



Supercharge Your B2G Custom Content Strategy for Success



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A writer by trade, Susan uses research to help tell the stories impacting government most — and share solutions. She leads a team of talented industry analysts who love nothing more than translating data into actionable insights.



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Juliet is a writer and editor with more than a decade of experience writing about aerospace, government, technology, healthcare and more. She leads Studio2G, GovExec's internal custom content agency, working alongside talented writers and marketers with a passion for connecting government with the tech and resources they need to meet the mission.

➤ **What we're discussing today.**

1

What custom content really is and why you need to use it

2

How to build a custom content strategy that generates ROI

3

How GovExec can help you achieve your goals

➤ **What custom content is NOT.**

Editorial: Anything published in print or on the Internet designed to inform, educate, or entertain and is NOT created to sell or market something.

Sales: Anything published in print or on the Internet created for the explicit purpose of generating sales.

➤ What custom content really is.

Custom content creation is **the practice of marketing via the creation of content that is funded or sponsored by a business...** (it is) designed to build awareness and trust in your brand by sharing valuable information with the target audience.

It relies on the knowledge of subject matter experts combined with reputable research to education and inform the audience. Formats can include native articles, research reports, webinars, podcasts, videos...



> Content to harness the buyer's journey.

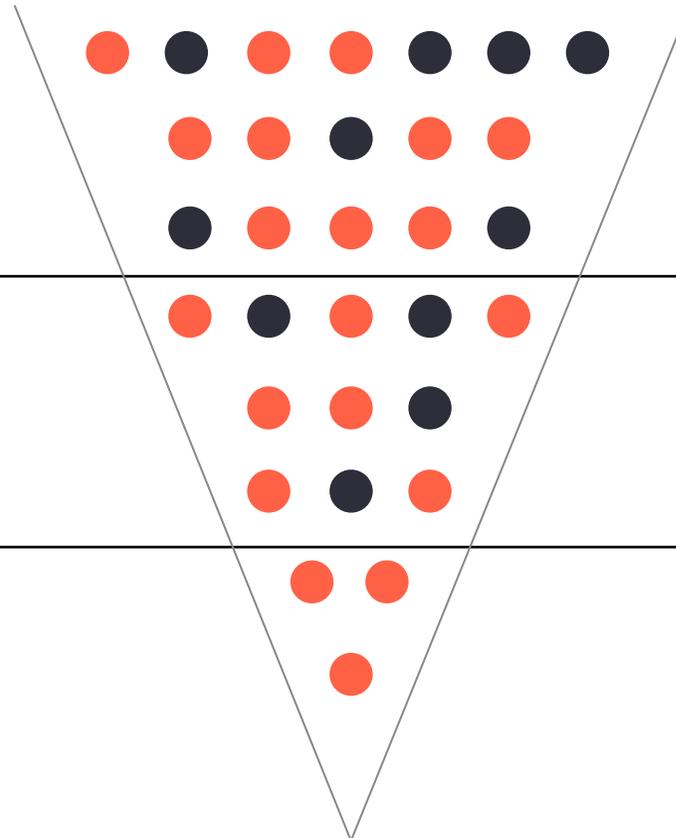
GovExec's team of expert writers, designers, researchers and producers is poised to create compelling content that serves your targeted readers through the buyer's journey.

STAGES OF THE BUYER'S JOURNEY

Discovery.
Understanding the challenge / opportunity

Education.
Learning about possible solutions (e.g., technologies, approaches, vendors)

Decision.
Comparing solutions and vendors to make final selection



TACTICAL EXECUTION

Build thought leadership.

- Top 5 Takeaways
- Whitepapers
- Infographics
- Native article
- SME Interview package

Interact with your audience.

- Custom podcast series
- Immersive articles
- Audio and video vignettes
- Leadership Voices
- Social lookalike program

Expand your market impact.

- Topic Wires
- Microsite
- Social lookalike program
- Inside the C-Suite
- Custom eBook



