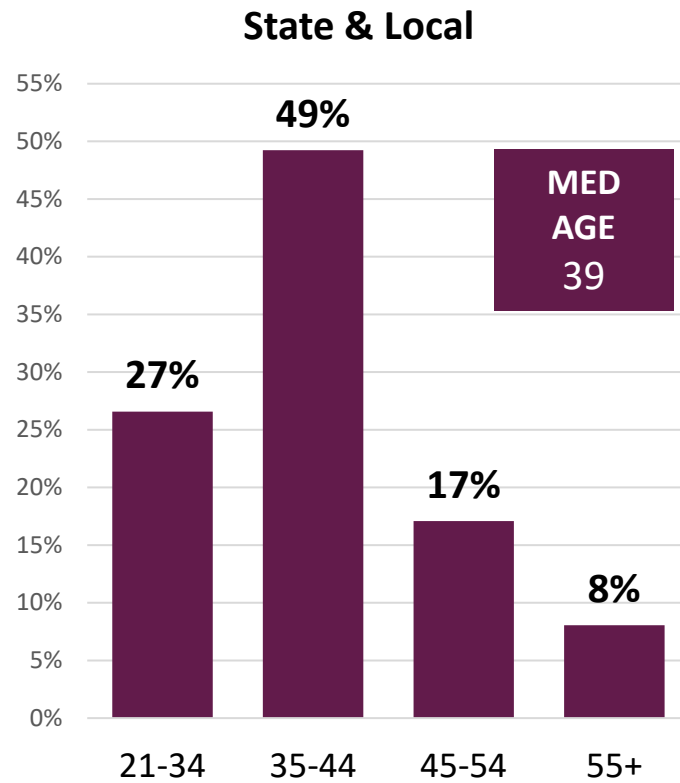
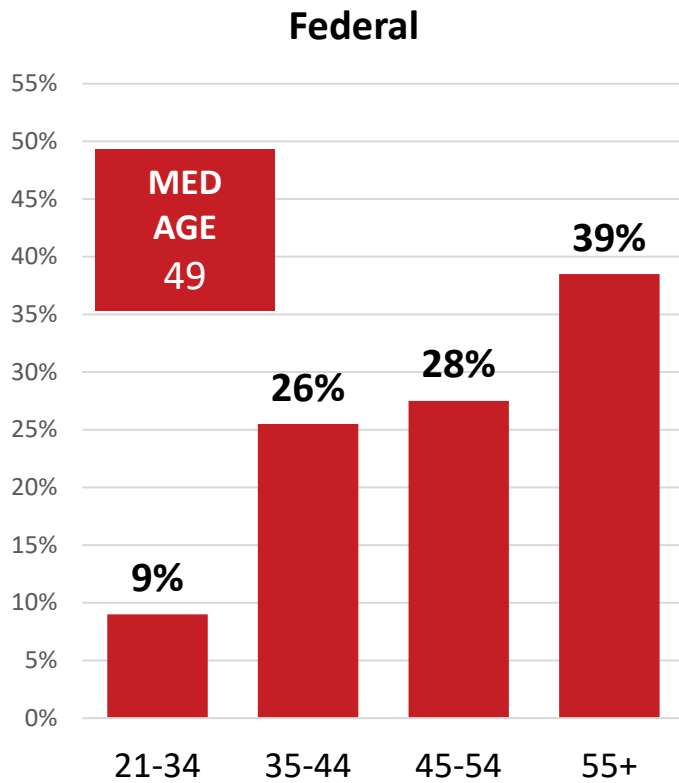
- K-12
- Higher Education

**K-12 enrollment 250+, Higher-ed enrollment 2K+

Years Served

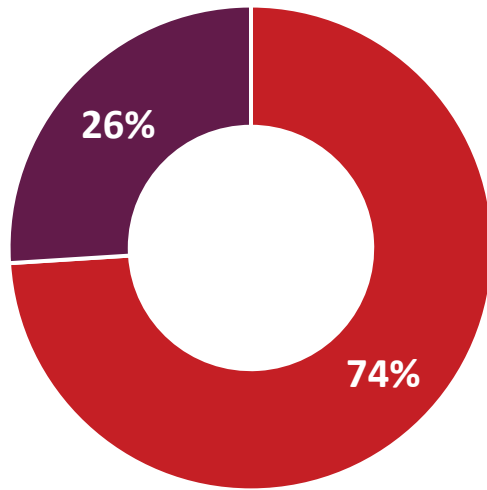


Age



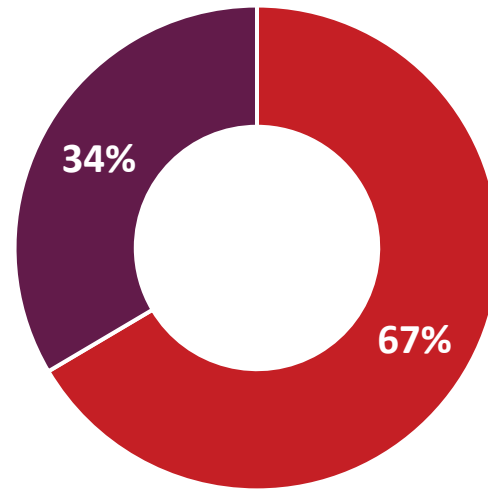
Gender

Federal



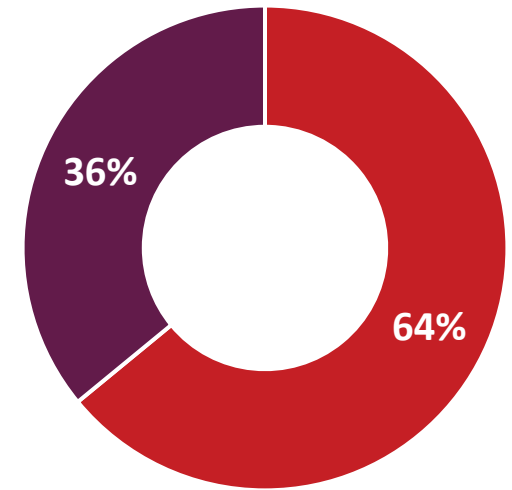
■ Male ■ Female

State & Local



■ Male ■ Female

Education



■ Male ■ Female

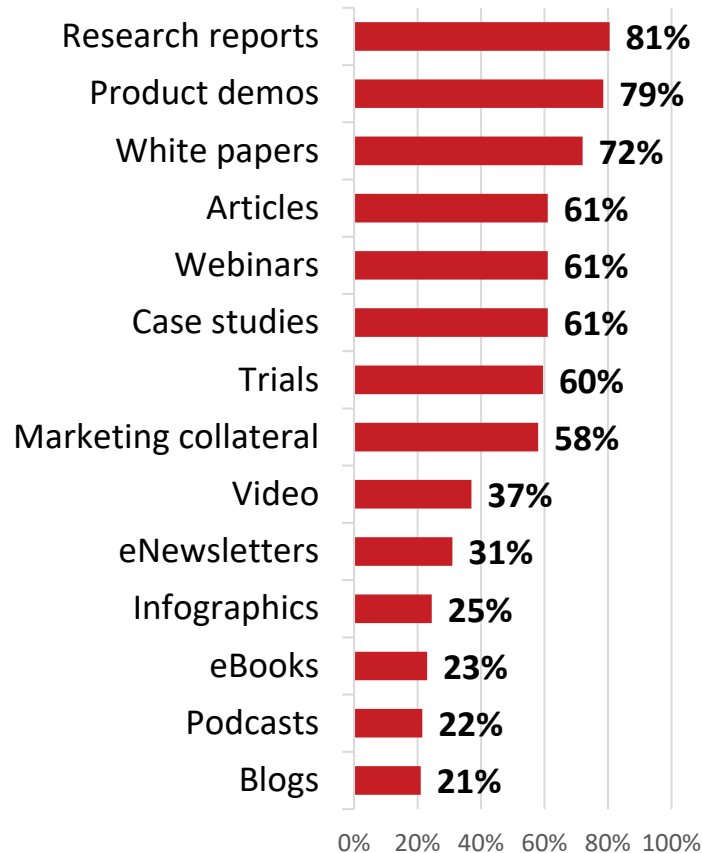


Our MVCs
(Most Valuable Content)

