



Supercharge Your B2G Custom Content Strategy for Success



Susan Rose

Sr. Director Insights & Content, GovExec

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.



Juliet Van Wagenen

Editor, Branded Content, GovExec

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.**

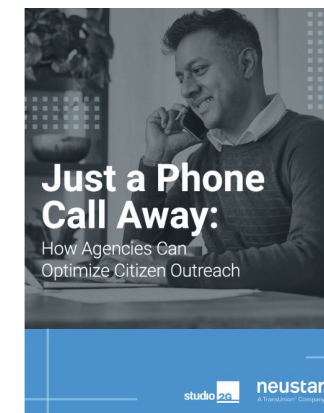
Editorial: Anything published in print or on the Internet designed to inform, educate, or entertain and is NOT created to sell or market something.

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.

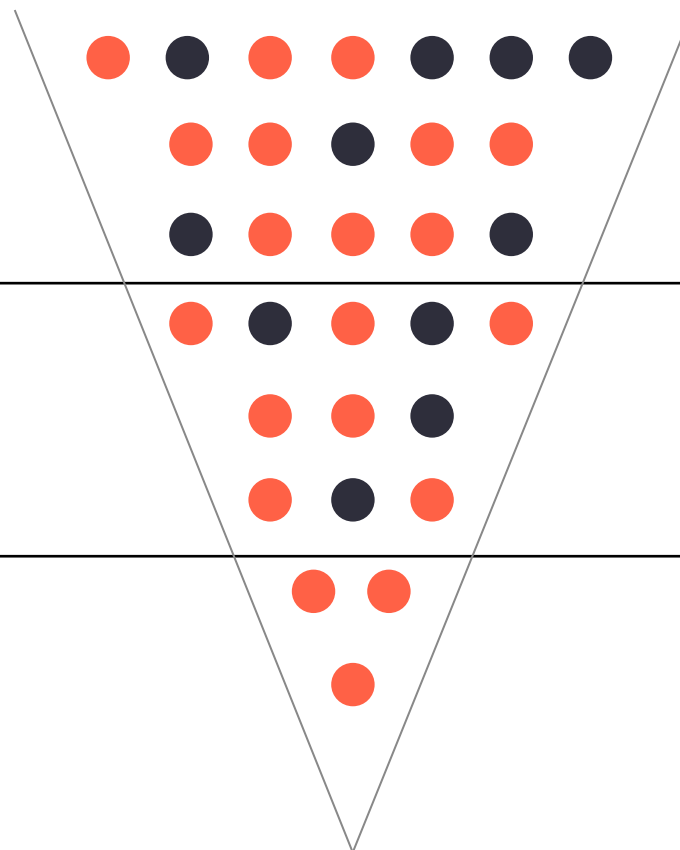
Understanding the challenge / opportunity