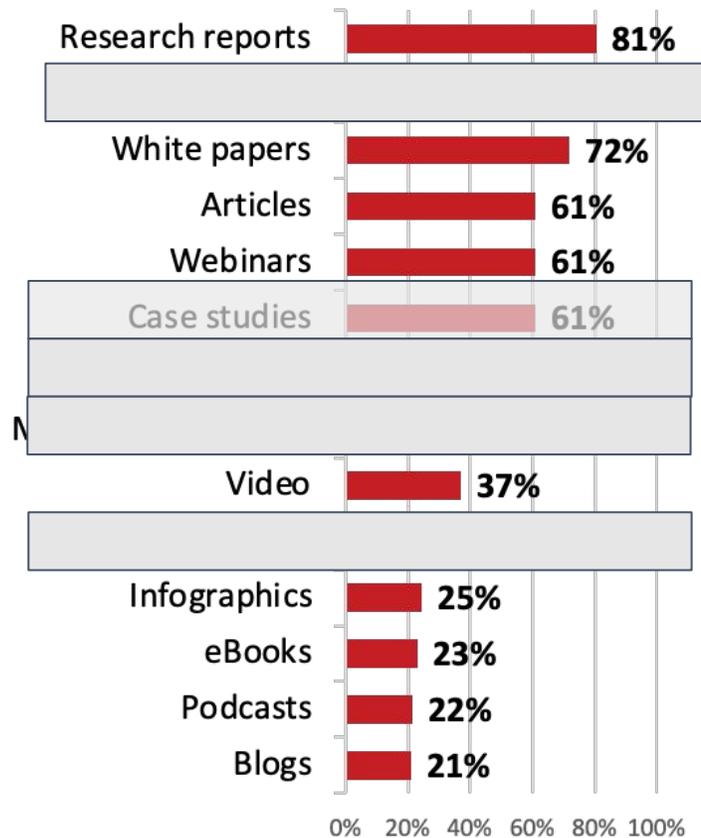
Why you need to use it

Market Connections has three studies that all point to the same conclusion: custom content resonates with your audience.

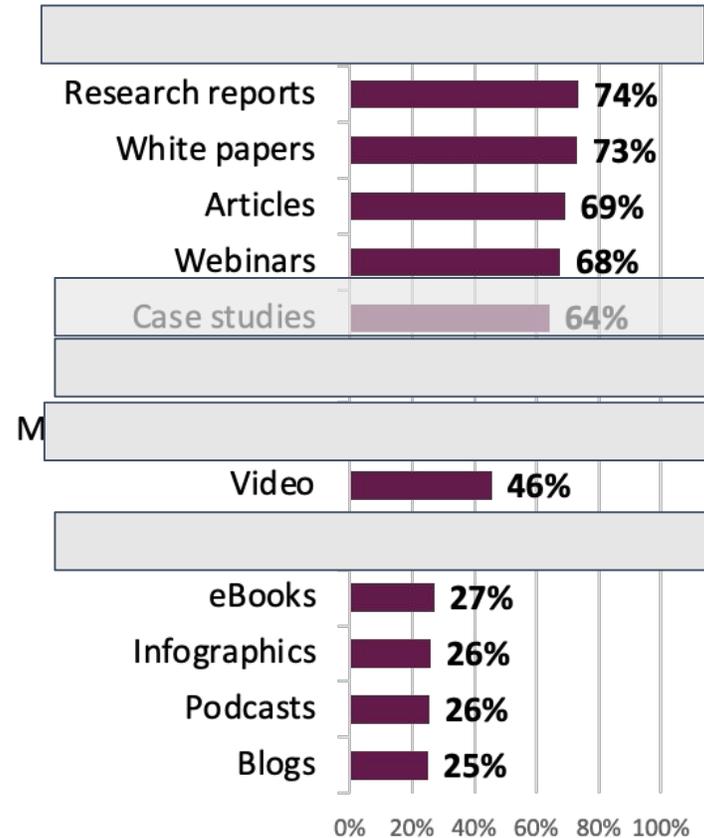
Most Valuable Content

OVERALL

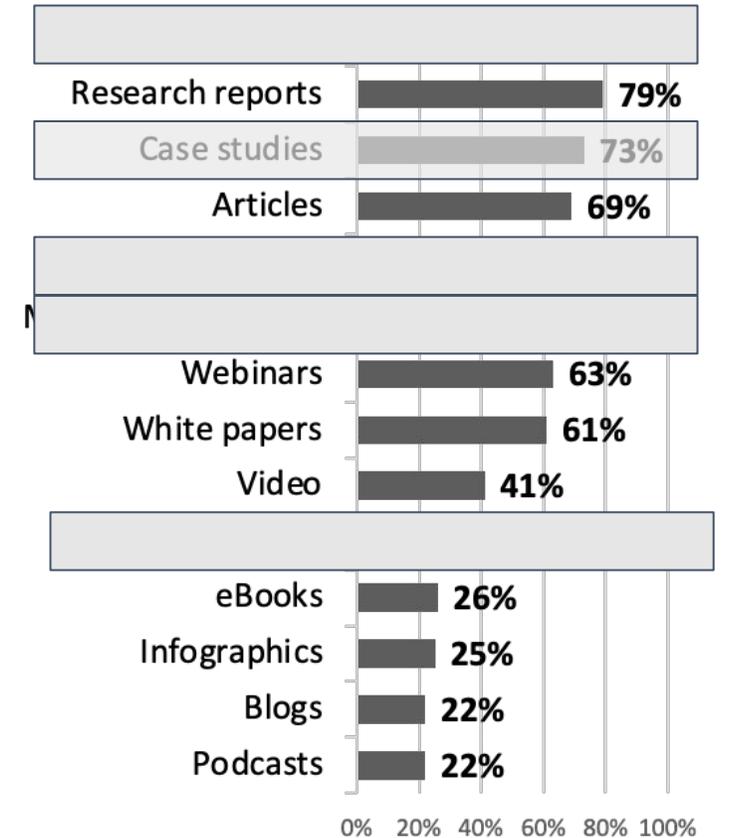
Federal



State & Local



Education



➤ Custom Content Based on Research.