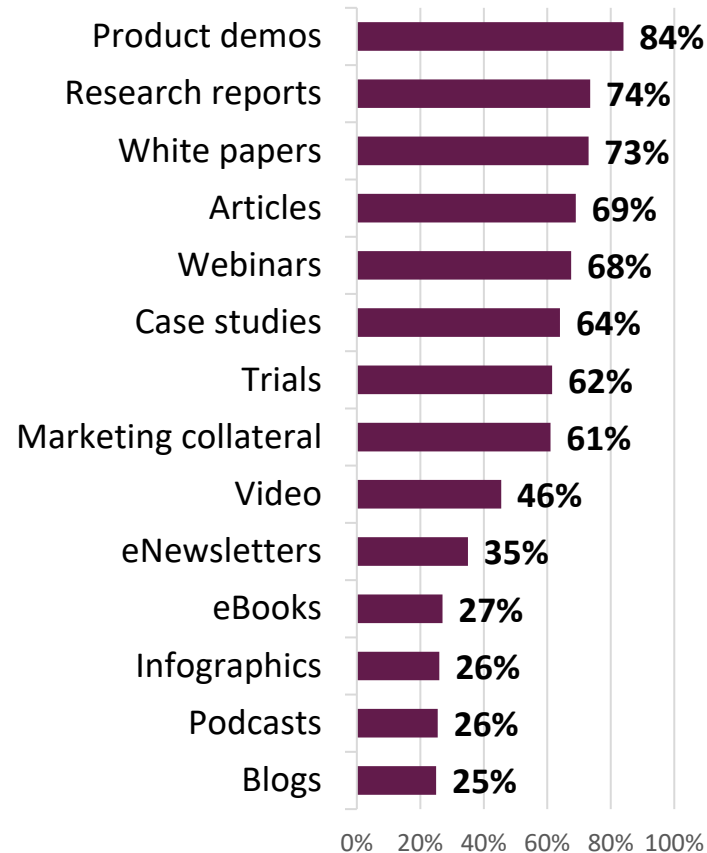
Most Valuable Content

OVERALL

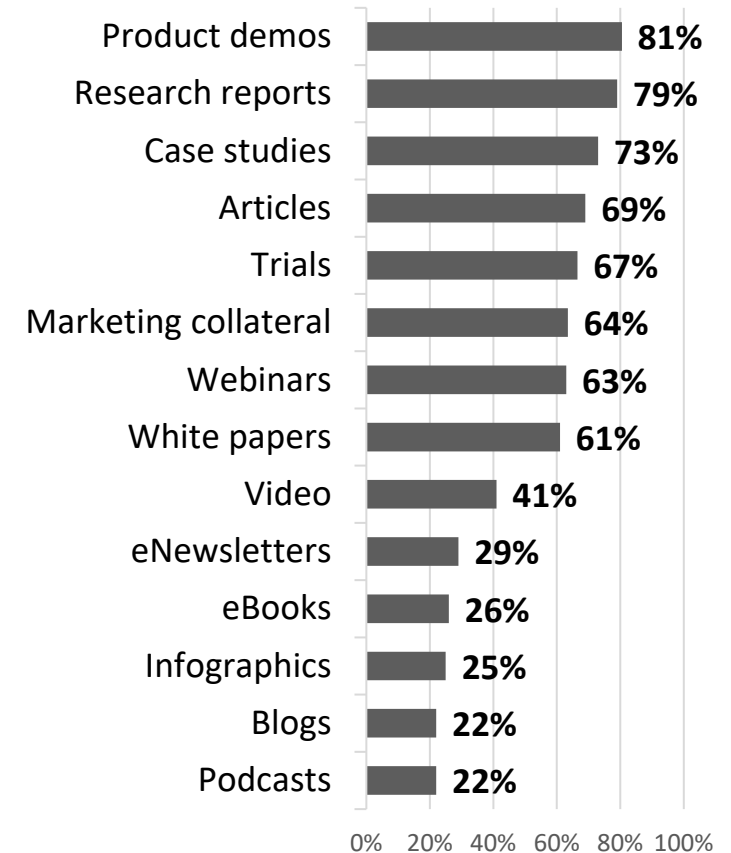
Federal



State & Local

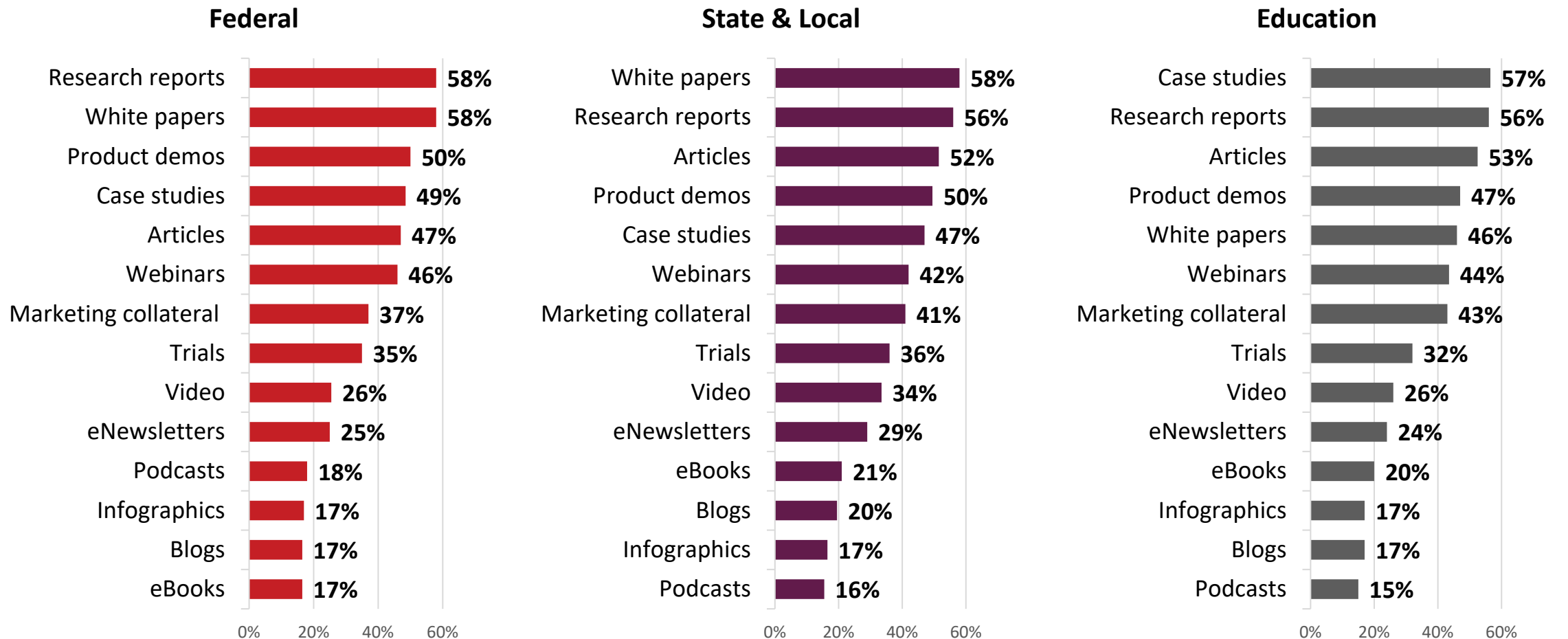


Education



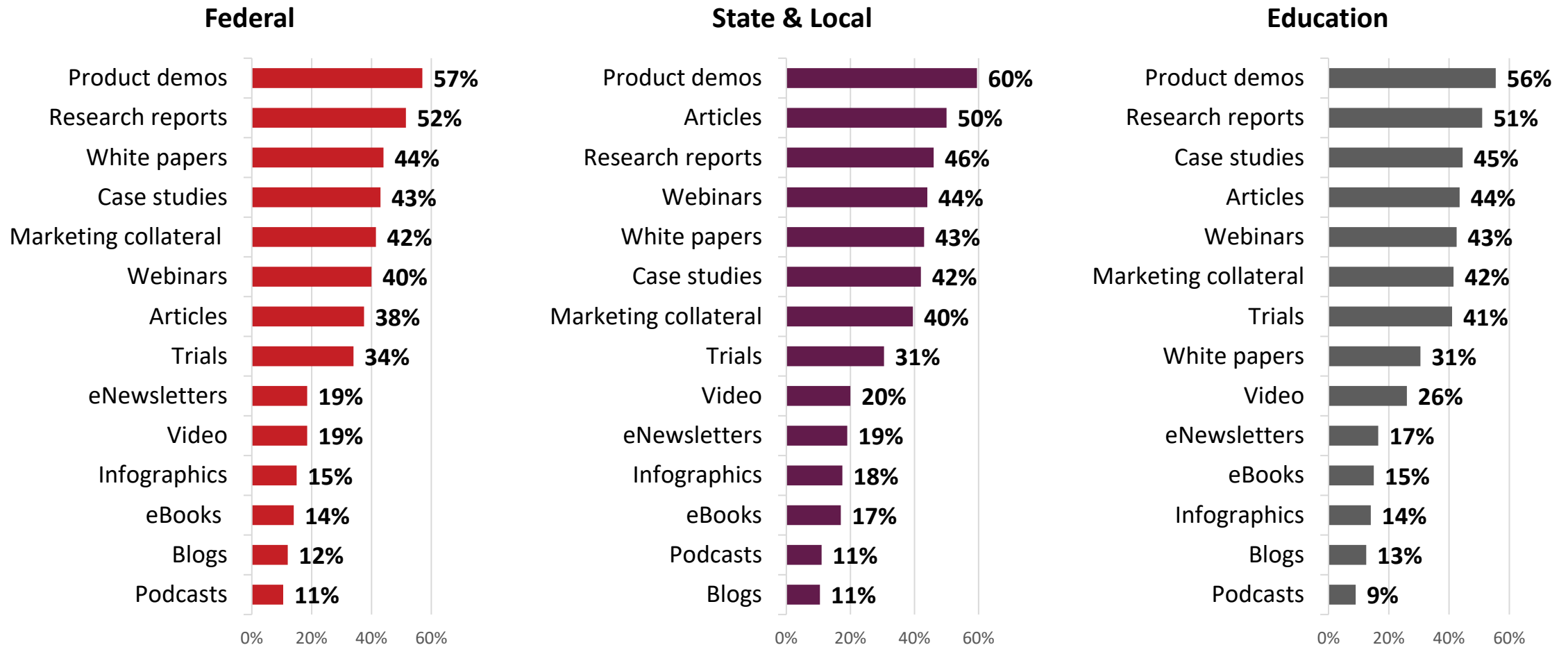
Most Valuable Content

DETERMINING SOLUTIONS AND SPECIFICATIONS



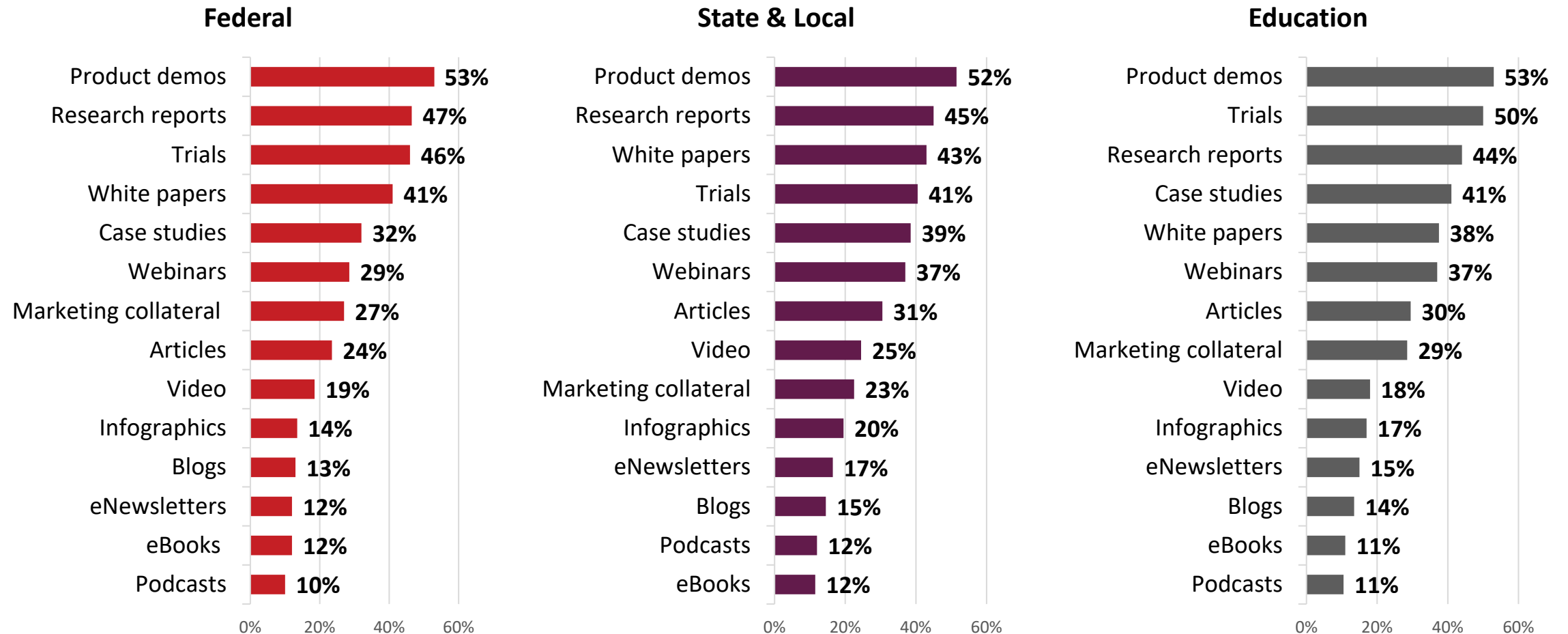
Most Valuable Content

DETERMINING VENDORS AND PROVIDERS



Most Valuable Content

FINAL EVALUATION AND SELECTION





Content:

It's Not All The Same, But It's

Not All Different

Work-Related Content Features

AVERAGE RANKING

TOTAL PUBLIC SECTOR

← Least important

→ Most important

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

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

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

Work-Related Content Features

FEDERAL



	Videos	Podcasts	eBooks	White papers	Research reports	Case studies	Webinars	Blogs
Data and research to support content	45%	32%	34%	41%	51%	51%	38%	22%
Product specifications	33%	27%	33%	44%	43%	37%	30%	17%
Examples of past performance	41%	21%	21%	33%	32%	42%	30%	22%
Content without sales messages	30%	22%	14%	28%	22%	17%	20%	18%
Content focused on value	12%	24%	15%	25%	27%	28%	24%	13%
Content tailored to my org type	24%	13%	17%	21%	20%	20%	17%	15%
Visual contents	18%		21%	16%	15%	12%	21%	19%
Insight from industry thought leaders	13%	21%	15%	19%	17%	11%	16%	19%
Insight from gov't thought leaders	21%	17%	12%	13%	12%	19%	11%	21%
Content tailored to my vertical	18%	16%	16%	16%	14%	19%	16%	10%

Work-Related Content Features

STATE & LOCAL



	Videos	Podcasts	eBooks	White papers	Research reports	Case studies	Webinars	Blogs
Data and research to support content	40%	23%	34%	43%	48%	50%	30%	18%
Product specifications	36%	26%	26%	43%	44%	33%	31%	16%
Examples of past performance	44%	20%	25%	33%	38%	42%	33%	27%
Content without sales messages	22%	19%	12%	30%	19%	19%	18%	20%
Content focused on value	15%	18%	12%	19%	23%	26%	26%	17%
Content tailored to my org type	27%	11%	15%	17%	22%	19%	23%	15%
Visual contents	25%		19%	17%	12%	14%	22%	16%
Insight from industry thought leaders	17%	20%	18%	22%	18%	12%	18%	26%
Insight from gov't thought leaders	21%	16%	12%	16%	14%	23%	13%	21%
Content tailored to my vertical	17%	15%	17%	17%	15%	18%	17%	12%