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



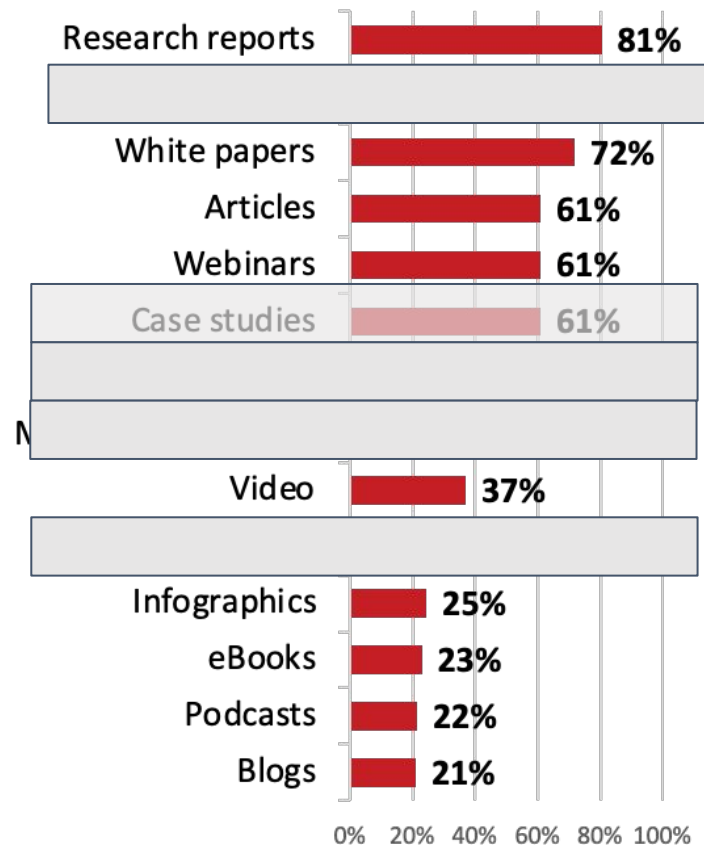
Why you need to use it

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

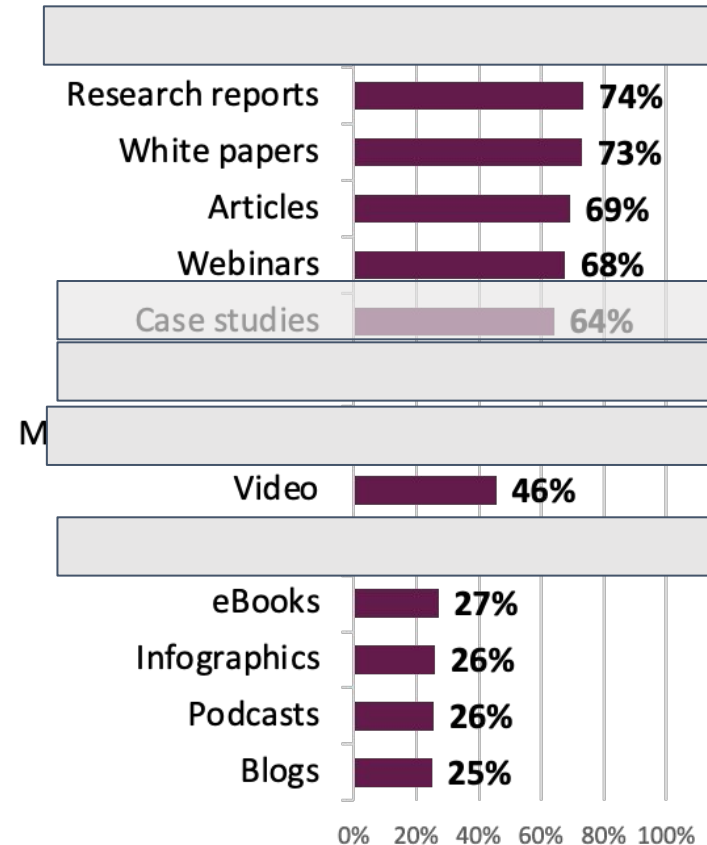