Securely Connecting the State & Local Government's Hybrid Workforce

Nearly All State and Local Government IT Employees Expect to Continue Remote Work

- 2/3 expect to work remotely 3+ days a week
- 1/4 expect to work remotely 1-2 days a week
- Additional 5% expect to go back to the office full time

A Hybrid Work Environment Will Continue to Impact Security

2/3 say remote work has increased vulnerabilities

Accessing Government Applications Securely Among State and Local Remote Workers

- 1/3 of respondents are required to log into agency VPN for all government applications
- 2/3 of respondents are allowed to access some cloud based applications without VPN

TOP CHALLENGES to Implementing SASE COSTS AND TRUST IN VENDORS ARE TOP BARRIERS

- 62% Initial/Setup costs
- 48% Ongoing costs
- 46% Trust in cloud vendors
- 36% Lack of technology understanding
- 22% Lack of buy-in from senior management

Market Connections® Research you can act on. CISCO

Market Connections® Research you can act on.

JULY 2021

Finding the Best Way to Securely Connect the Modern Hybrid Workforce

EXECUTIVE SUMMARY

The 2020 pandemic response significantly impacted the budgets of state and local governments. As a result, they're now facing the challenges of reduced tax revenues, increased expenditures for unemployment assistance, and an increased need to deliver services digitally.

For leaders in government IT, this new economic reality, as well as the historic expense of running technology in-house, is driving the move to a cloud-smart approach that can increase efficiency in both operations and budgets.

PREPARED BY: CISCO

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Brand Funnel Metrics – New Competitors

Of the new sites added to the survey this year, JUJU performs the best. Like XXX.com it appeals to respondents from larger XXX. While JUJU's name recognition is like ZZZZ, it performs significantly lower on other metrics. FVGDF scores low in all brand funnel metrics.

| Brand | Awareness/Name Recognition | Aided Familiarity | Consideration | Use |
|-------|----------------------------|-------------------|---------------|-----|
| JUJU | 77% | 56% | 30% | 23% |
| FVGDF | 73% | 44% | - | - |
| ZZZZ | 37% | 17% | - | - |

XXXX BRAND TRACKER

Family (Aided)

Nearly all respondents are somewhat/very familiar with XXX closely trailed by BBB and RRR. Among the top sites, aided familiarity significantly decreased for CDF.com, HFDVC.com and DERE.com.

| Brand | Never heard of it | Know the name only | Somewhat familiar | Very familiar | 2020 | 2021 |
|-------|-------------------|--------------------|-------------------|---------------|------|------|
| XXX | 16.6% | 19% | 50% | 14.4% | 99% | 98% |
| MMH | 4% | 13% | 82% | 1% | 97% | 95% |
| GDW | 6% | 18% | 75% | 1% | 96% | 97% |
| GFES | 8.5% | 18% | 70% | 4% | 91% | 93% |
| DDH | 1% | 13% | 19% | 68% | 90% | 85% |
| FFG | 10% | 21% | 65% | 2% | 85% | 88% |
| FFP | 3% | 11% | 20% | 64% | 90% | 84% |
| XXXX | 7% | 13% | 23% | 54% | 84% | 80% |

Statistically significant change 2020-2021

MOVING FEDERAL AGENCIES TO THE CLOUD

Keys to Successful Cloud Migrations

- Address performance issues.** Bring in a partner that understands the issues and can help manage migration with low performance risks, cost money and ensure the agency's ability to execute on the mission.
- Adopt a flexible cloud strategy.** Build on the flexibility to respond to current and future requirements.
- Work with an experienced cloud services provider.** Mitigate risk by finding partners that have worked with multiple governments, can identify issues and pitfalls and has federal experience.
- Build vendor lock-in.** Many unanticipated issues of cloud services involve around performance, migration and vendor lock-in.

Cloud Computing Current Use & Plans

Such tops the list of cloud computing services under consideration. One-third of agencies have no plans for SaaS, PaaS or Managed-Hosting services, and one-quarter have no plans for SaaS.

Top Benefits of Cloud Services

- 64% Secure infrastructure
- 58% Provide cost savings
- 45% Unified management across multiple cloud types and data providers
- 41% Application migration services
- 39% Flexibility to move between cloud types
- 19% No technology/vendor lock-in

Security and cost savings top the list of cloud services benefits.