Work-Related Content Features

EDUCATION

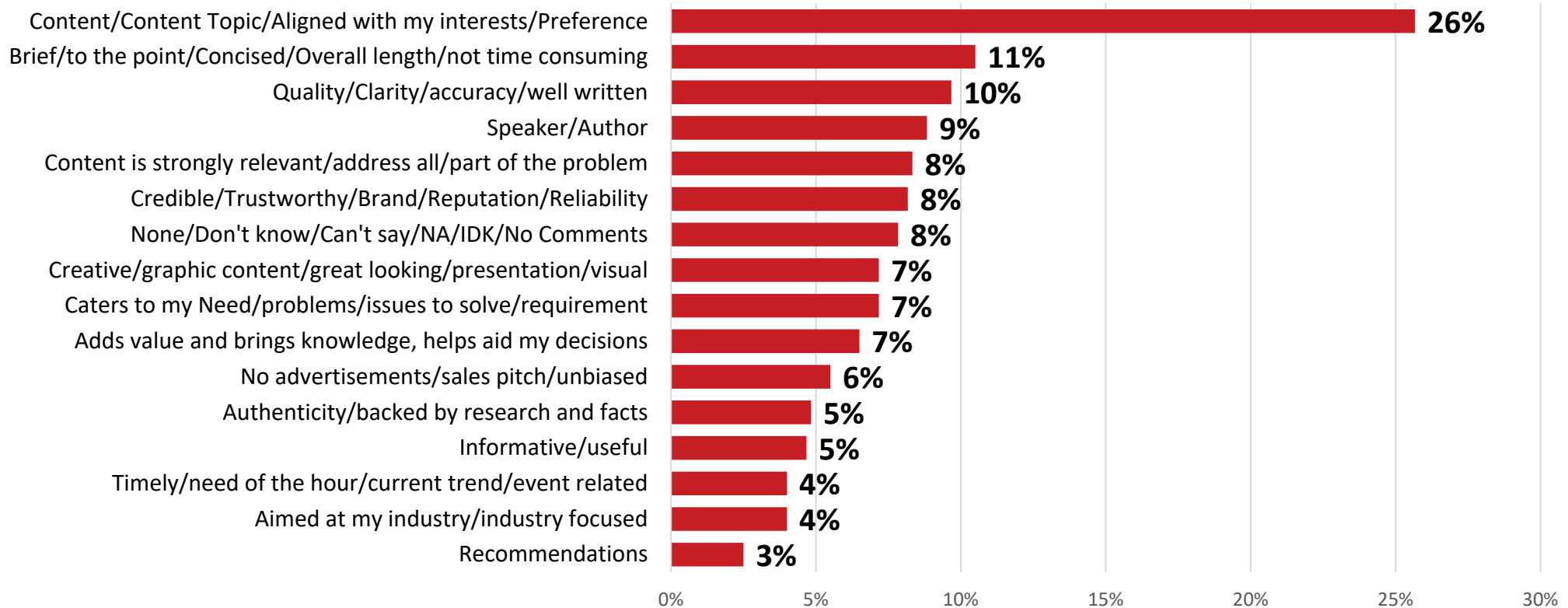


	Videos	Podcasts	eBooks	White papers	Research reports	Case studies	Webinars	Blogs
Data and research to support content	39%	32%	33%	41%	53%	57%	35%	26%
Product specifications	34%	30%	32%	42%	38%	37%	32%	15%
Examples of past performance	42%	22%	26%	38%	34%	44%	27%	25%
Content without sales messages	18%	18%	14%	32%	19%	13%	20%	25%
Content focused on value	17%	24%	10%	20%	22%	23%	22%	19%
Content tailored to my org type	28%	17%	14%	14%	21%	20%	21%	16%
Visual contents	24%		21%	15%	11%	12%	20%	14%
Insight from industry thought leaders	13%	18%	20%	16%	15%	11%	17%	25%
Insight from ed thought leaders	26%	20%	18%	17%	15%	22%	17%	24%
Content tailored to my vertical	17%	18%	14%	13%	14%	17%	17%	9%

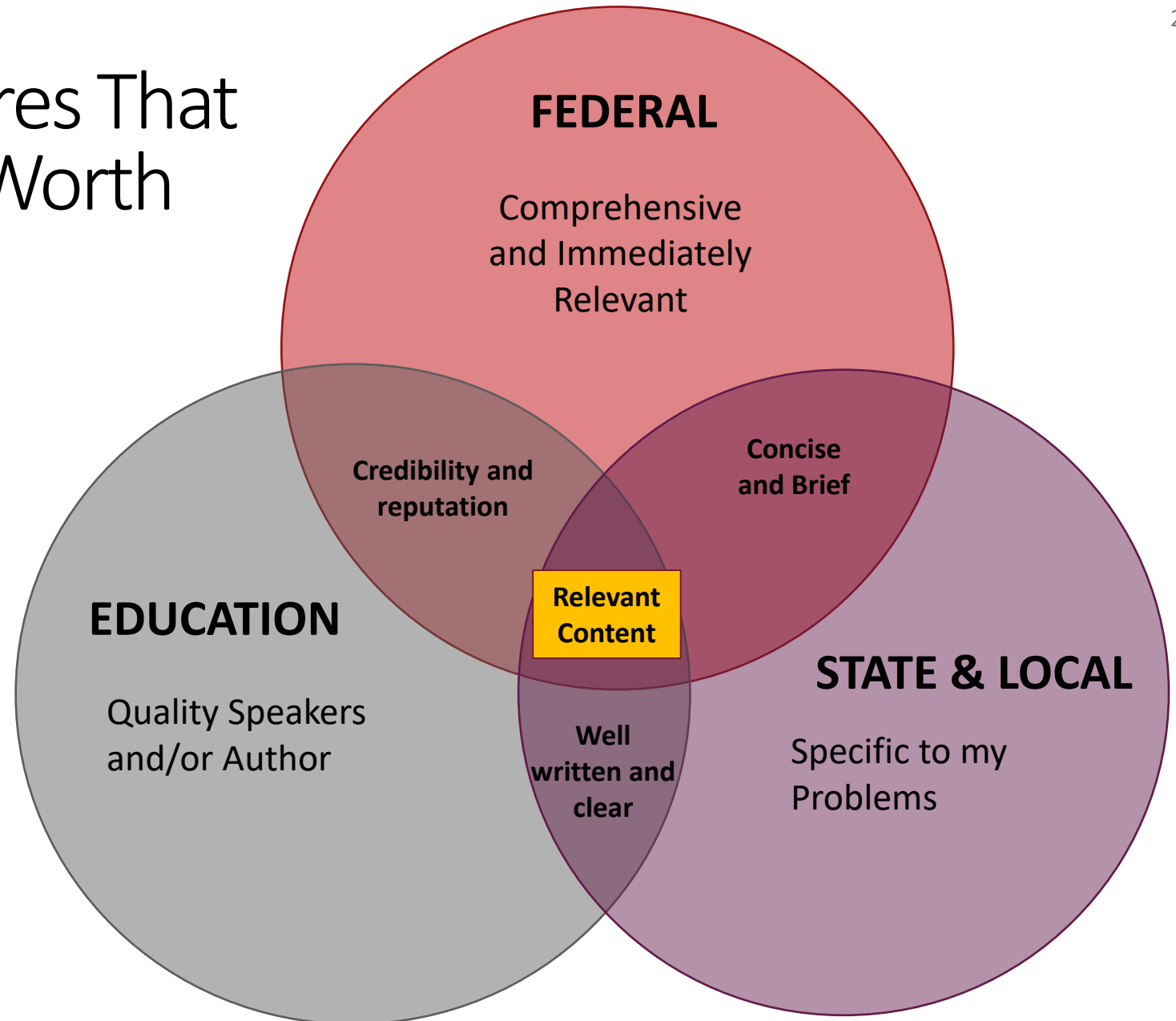
Qualities/Features That Make Content Worth Time