Most Valuable Content

OVERALL

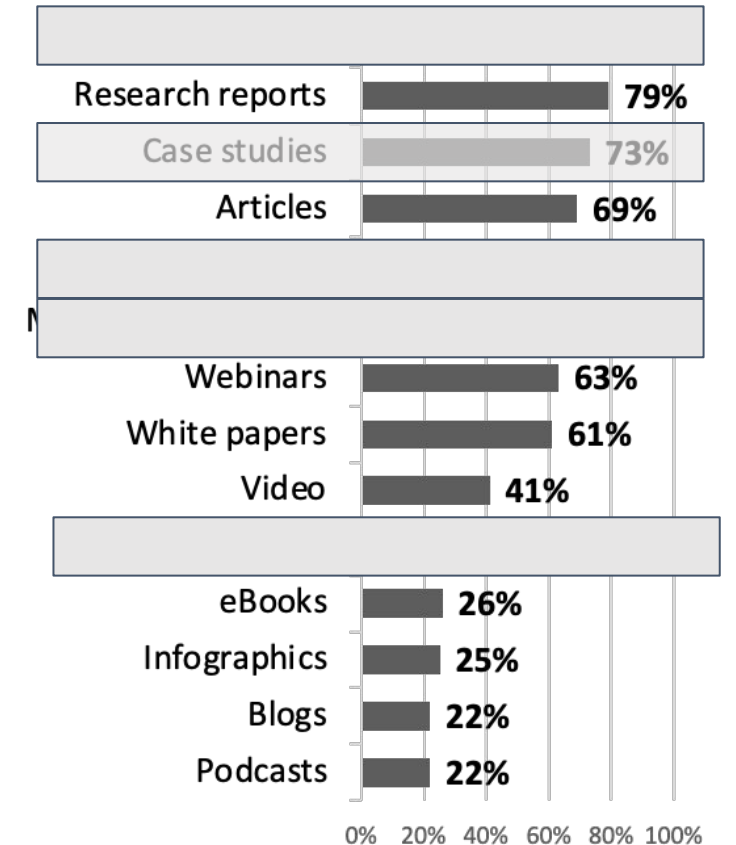
Federal



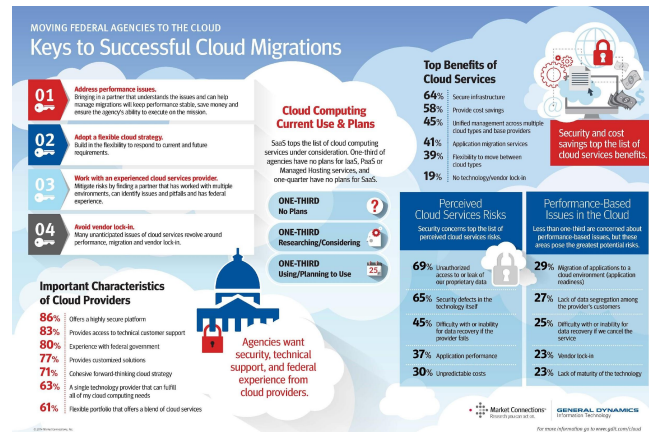
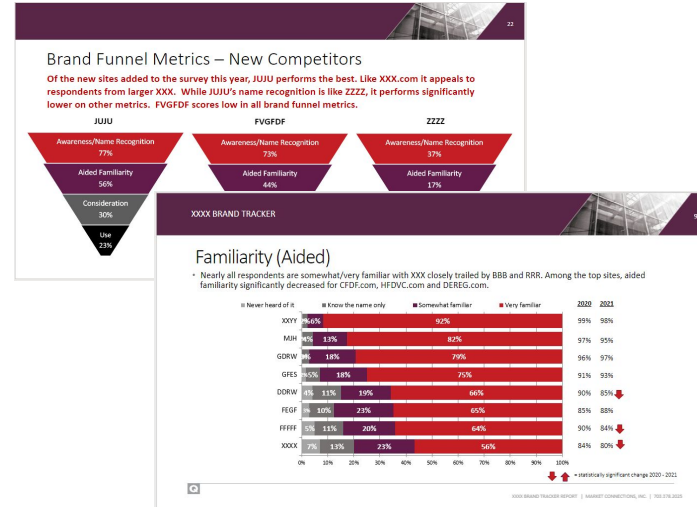
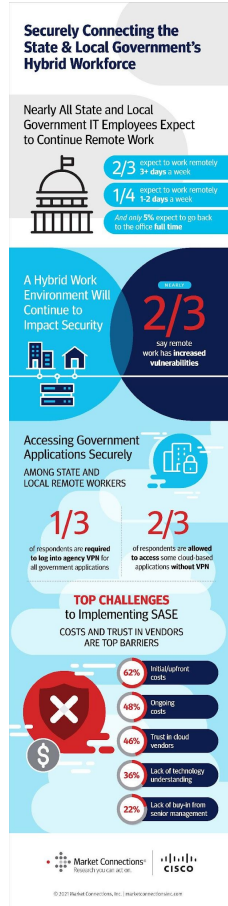
State & Local