Perceived Cloud Services Risks

Security concerns top the list of perceived cloud services risks.

- 69% Unauthorized access to or loss of sensitive data
- 65% Security defects in the technology used
- 45% Difficulty with a mobility or data recovery if the provider fails
- 37% Application performance
- 30% Unpredictable costs

Performance-Based Issues in the Cloud

Less than one-third are concerned about performance-based issues, but those who are are the greatest concern.

- 29% Migration of applications to a cloud environment (Application loading)
- 27% Lack of data segregation among the provider's customers
- 25% Difficulty with a mobility or data recovery if the provider fails
- 23% Vendor lock-in
- 23% Lack of reliability of the technology

Important Characteristics of Cloud Providers

- 86% Offers an agile secure platform
- 83% Provides access to technical customer support
- 80% Cooperates with federal government
- 77% Provides excellent customer service
- 71% Creative forward-thinking cloud strategy
- 63% A single technology provider that can fulfill all of my cloud computing needs
- 61% Flexible provider that offers a blend of cloud services

Agencies want security, technical support, and federal experience from cloud providers.

Market Connections® Research you can act on. GENERAL DYNAMICS Information Technology

Government Business Council

The Intelligent EDGE PLAYBOOK

Underwritten by intel.

Government Business Council

ISSUE BRIEF

The Telework Stress Test

Cybersecurity in the Era of a Dispersed Workforce

Sponsored by Forcepoint

COST SAVINGS

Based on the 41% of the government workforce that teleworked in 2020, a report found that the federal government could realize its office space (OPEX) and save nearly \$2 billion a year by participating in the teleworkability study program, which helps evaluate teleworkability costs for government employees. These cost savings may incentivize the government to encourage more employees to telework in the years to come.

GOVERNMENT'S TELEWORK SILVER LINING

Government employees working remotely have reported productivity while working from home. 51% of federal employees in the working from home productivity survey, according to a recent survey published by the government.

GOVERNMENT'S TELEWORK SILVER LINING

Accompanying Office (AO) has measured a rise in productivity when it comes to remote working. The report suggests that the right mix of the expansion of telework over post-COVID-19.

Cyberattacks and insider threats pose a continuing threat to federal IT security, requiring that agencies focus on ensuring that government systems are secure and that sensitive data is protected.

"Pandemic-Resilient Accountability Committed"

25% of federal employees in a survey of compromised data as a result of remote access in their agencies.

> Content Marketing Examples.

studio 2G

Harnessing Data for National Security

5 Takeaways from the Intelligence Community

LEADERSHIP VOICES

SPONSORED BY Google Cloud

GOOGLE CLOUD'S SULLIVAN OPENS UP ON OPEN SOURCE, FEDRAMP HIGH, AND SECURITY

Google Cloud

Government Executive
5,411 followers
Promoted

SPONSORED: With decades of global network management experience, we can help transform your agency's technology and security.

Get proven technology expertise.

verizon

Learn more about Verizon managed services.
enterprise.verizon.com

Like Comment Share

What It Takes to Tackle the Next Phase of Connected Transportation

CISCO

HOW WILL STATE + LOCAL GOVERNMENTS REBALANCE THEIR PRIORITIES IN 2022?