TOTAL PUBLIC SECTOR

Qualities/Features That Make Content Worth Time

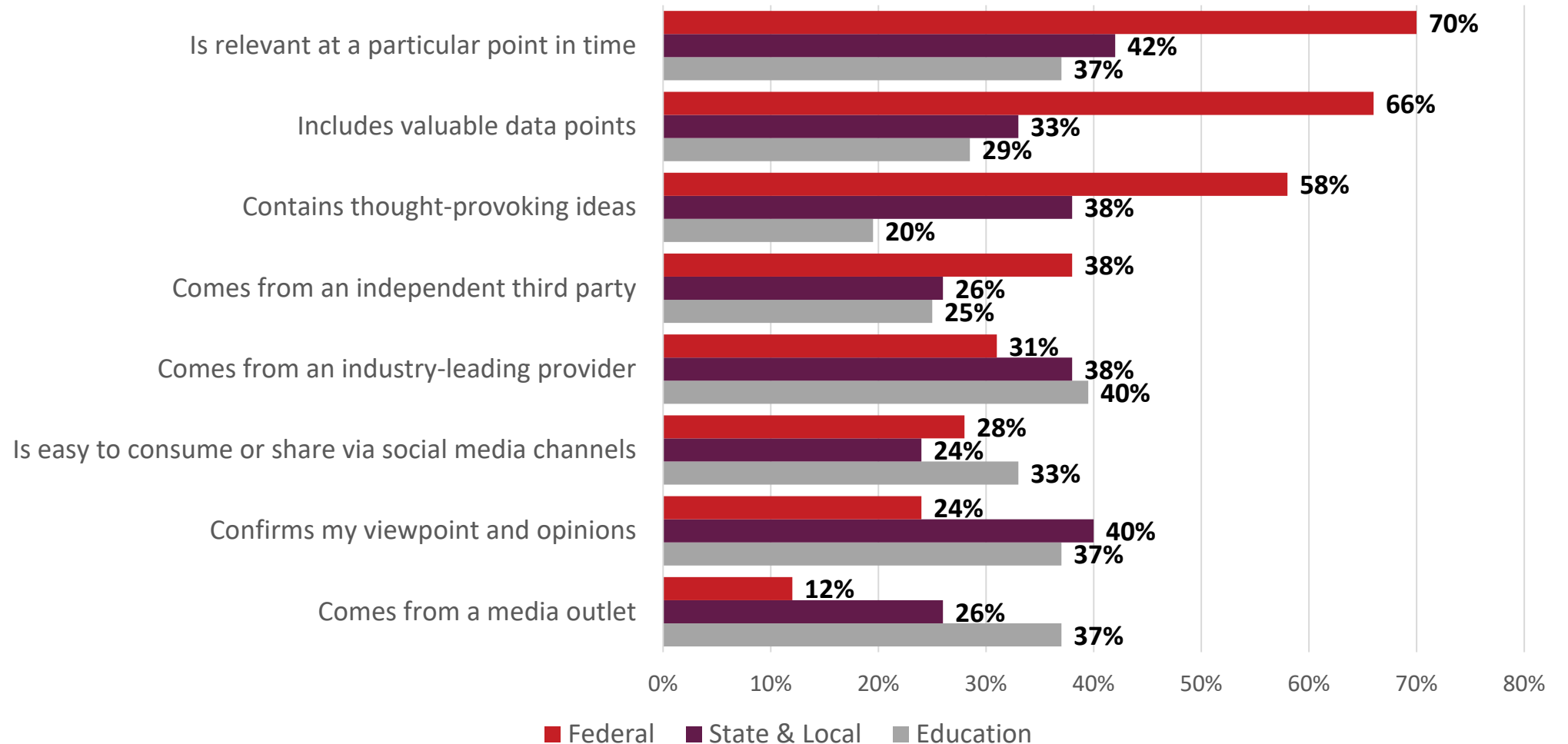


Qualities/Features That Make Content Worth Time

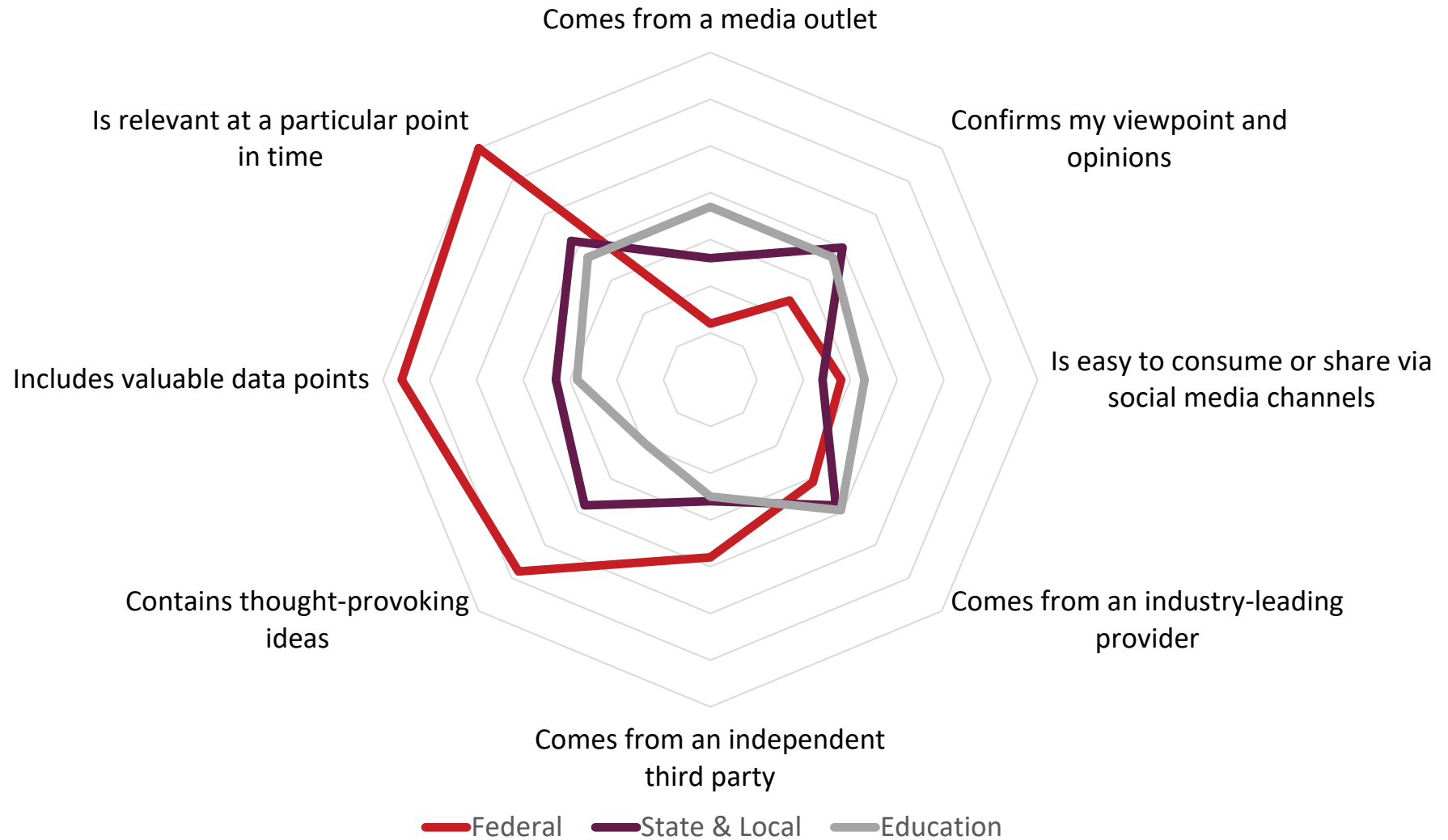


Factors in Sharing Content

TOTAL PUBLIC SECTOR



Factors in Sharing Content



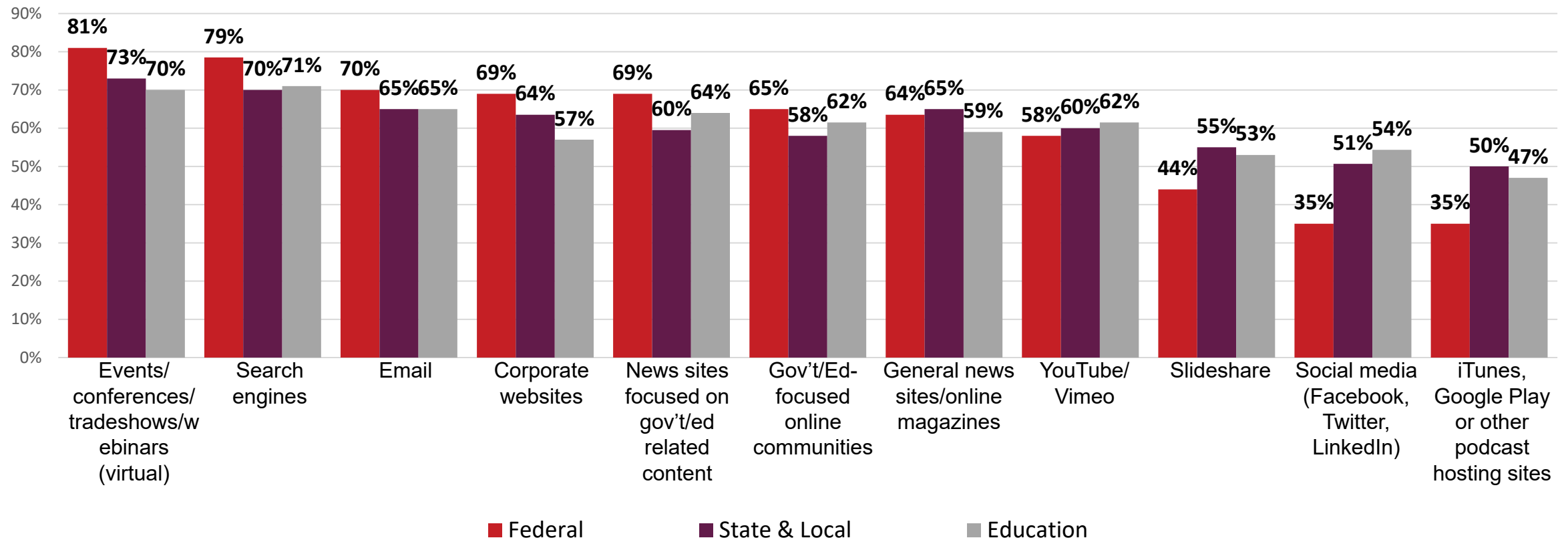


Delivering the Content

Effectiveness of Online Channels

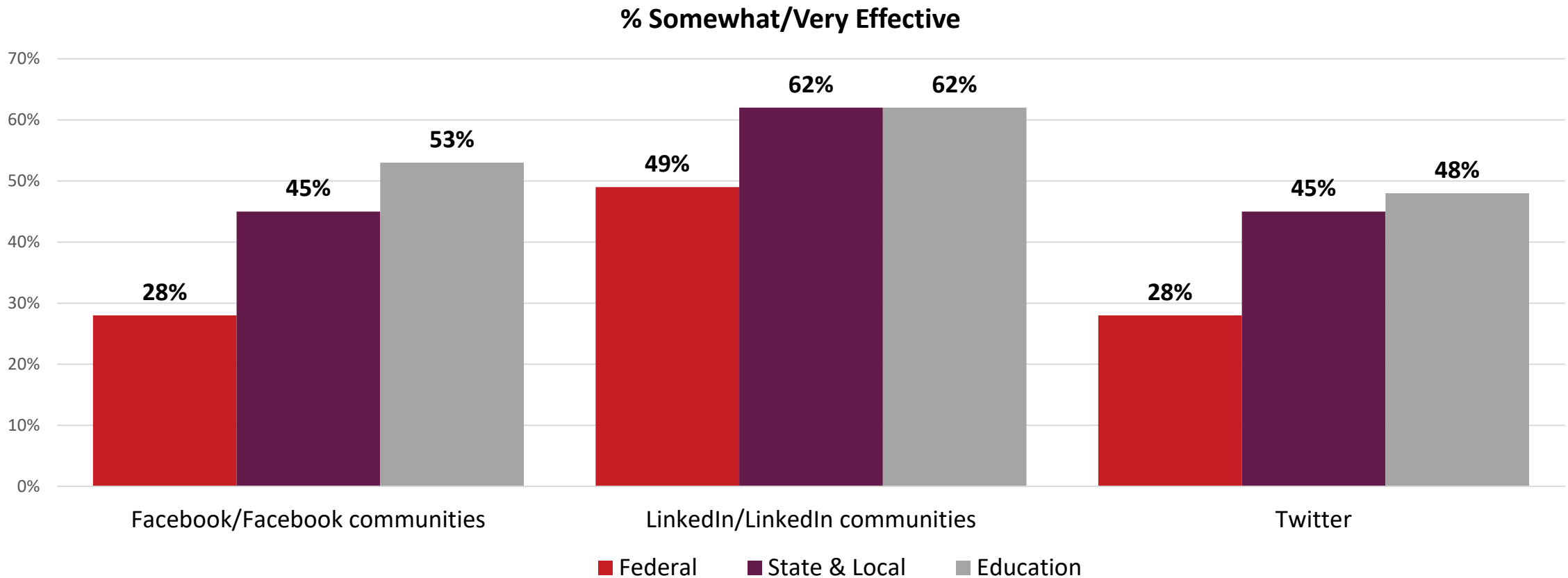
TOTAL PUBLIC SECTOR

% Somewhat/Very Effective



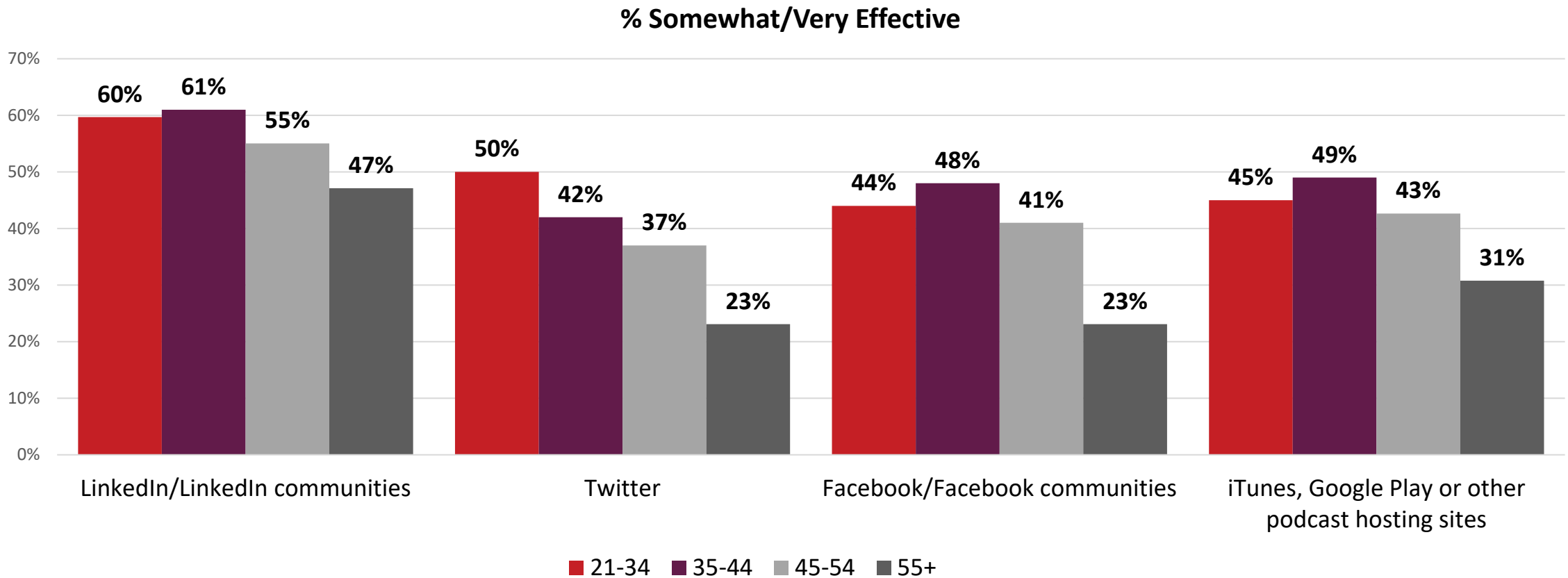
Effectiveness of Online Channels: Social Media