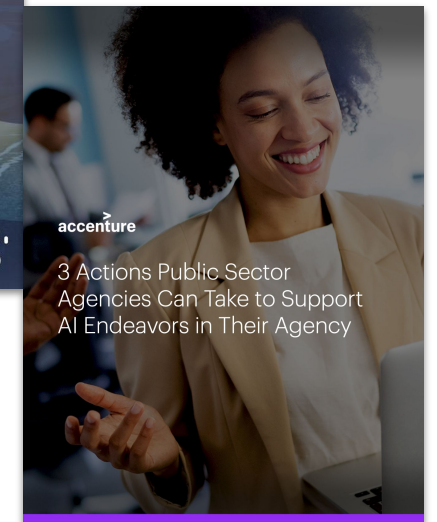
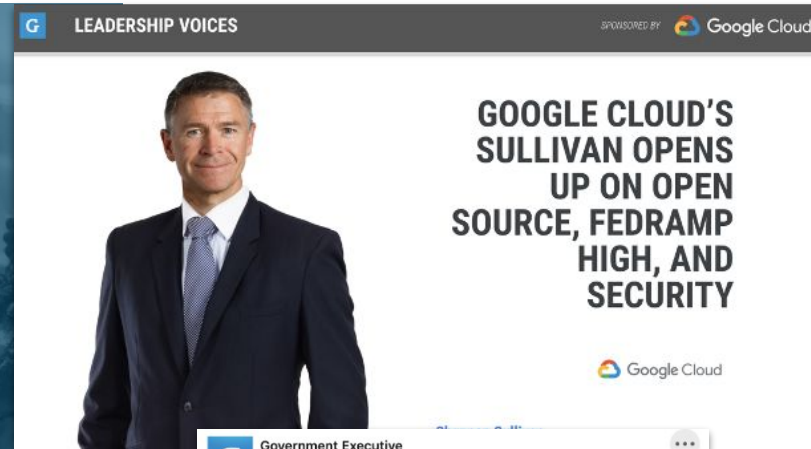
Education



Custom Content Based on Research.



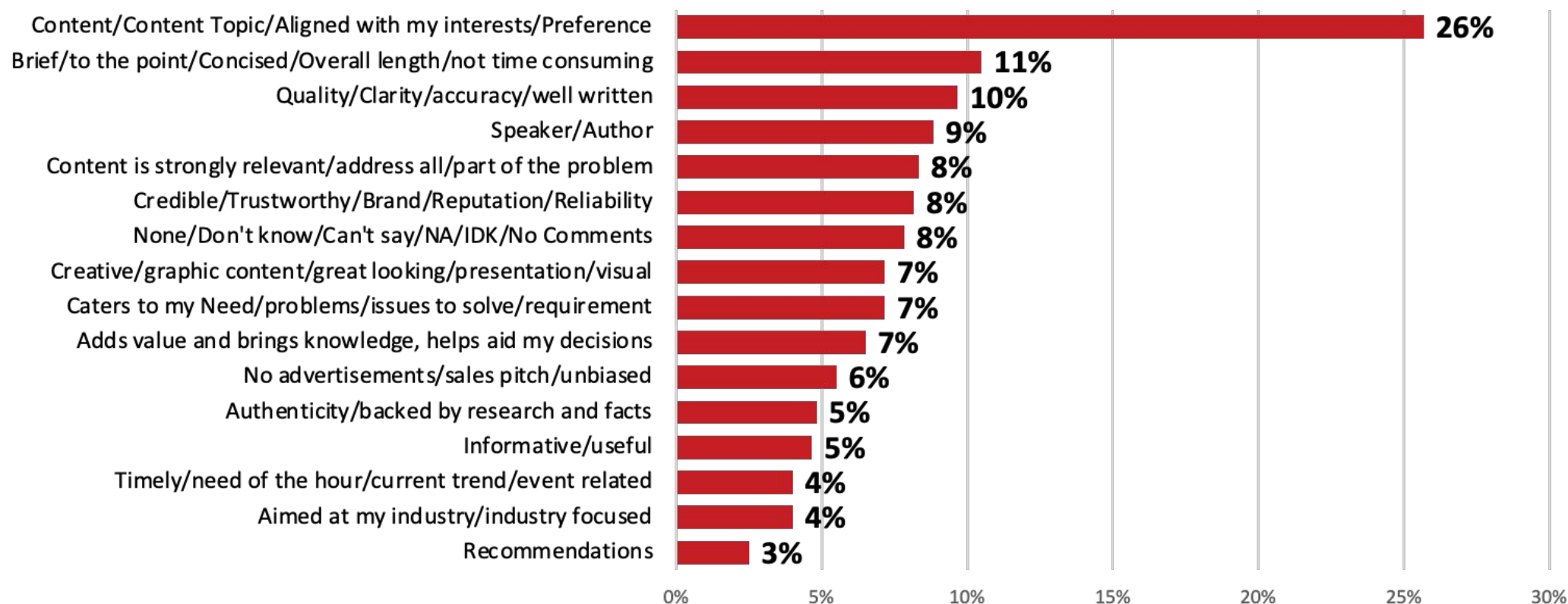
> Content Marketing Examples.