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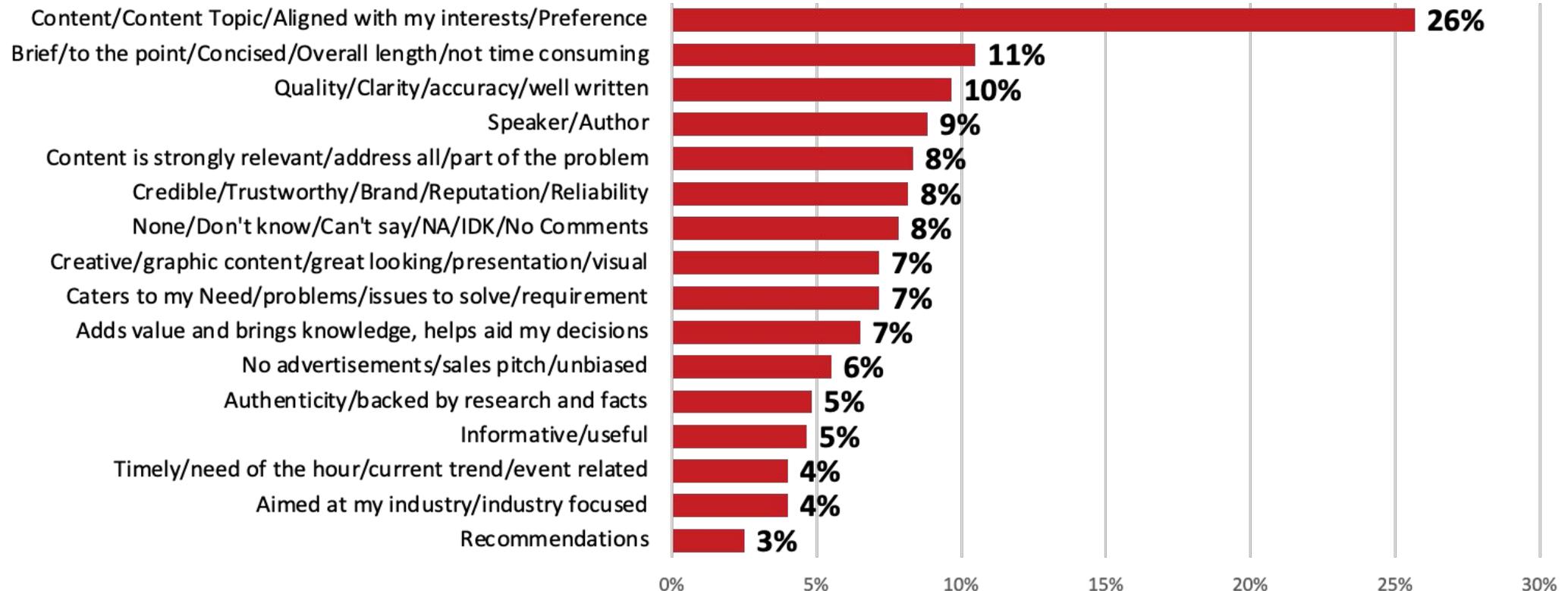
accenture

3 Actions Public Sector Agencies Can Take to Support AI Endeavors in Their Agency

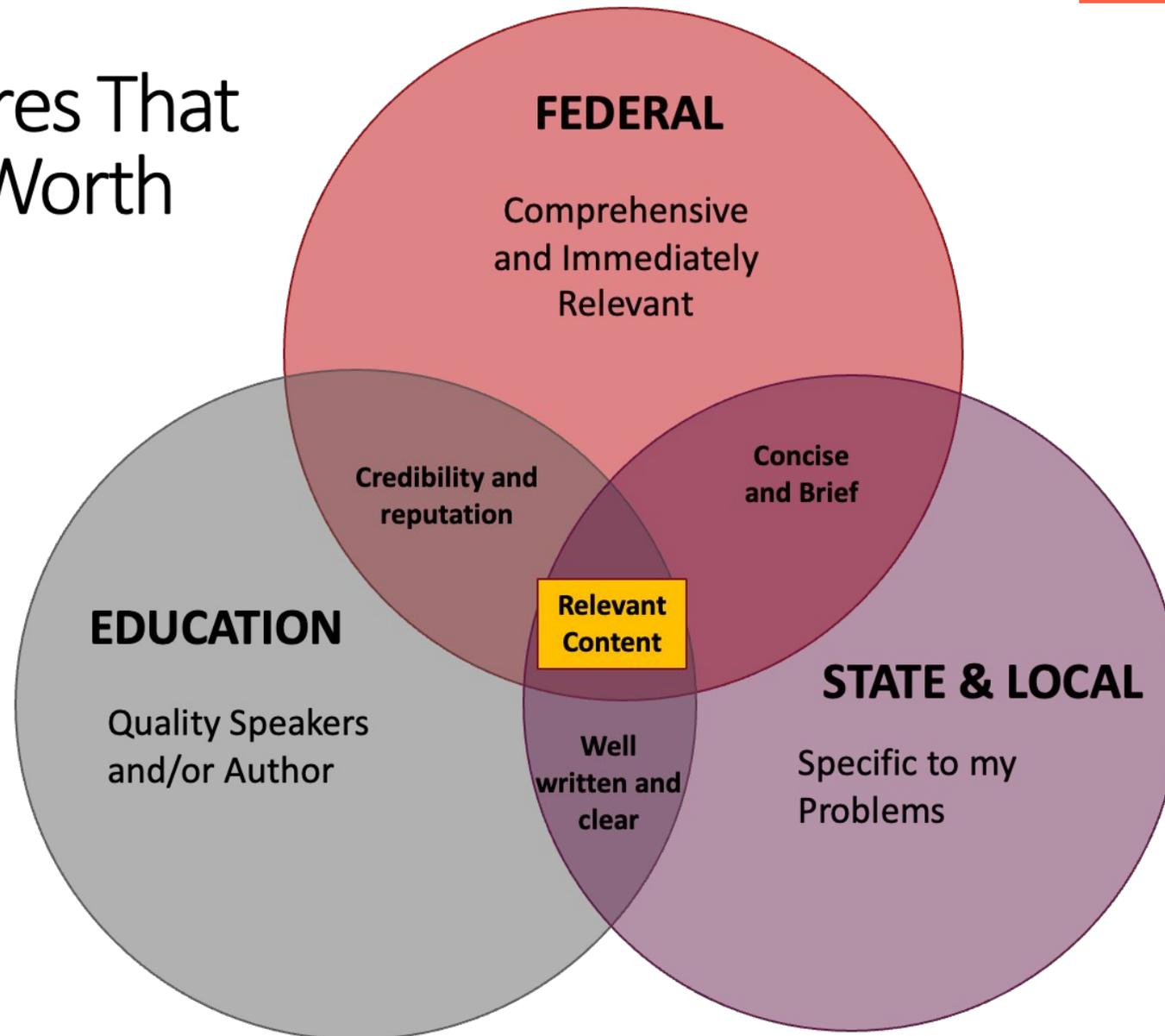
Qualities/Features That Make Content Worth Time