TOTAL PUBLIC SECTOR



Effectiveness of Online Channels: Age

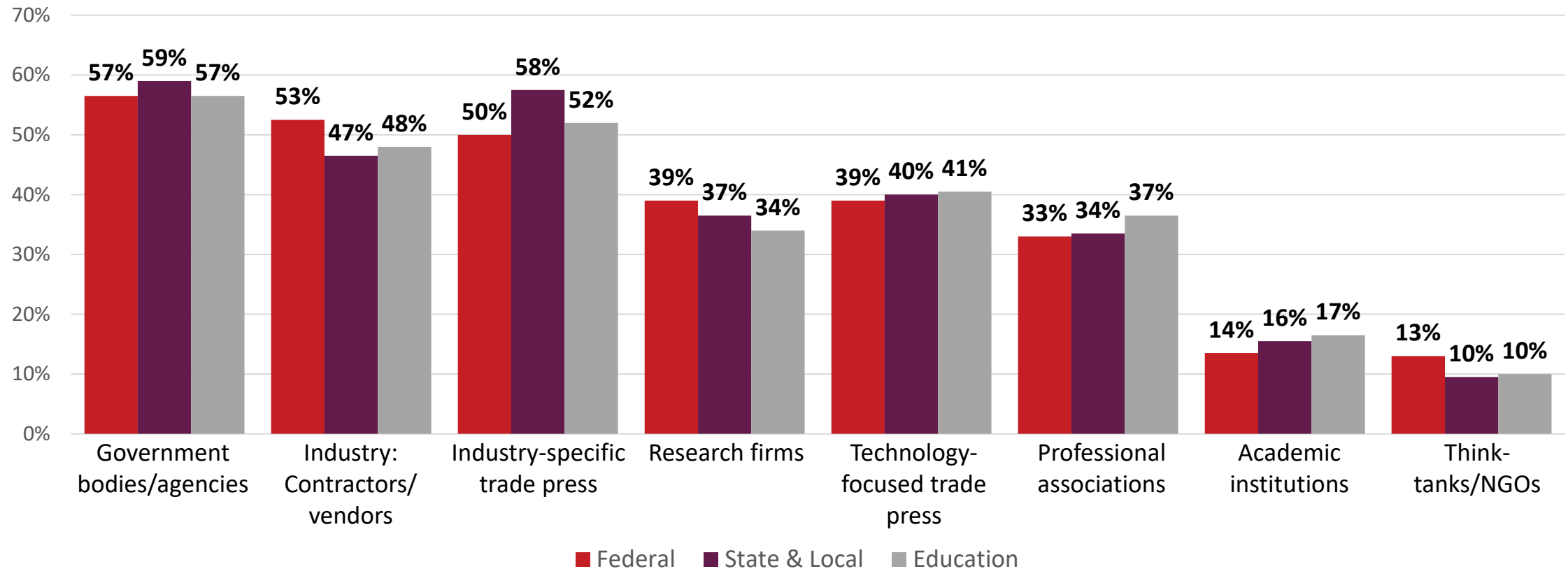
TOTAL PUBLIC SECTOR



Relied Upon Content Source

TOTAL PUBLIC SECTOR

In the Top 3

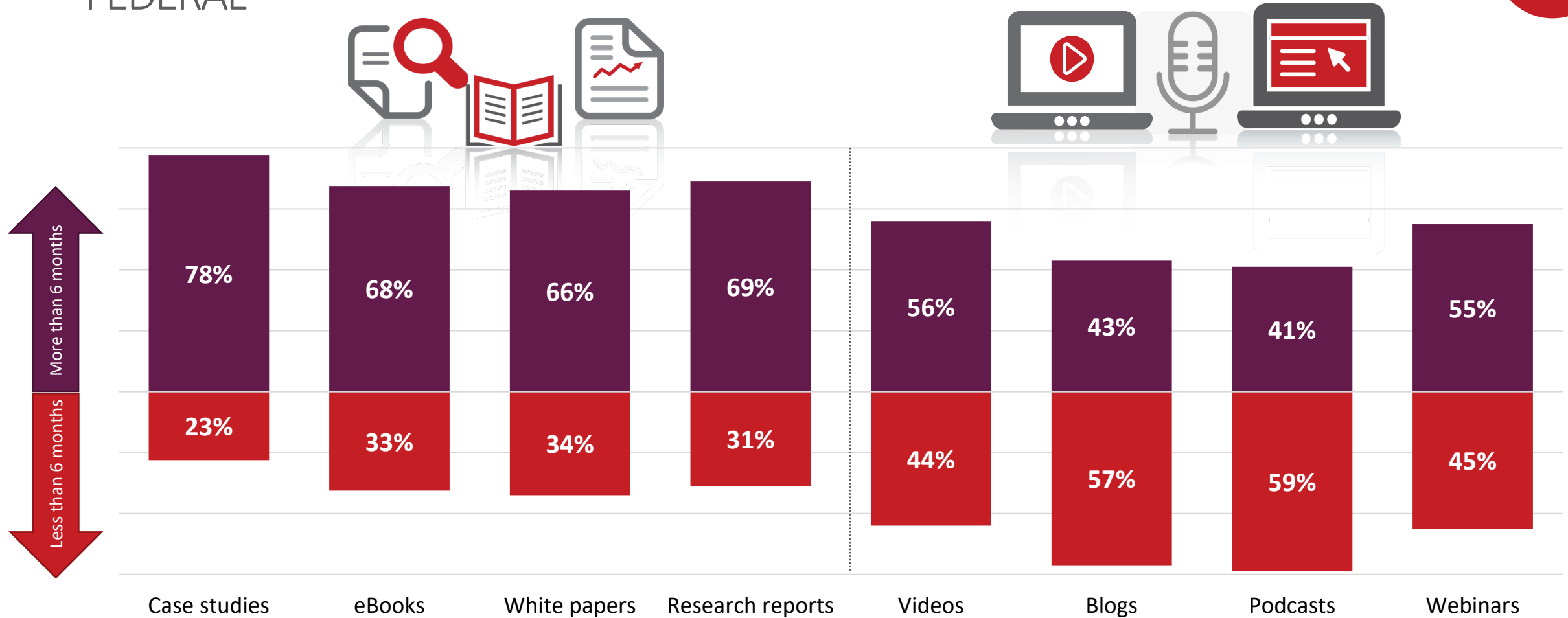




Content Shelf Life

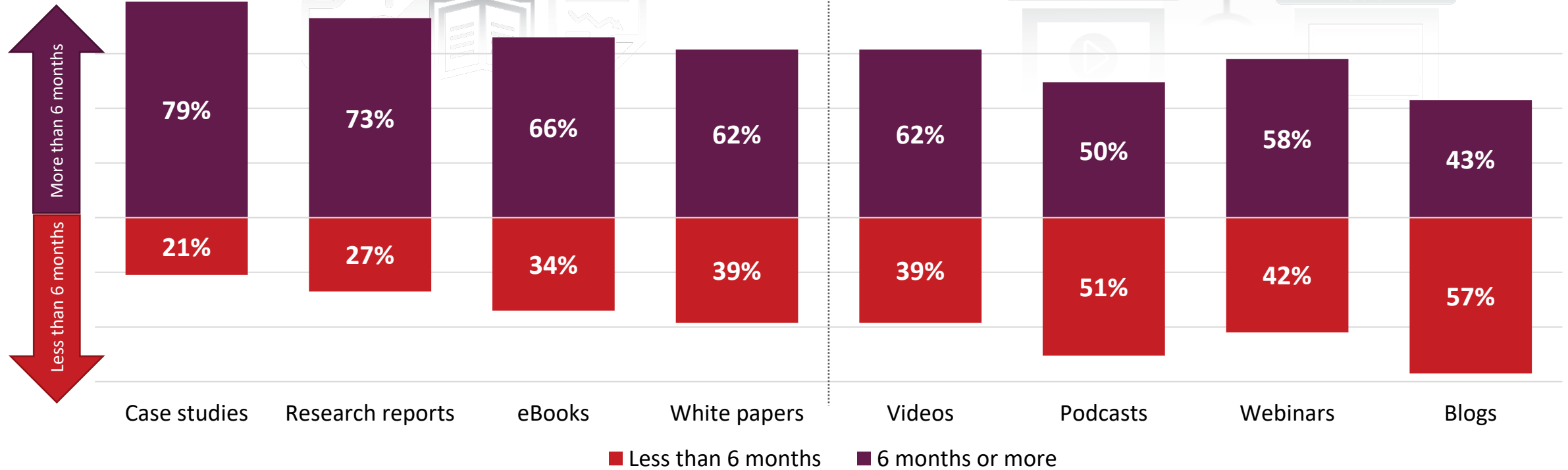
Content Shelf Life

FEDERAL



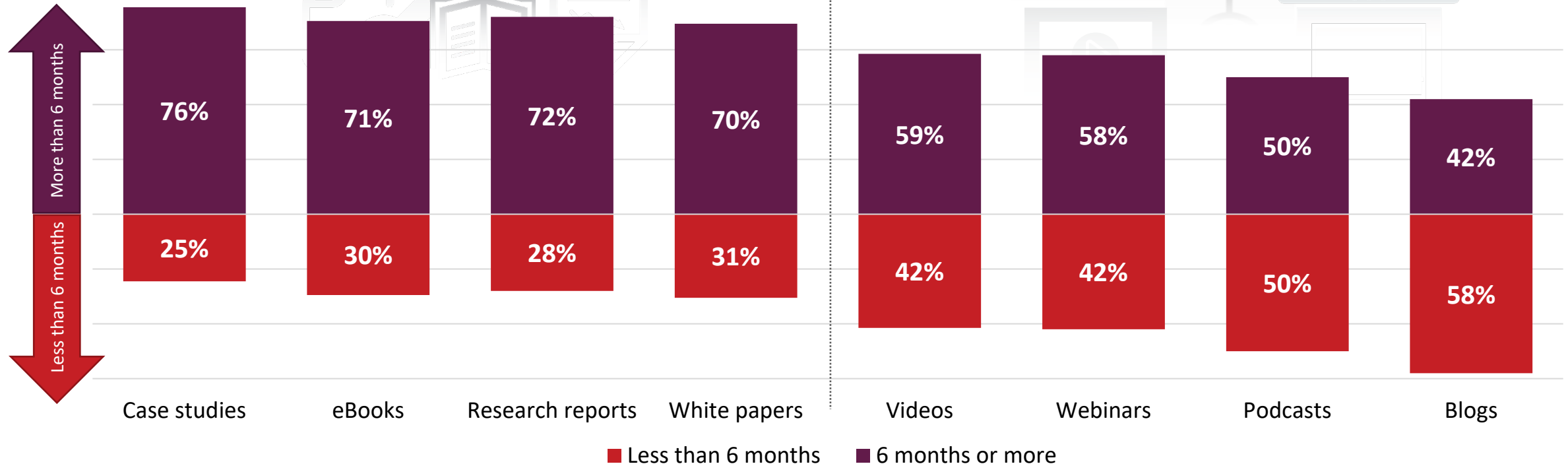
Content Shelf Life

STATE & LOCAL



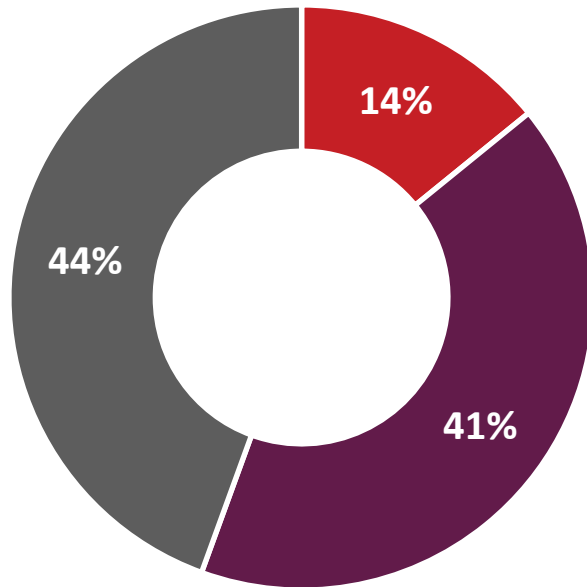
Content Shelf Life

EDUCATION

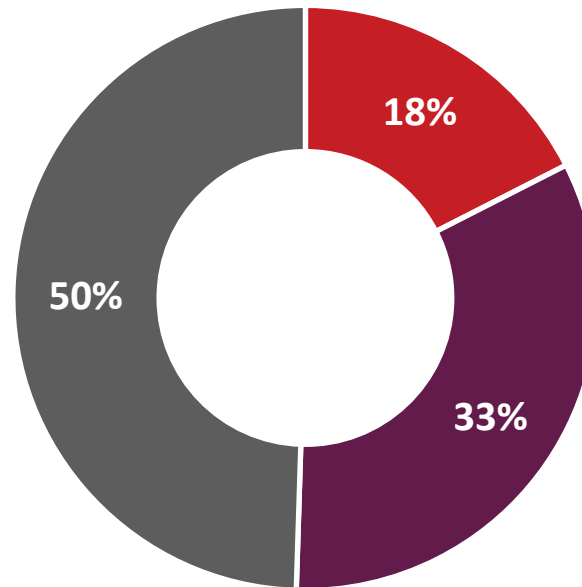


Content Use When No Longer Current

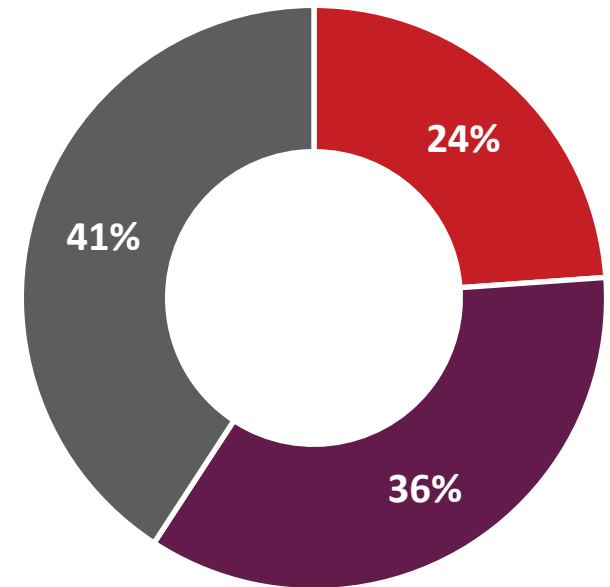
Federal



State & Local



Education