Qualities/Features That Make Content Worth Time

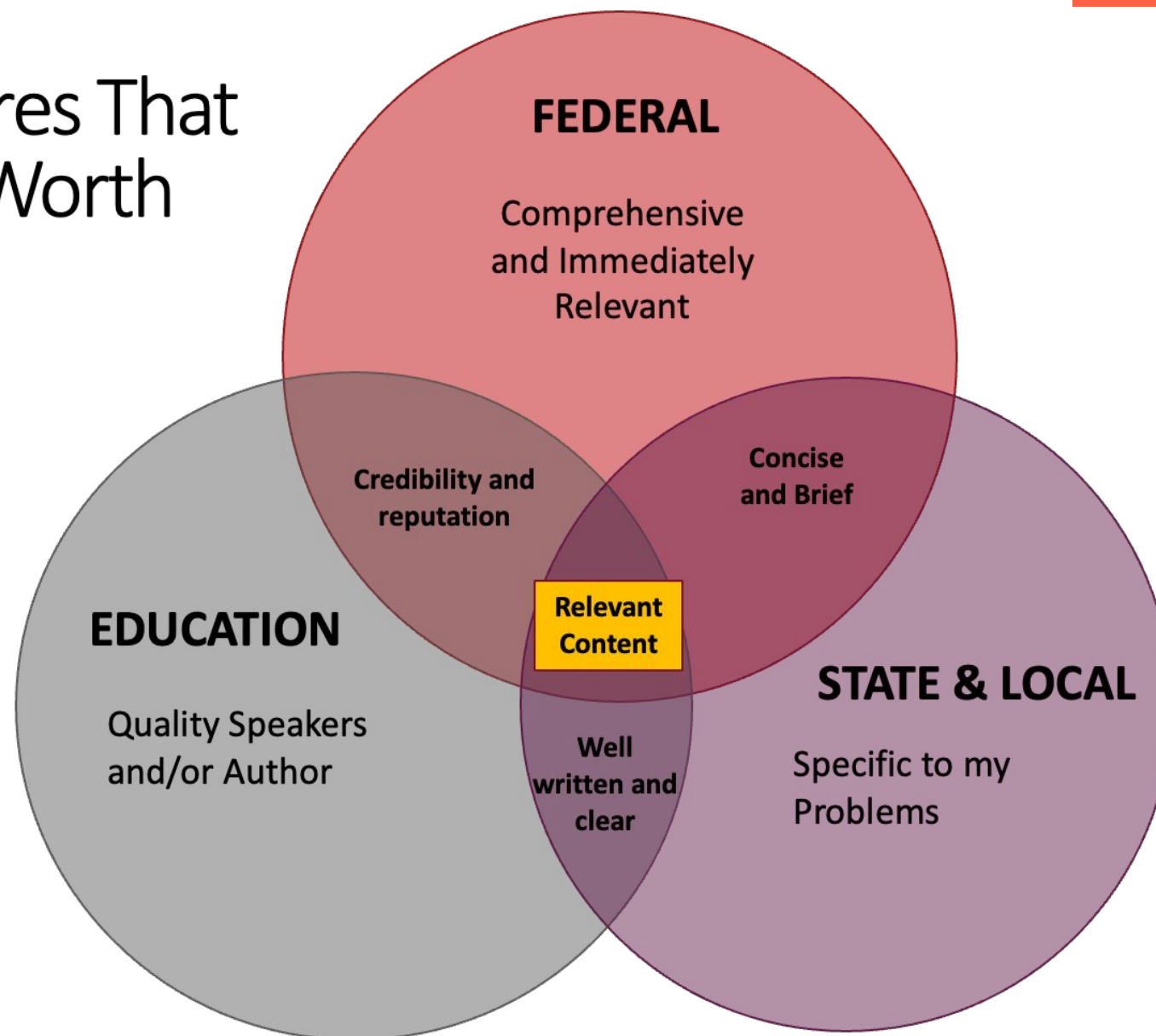
TOTAL PUBLIC SECTOR

Qualities/Features That Make Content Worth Time



CONTENT MARKETING REVIEW

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



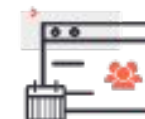
Thought Leadership.