TOTAL PUBLIC SECTOR

Qualities/Features That Make Content Worth Time



Qualities/Features That Make Content Worth Time



> Types of Information Found Valuable.

| | Need identification | Solution determination | Vendor/ provider evaluation |
|--|---------------------|------------------------|--------------------------------|
| Product, service, and solution specifications | 44% | 54% | 55% |
| Pricing | 37% | 38% | 43% |
| Information that is relevant to the government and/or agency | 50% | 45% | 41% |
| Overview of the technology being considered | 38% | 47% | 43% |
| Supplier/provider/vendor information | 24% | 44% | 46% |
| ROI/cost benefit analysis | 37% | 31% | 31% |
| Information regarding agency/business challenges | 28% | 38% | 34% |



How to Build Your Custom Content Strategy

➤ **Components of a custom content strategy.**

1. Define your goal: Why are you doing this? What is your desired outcome?
2. Conduct persona research: WHO are you trying to reach and what do they care about AND need to know?
3. Run a content audit: What content do you already have on the topic that could be repurposed?
4. Choose content channels: Where do you want to distribute your content?
5. Determine which type of content you want to create: What content types will be best for your audience preferences and the channels you're using?
6. Publish and manage your content.

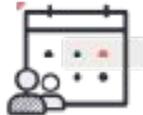
> Custom Strategy Success Story.



Compelling conversations.

GovExec partnered with a client to drive audience engagement through an immersive series of sponsored TV episodes that aligned with the client's key business priorities.

GovExec extended audience engagement through a series of post-event articles and lead nurturing program



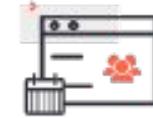
Thought Leadership.

Showcased the client's SMEs on panels and in post-event articles with Federal and State and Local officials to further promote the client as an innovator and disruptor in the market.



Audience Acquisition.

Studio2G wrote sponsored post-event articles to further extend audience reach that were gated for leads. Leveraged engaged audience into a targeted lead nurture campaign for more than 1,000 leads to further drive the client's sales pipeline.



A home for content.