■ After it's no longer current, content is of no use to me

■ After it's no longer current, I would use content for my own education, but not forward it on

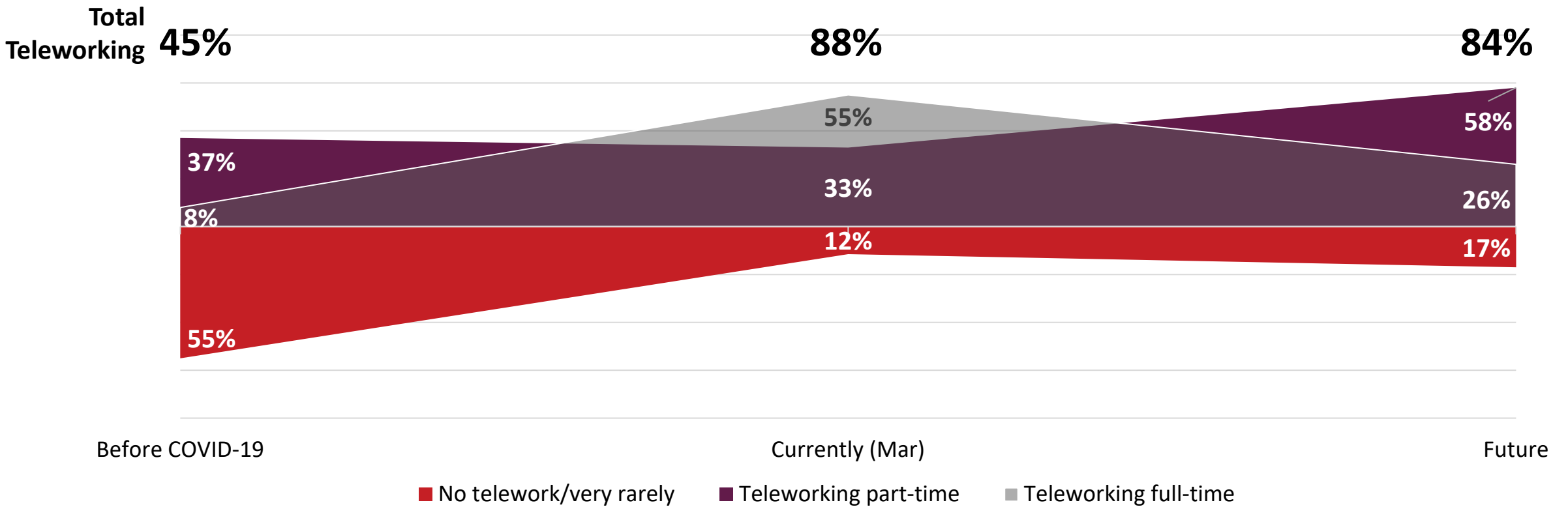
■ As long as it's relevant, I would forward or cite this content to a colleague



Impacts of COVID-19 and
Content Engagement

Impact of COVID-19 on Telework

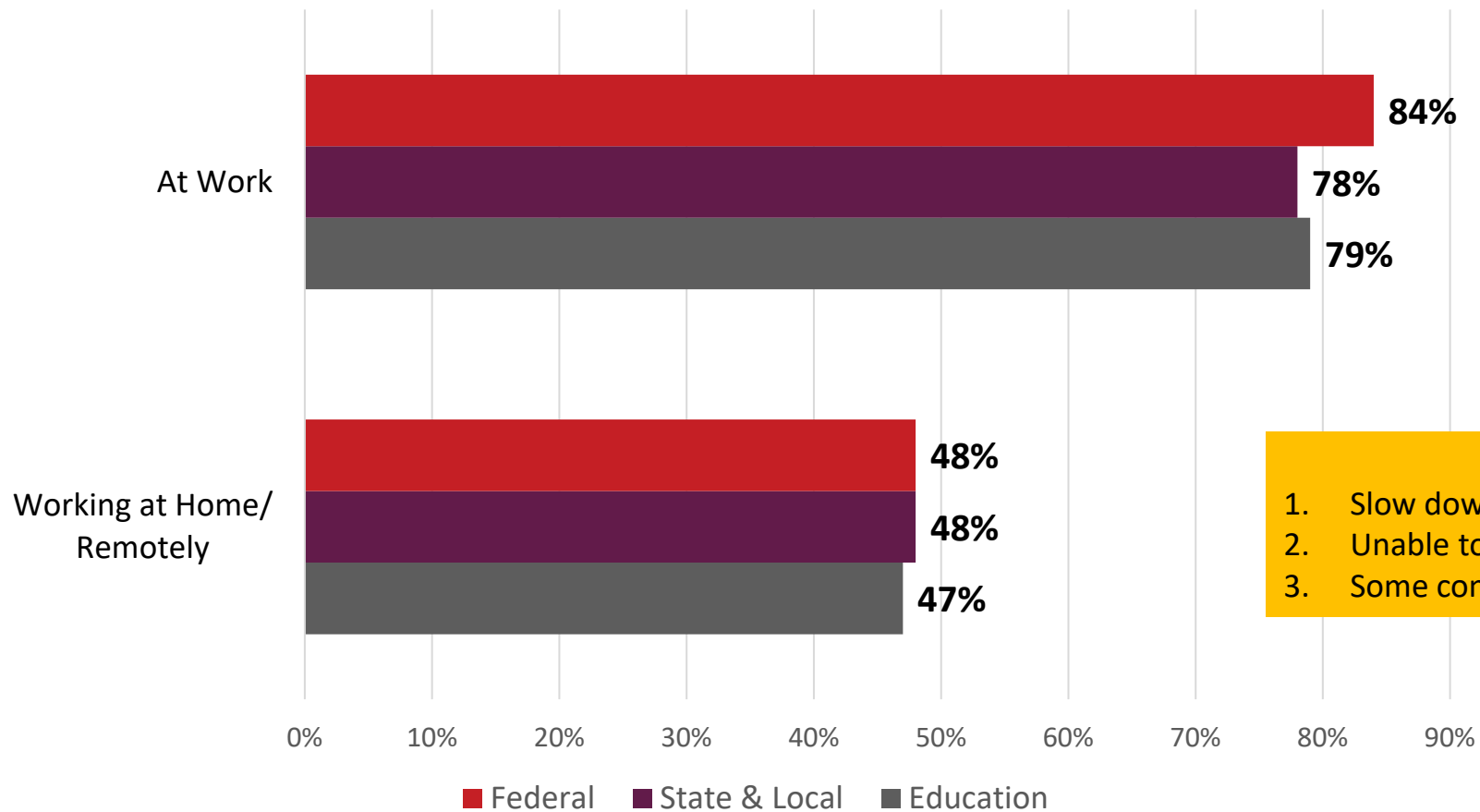
TOTAL PUBLIC SECTOR



Barriers to Accessing Content

TOTAL PUBLIC SECTOR

Face Barriers

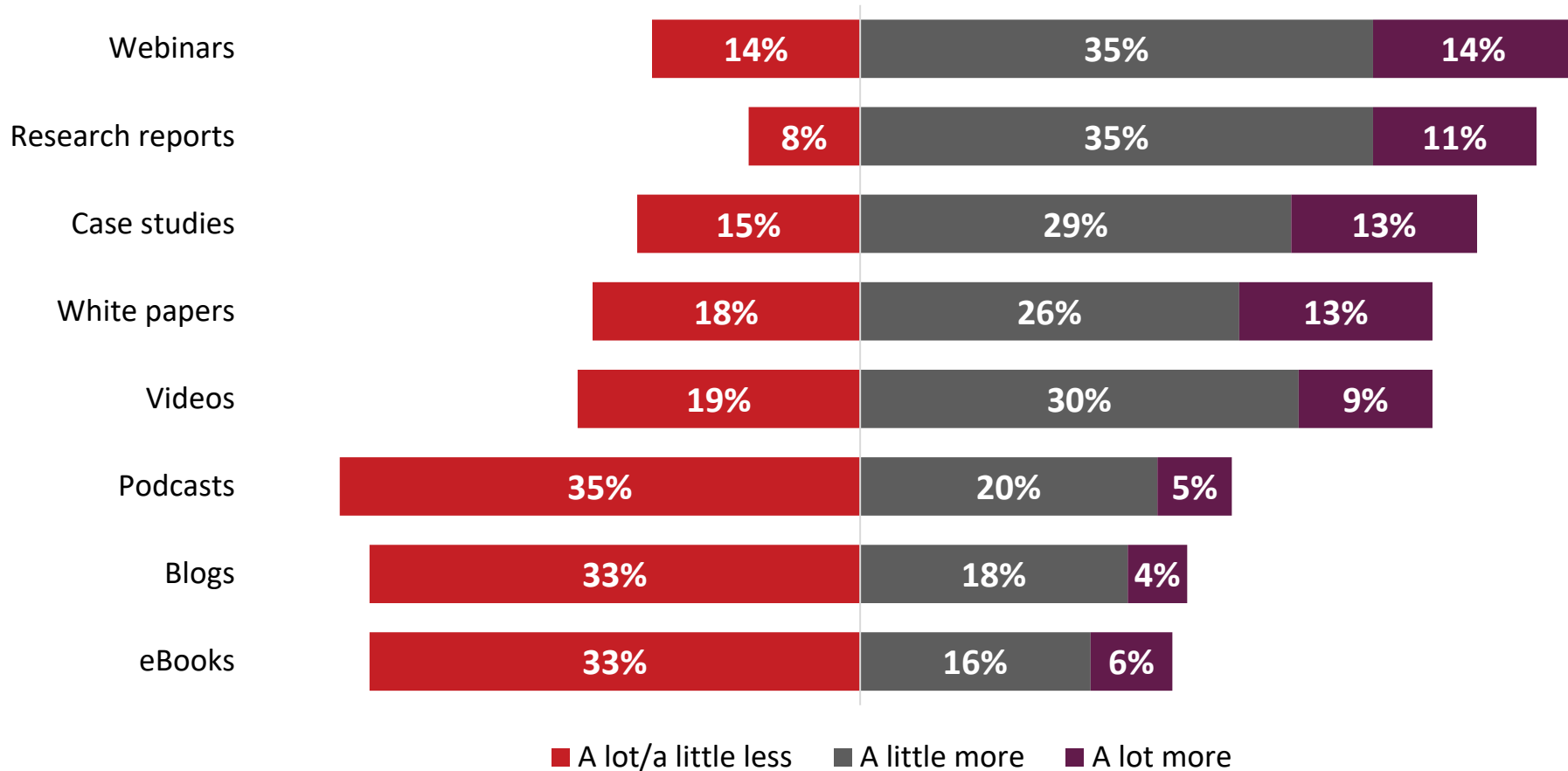


- Top Barriers**
1. Strict SPAM filters
 2. Some news sites blocked
 3. Social media sites blocked

