

Earning Invitations ★ Proposals ★ Best and Final Offers ★ Scheduling ★ Federal Regulations



★ Security Requirements ★ RFQ's ★ Public Affairs ★ Constituencies ★ Political Objectives ★

## Be Prepared to Go from B2B to B2G Marketing

While trade and commerce in the private sector often boils down to the “buy low, sell high” rule for making a profit, public providers are answerable to a separate set of criteria and command structure. Companies that understand this critical difference should choose to repackage their marketing. Consider the following expert *Six P's + Branding* primer when implementing this approach for B2G:

**Branding.** It is people, not robots, that evaluate proposals throughout the procurement process, and when the decision makers sit down to review multiple proposals that meet the RFP's requirements, brand and reputation matter. In the end, this process is less likely to be successfully challenged if the winner(s)' brand names are strong with the multitude of decision makers and influencers involved.

- 1. Product (or Service).** Many government procurements spell out their requirements to amazing levels of detail to comply with a wide variety of regulatory and procedural requirements. Creating products and services for government agencies can therefore be expensive.
- 2. People.** Quite often, the target audience in the government market is as narrow as a single component within a single department. Realize that for some large agencies at the federal and state levels even one program in one component in one department can be budgeted in the billions.
- 3. Positioning** plays a crucial role in helping you communicate clearly to cut through the massive amounts of data contracting officers and program managers must navigate during each procurement.
- 4. Pricing.** Government contractors make their price lists available as a means to make the buying process more streamlined. You must make your lowest prices available.
- 5. Promotion.** In the government market, the ultimate information vehicle is the proposal itself and its vocabulary, tone and specific references can be critical factors in communicating value.
- 6. Place (Sales and Distribution).** Government sales people are most successful when they are perceived by their government clients as substantive experts and information resources who add value to the complex discussions that take place before procurement.

- [What is B2G Marketing? \(Excerpts\)](#)

Marybeth Fraser, Principal, B2B Marketing Excellence

**Make a Smooth Transition from B2B to B2G with On Target Group**

**On Target Group**  
3303 W. Commercial Blvd. Suite 150  
Fort Lauderdale, FL 33309  
Phone (954) 492-9650  
[www.ontargetgroup.com](http://www.ontargetgroup.com)