

Another Perspective on Marketing

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**Most GSA or Government
Marketing Strategies
are either**

Reactive

or

Proactive

Reactive Marketing Strategies

- GSA e-Buy**
- Fedbizopps.gov (FBO)**
- USAspending.gov**

GSA e-Buy

- **Review**
- **Respond**
- **Follow-up**

Fedbizopps.gov (FBO)

- **Good place for market research**
- **Mandatory posting site for all contracting opportunities over \$25K**
- **The key: DRILL down to agency level**
- **Currently, 127 agencies post to FBO**
 - **Each Agency has multiple offices &**
 - **Each offices can have many locations**

USAspending.gov

Example: Prime Award & YR 2011

2010 FEDERAL CONTRACT DOLLARS BY AGENCY

- **Drill down to find top NAICS, Agencies, Contractors, etc.**
- **No pre-registration required.**
- **Good for locating Federal/DOD Agencies by State.**

Proactive Market Strategies

- **Government Registration Websites**
 - **Central Contractor Registration (CCR)**
 - **Dynamic Small Business Search (DSBS)**
- **Researching Other Contractors**
 - **SSQ & FPDS**
- **Target Market Research**
 - **Agencies in your “backyard”, their website details, forecasts**
- **GSA Marketing Materials**
 - **Capability statement, case studies & project photos**
 - **Your website & Elevator Pitch**
- **GSA Logos**

Government Registration Websites

- **CCR**

- Required by law
- NAICS codes
- For ALL businesses
- Used by Government & Prime Buyers
- A marketing tool

- **DSBS**

- Not Required, optional
- NAICS codes & MORE
- For small businesses ONLY
- Used by Government & Prime Buyers
- *GREAT* marketing tool

Central Contractor Registration

- **Take the time to review your CCR data**
- **Make sure the marketing contacts listed in your CCR are familiar with your GSA contract**
- **List all NAICS codes for your services**

Business SBA Profiles are listed in Dynamic Small Business Search (DSBS)

Important DSBS tools

- **Keywords**
 - **Use keywords that describe company services**
 - **Add terms like MOBIS or GSA or PES**
- **Capabilities Narrative**
 - **List Schedule(s) you can perform work under**

Researching Other Contractors on <http://ssq.gsa.gov>

- **SSQ data is valuable when formulating marketing strategies.**
- **There are 12 different report formats.**
- **Example: Only 31 contractors out of 140 LOGWORLD 874-503 have sales!**

**Be Proactive: Dig deeper,
find which agencies are buying based on SSQ results**

FPDS Website for Research

- www.FPDS.gov
- Registration is required for login & password
- ezSearch is simple, try using business name or contract #
- NOTE: No dashes or hyphens

Target Market Research

Next answer these questions:

- What territory would you define as your “*backyard*”?
- What are the federal agencies that have offices/locations/bases in your “*backyard*”?
 - Have you looked at the GSA Order ADM 4800.2 Eligibility to Use GSA Sources of Supply and Services to determine which “eligible” agencies are in your “*backyard*” or service territory?

Potential Agencies?? GSA Order ADM4800.2g

Provides detailed information on the agencies & activities that are eligible to use GSA contracts.

Users include:

- **Executive & Other Federal Agencies**
- **Mixed-Ownership Government Corporations**
- **“Cost Reimbursement” contractors**

Examples:

Denali Commission, Tennessee Valley Authority, International Boundary and Water Commission, Farm Credit Administration, OSHA, CIA, Civil Air Patrol, US Postal Service, Red Cross, Agency for International Development, American Battle Monuments Commission, Bureau of Land Management, International Coffee Organization, Central Intelligence Agency, Farm Credit Administration, Federal Communications Commission, National Labor Relations Board, Panama Canal Commission, Nuclear Regulatory Commission

Research Agency's Website to Determine Potential

Examples:

- Dept. of Interior, Bureau of Indian Affairs – www.bia.gov
- Federal Bureau of Prisons – www.FBO.gov

Research the Specific Agency's Website

Details, contacts and forecasts

- Look for the terms “Procurement”, “How to do Business with...” or “Business Opportunities” “Vendor Guide”
- Find the Small Business Office, try SADBUI or OSDBU
- Review strategic plan, forecasts or proposed budget details
- Remember look for the specific agency's locations in your “backyard.

Research the Specific Agency Website

Focus your Efforts:

- Target only 3 -4 specific Agencies
- Consider which Agencies which have similar scope or descriptions as your commercial customers.
- Look for possible training or calendar of events
- Involve yourself with the agency's Social Media
- Make list of possible contacts and email/phone information
- Begin calling agency contracting officials, project managers & end users

Refine your Pitch

- What makes your services special and cost effective?
- Do you have any socio-economic certifications or partnerships?
- Highlight your relevant past performance or contracts.

GSA Marketing Materials

Prepare specific GSA Marketing Materials:

- **Prepare a one-page Capabilities Statement featuring your best-values, core services, project examples and GSA Logo and contract number.**
- **Capabilities Briefing – Both paper & PowerPoint**
- **Develop a GSA 30 & 60 second “elevator” pitch**

Your Website:

- **Capability Statement**
- **Show case studies with project photos**
- **Link your website to GSA’s eLibrary page**
- **Include GSA Contract Terms and Conditions file AKA Text file**
- **GSA logo and number on your home page**

GSA Logos “Everywhere”

- **Website**
- **Brochures**
- **Business Cards**

Thank you!

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