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Becky Livingston • Jul. 07, 2017

You've decided you want to work with governmental agencies as part of your firm's growth plan. But, how do you go about getting them interested in what you do?

One of the biggest challenges you might face is crafting your communication to reflect the needs of governmental agencies. They are unlike public-sector or private companies. They have specific guidelines with whom they can work, and how that works is accomplished. That being said, here are some marketing initiatives to consider as you develop your growth strategy.

1. Define your services in a way that addresses the agencies' goals and objectives.
2. Conduct market research to find out who is buying and what, when, and where.
3. Write case studies and examples of how your firm has provided solutions to agencies in the past. Post those on your website and use them in marketing materials.
4. Create a space on your website specifically for government contract information; then link it to the GSA Advantage^[1] website.
5. Research the procurement agencies' buying habits so you have a clear understanding of their buying season cycles.
6. Highlight awards your firm and staff have received on your website and in your offices. Also include a list in your marketing materials and press releases.
7. Develop a strategic social media plan to target governmental agencies through the use of hashtags and following them online. Share content that addresses their pain points and how you can solve them – without “selling.”

8. Include a traditional marketing approach by promoting the firm in governmental

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Bonus Tip: Rather than trying to do this on your own, consider working with a government mentor through the GSA Mentor – Protégé Program[2]. According to the Small Business Administration, “This program helps connect small firms with more experienced ones. The program’s objective is motivating larger companies to lend their knowledge to smaller, less experienced businesses.”

[1] <https://www.gsa.gov/portal/content/104677>

[2] <https://www.gsa.gov/portal/category/108195>

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