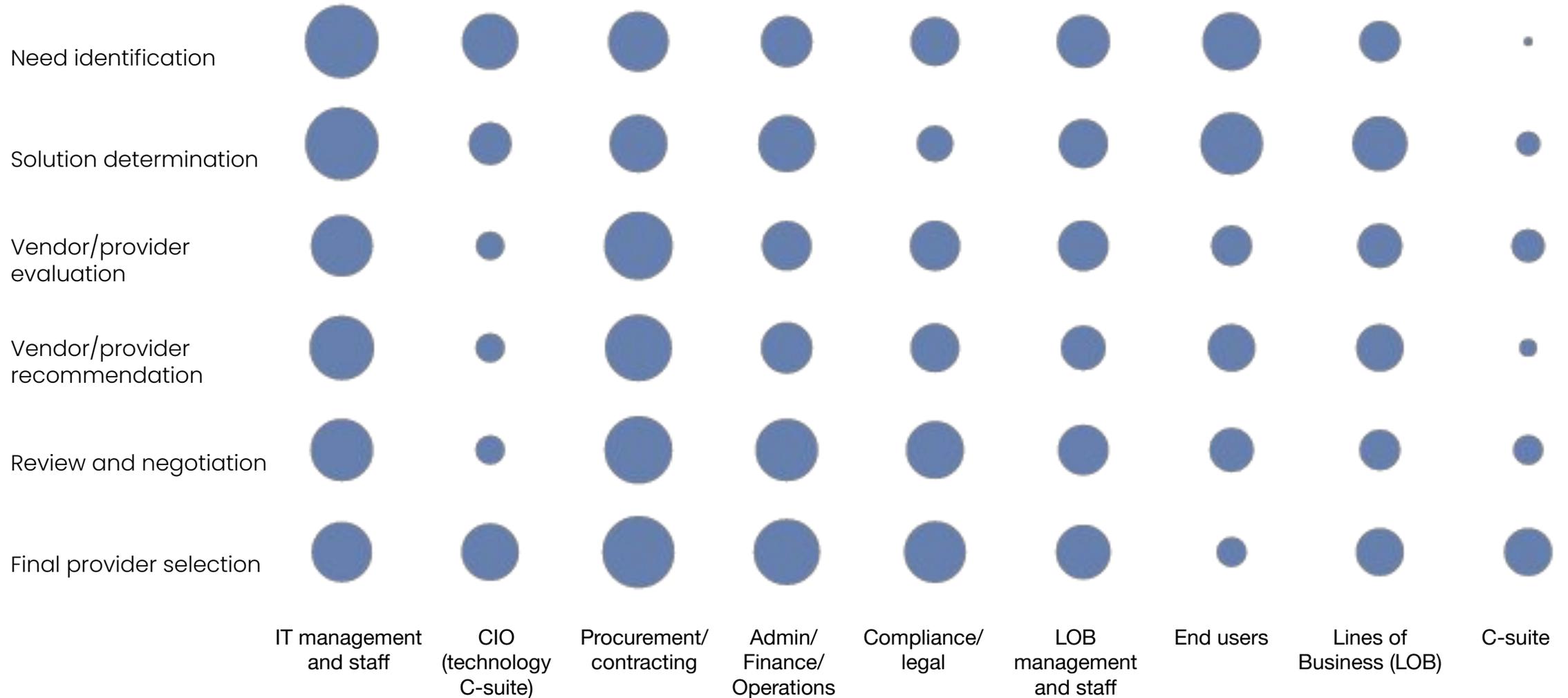
GovExec created and hosted all content on a branded destination powered by high-end site design, navigation and UX functionality.



1: Know your audience

And what they want...

> Stakeholder Involvement.



> What matters to the government audience.

- Greatest Satisfaction at Work:
 - 60%: Feeling like I'm making an important contribution
 - 50%: Doing my part to accomplish the mission
- Motivation to Work for the Federal Government
 - 87%: Taking pride in a job well done
 - 80%: serving my country

