

GBR GovStaff

Extend your in-house reach, capability, and performance with experienced B2G marketers

Marketing in the competitive B2G landscape requires a strategic approach that goes beyond the capabilities of traditional brand, PR or advertising. But where can you find experienced B2G marketers that can hop in and work side-by-side with your existing teams?

GBR GovStaff™ has the experienced industry marketers you need to navigate the complex public sector market, reach your government buyers faster, and deliver strong results. GBR GovStaff provides pre-vetted B2G marketing talent who become dedicated partners, working in-house to deliver actionable insights and drive public sector growth.

Public Sector Marketing Results

Seamlessly navigate the challenges of public sector marketing with B2G experts who:

- **Support sales and industry marketing** with strategic public sector campaigns and messaging
- **Create and manage public sector content** that delivers the personalized experience needed for today's government ABM
- **Execute impactful initiatives** by expanding public sector marketing capacity to deliver pipeline and leads



Why Government Business Results?

Unmatched GovTech Expertise

As the leader in GovTech go-to-market services and staffing, GBR partners with B2G tech companies to drive rapid and lasting growth in the public sector with compelling and highly differentiated strategy, marketing and enablement.

Campaign Planning with the GovBuyer's Journey



Why GBR GovStaff?

- **Government domain expertise:** We navigate the public sector, connecting you with the right audience and differentiating your solution.
- **Seamless integration:** We match our B2G marketing experts to your culture for a quick start. Our team offers a wide range of capabilities, from strategy to execution.
- **Relationships invested in you:** Build a lasting collaboration with our GovStaff marketing and industry experts. We grow with you and are your reliable resources year after year.
- **Tailored staffing solutions:** If you have a full-time need but don't have an FTE headcount, we offer cost-effective contract staffing solutions that give you access to experienced public sector marketing expertise and capacity.

GBR GovStaff at a Glance

22 years of public sector marketing and content experience.

Roles we fill:

- Government Marketing
- Education Marketing
- Public Sector Content Strategy
- Government Program & Events Management

Discover the GBR Difference

	GBR	Staffing Agencies	Marketing Agencies
Hire to Spec: Rigorously screens for true domain experts with proven public sector marketing experience.	✓	✗	✗
Hits the Ground Running: Provides resources equipped to make an immediate impact, without extensive training.	✓	?	?
Technology proficiency: Invests in learning your technology, going beyond simple messaging execution.	✓	?	?
Government buyer expertise: Deeply understands the government buyer's journey and apply effective strategies to meet their needs.	✓	✗	✗

Partner with GBR

See what can happen when your public sector growth is fueled by our dedicated expertise.

For more information go to www.gotogbr.com/govstaff. If you need more information, reach out to us at hello@gotogbr.com.