- Top Barriers**
1. Slow download overall
 2. Unable to stream video
 3. Some contractor sites blocked

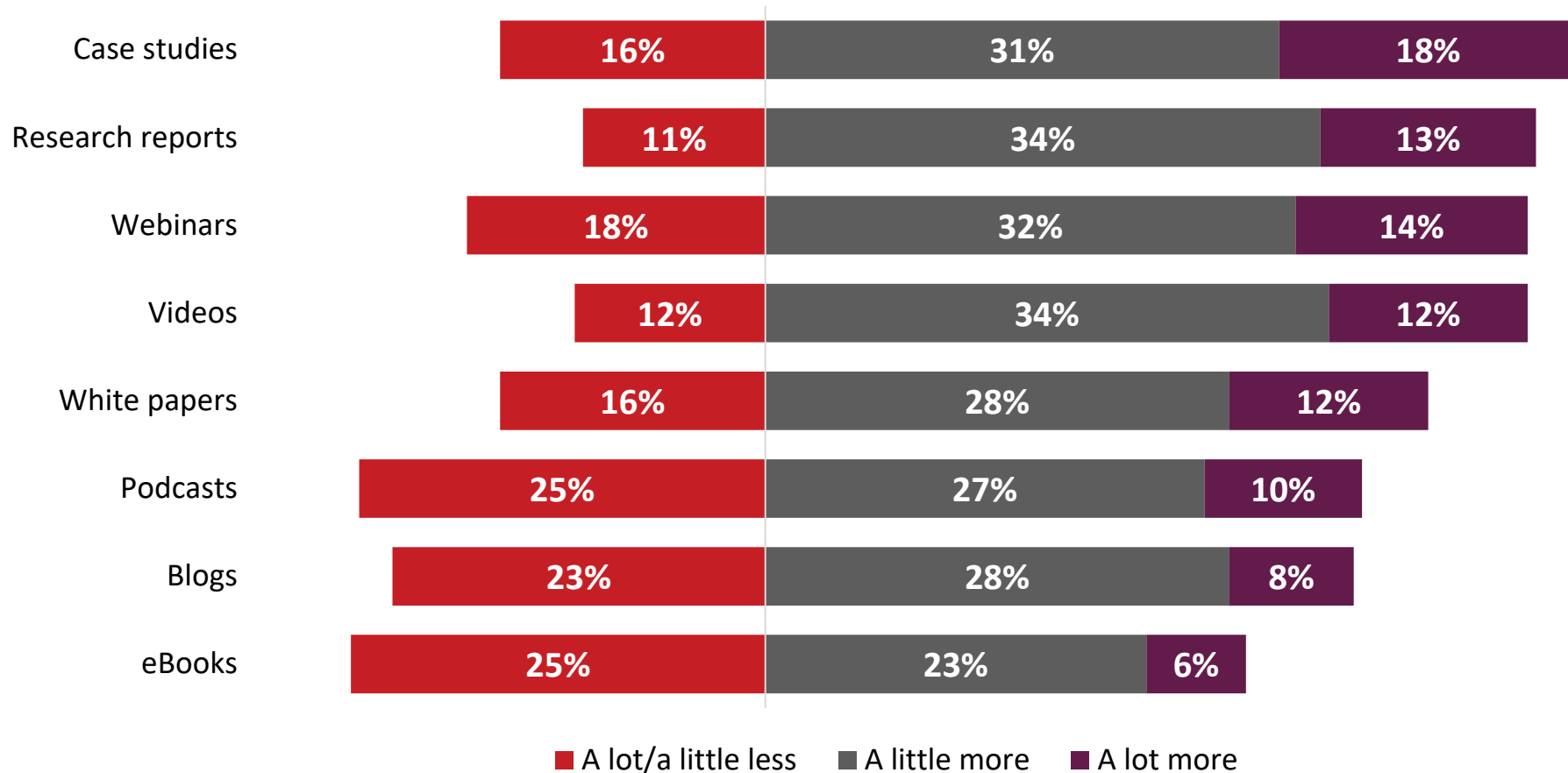
Time Spent With Formats During Buying Process in Past Year

FEDERAL



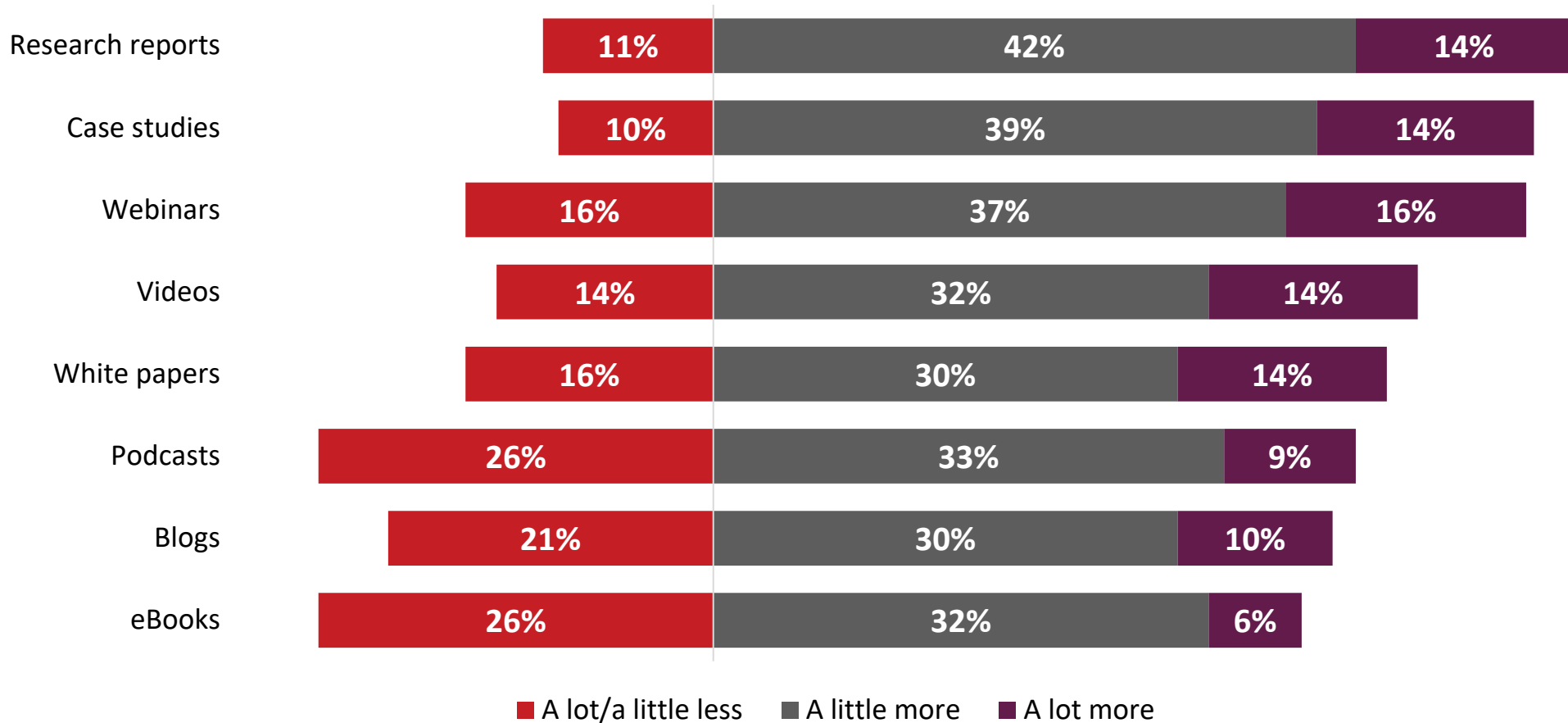
Time Spent With Formats During Buying Process in Past Year

STATE & LOCAL



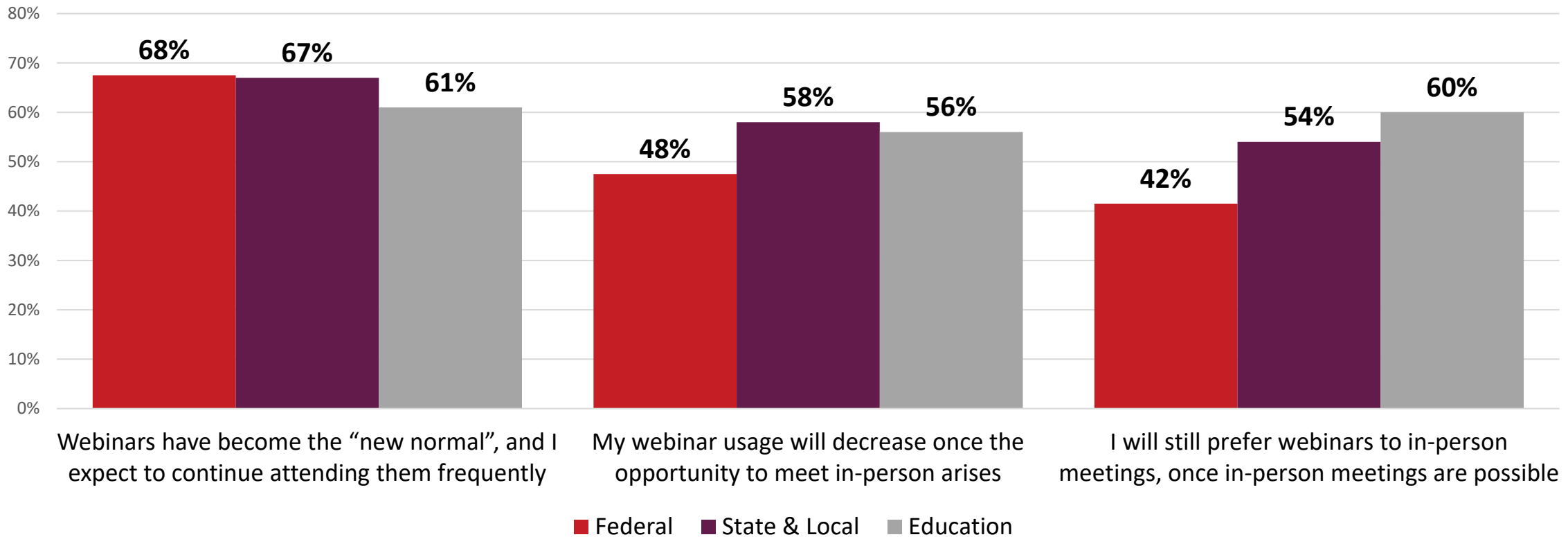
Time Spent With Formats During Buying Process in Past Year