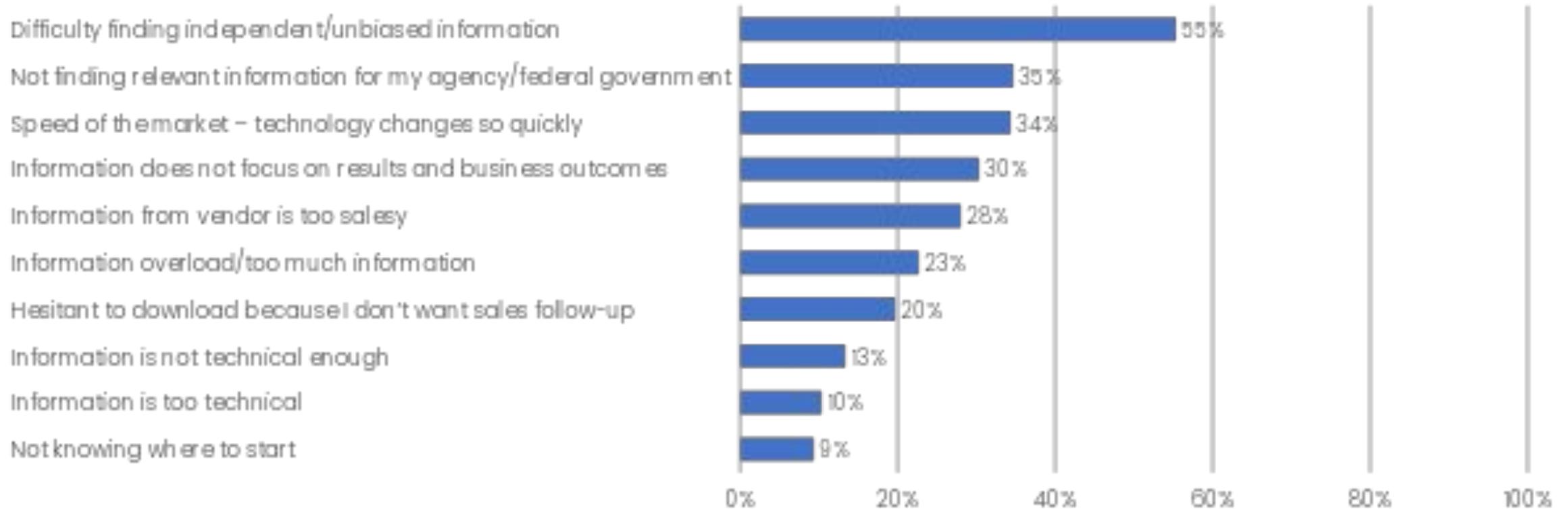




How GovExec can help

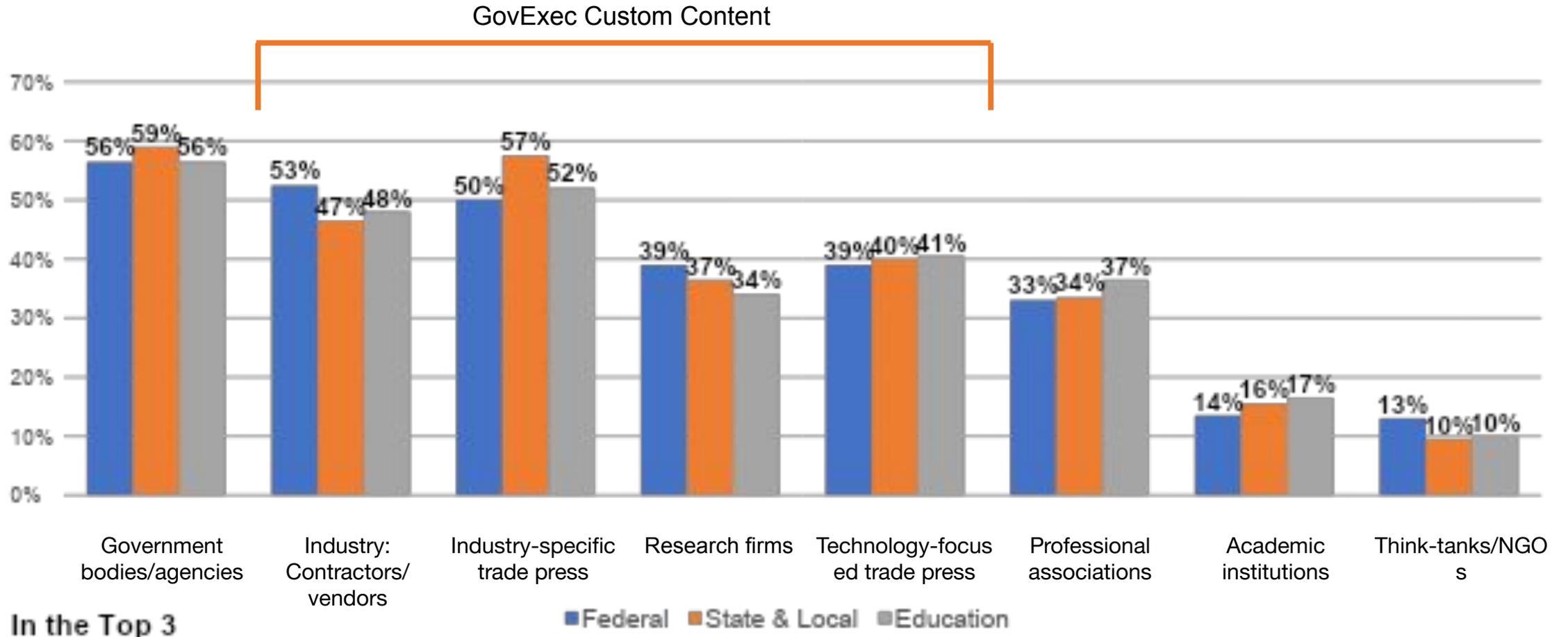
> We provide trusted content.

Federal buyers face challenges trusting content.



> GovExec provides relied upon content sources

TOTAL PUBLIC SECTOR





➤ More than just content creation.

GovExec's dynamic creative content divisions is dedicated to executing innovative, business-to-government campaigns, including ABM and social media for government, content creation, publishing and amplification, marketing strategy, and more. Rooted in an obsession with telling brand stories in unique ways, GovExec brings content to life in ways that inform and inspire the government community.



> Content that connects.

Offering end-to-end marketing services, Studio2G informs and extends client programs with audience insights, learnings from successful campaigns, content creation and the latest innovative marketing tools.

250+ deliverables a year

The GovExec difference:

- [The Talent Imperative Podcast](#) | Platinum, AVA Awards 2022
- [How Digital Twins are Reshaping the Nature of Government Operations Explainer Video](#) | Gold, AVA Awards 2022
- [Turning Passion Into Productivity for Government Leadership Voices](#), | Gold, AVA Awards 2022
- [Industry Insights: A Podcast for Government Leaders by Industry Leaders](#) | Platinum, DotComm Awards (2021)
- [The Public Sector Transformation Summit Microsite](#) | Gold, DotComm Awards (2021)

➤ **Thank you.**

Have questions: put them in the chat and we will get back to you with answers.

Be sure to download the resources for this presentation.

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