EDUCATION



Webinars and Networking

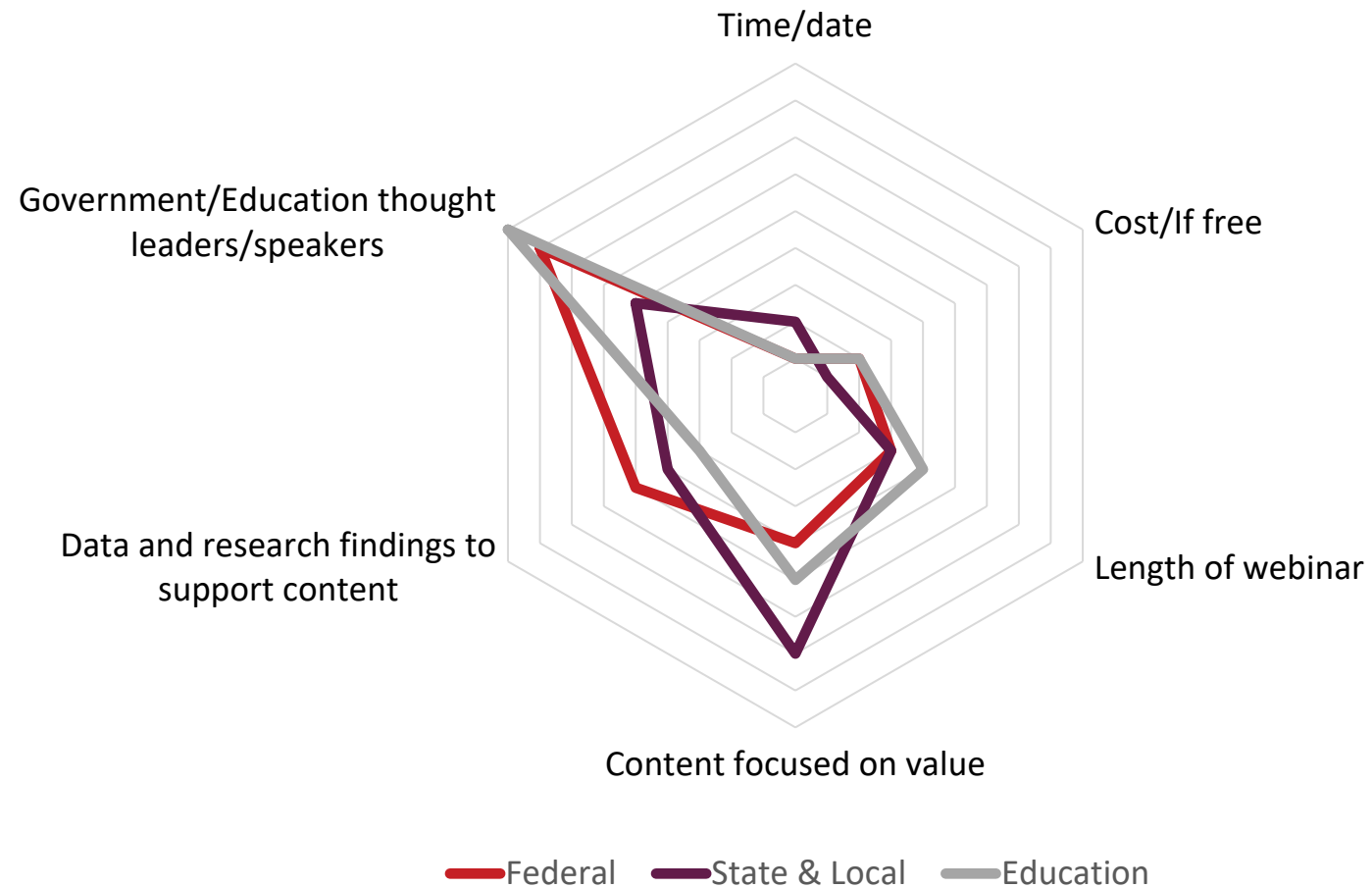
Strongly/Somewhat Agree Compared to a Year Ago



Factors of Webinar Attendance

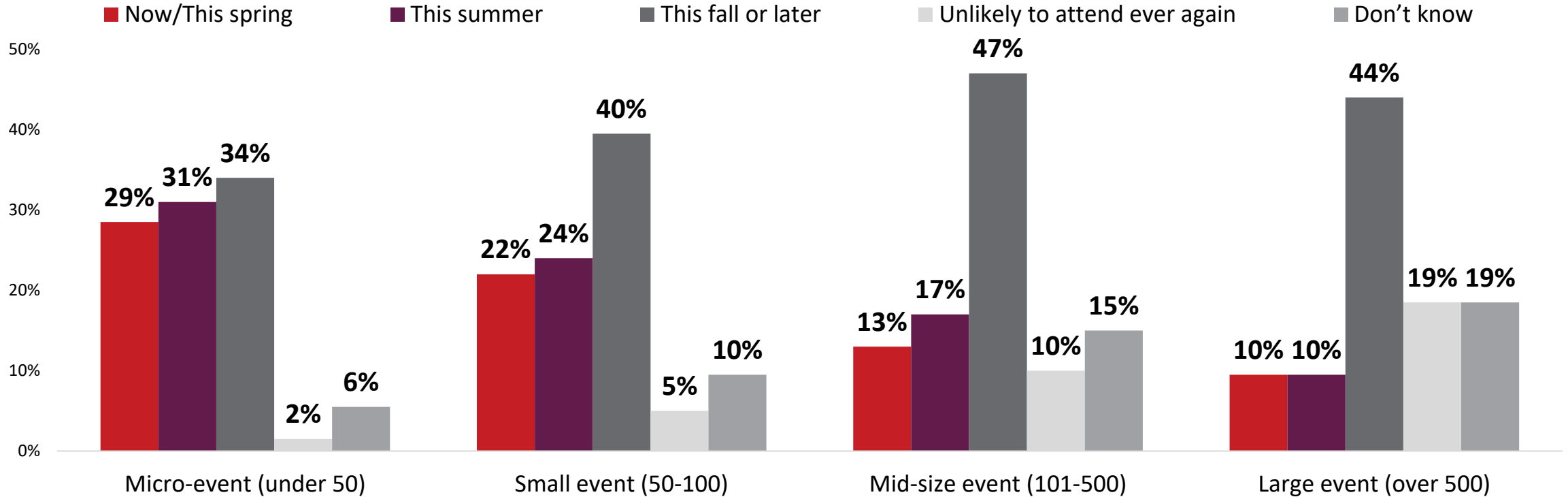
Rank	Federal	State & Local	Education
Time/date	1	2	1
Cost/If free	2	1	2
Length of webinar	3	3	4
Content focused on value	4	7	5
Data and research findings to support content	5	4	3
Content without sales messages	6	6	11
Source/sponsor	7	8	6
Government/Education thought leaders/speakers	8	5	9
Content tailored to my org type	9	9	10
Content tailored to my vertical	10	13	13
Examples of past performance	11	10	7
Recording is available to watch on demand	12	14	8
Industry thought leaders/speakers	13	11	12
Visual contents	14	15	15
Relationship with presenter/sponsor company	15	12	14

Top Factors of Webinar Attendance (By Rank)



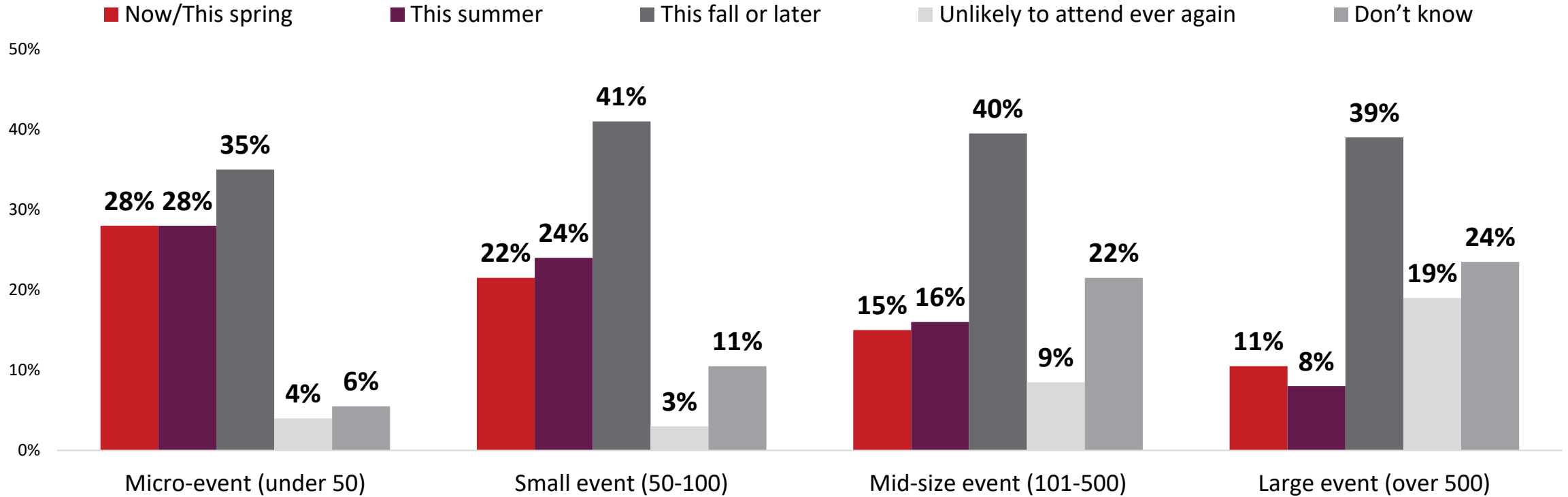
Comfort Level for In-Person Event Participation by Size

FEDERAL



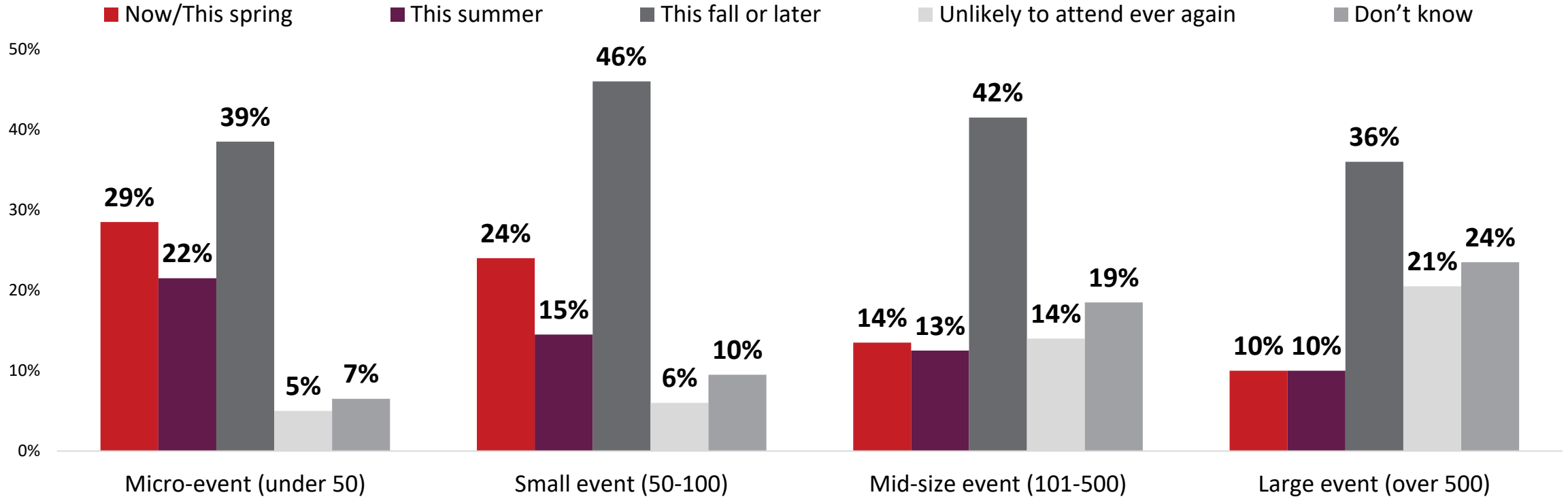
Comfort Level for In-Person Event Participation by Size

STATE & LOCAL



Comfort Level for In-Person Event Participation by Size

EDUCATION





Key Takeaways

Key Takeaways

Overall Content Development



- **Create it once and play it everywhere.**
- **Written is evergreen, video and sounds are fleeting.**
- **Review your content, consider a 6-month expiration date on some short form content.**
- **Sharing is caring.**
- **Beware of big downloads.**

Key Takeaways

Federal



- **Recognize their experience and longevity AND the complexity.**
- **Write it first, repeat it over and over.**
- **Relevant content is still...relevant.**
- **Social = LinkedIn (at most).**

Key Takeaways

SLED



- **Connect and teach: It's more "show" than "tell."**
- **Anticipate your videos will last and be passed.**
- **Webinars are still a growth market, especially in education.**
- **Education wants to hear/read content from trusted individuals.**

Contact Information

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