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.



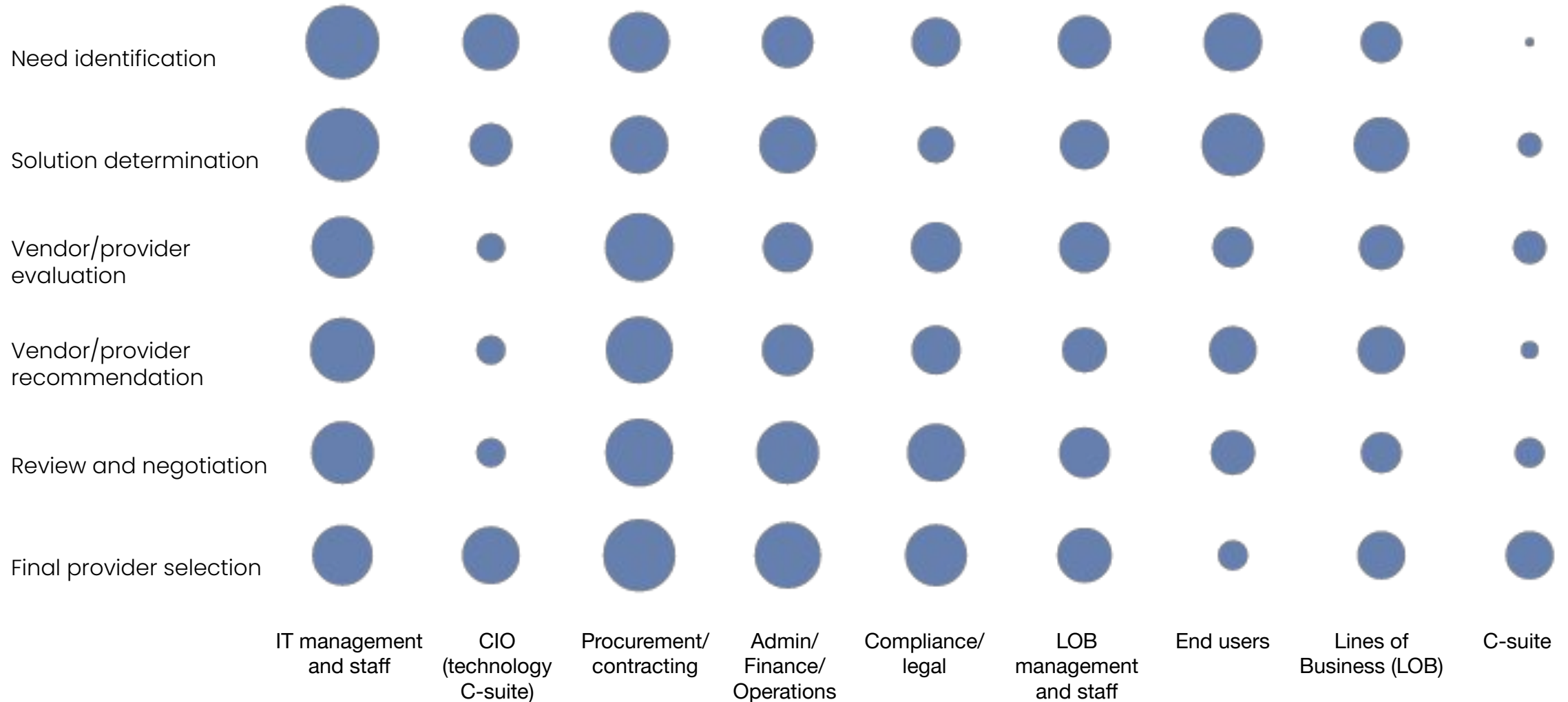
A home for content.

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.

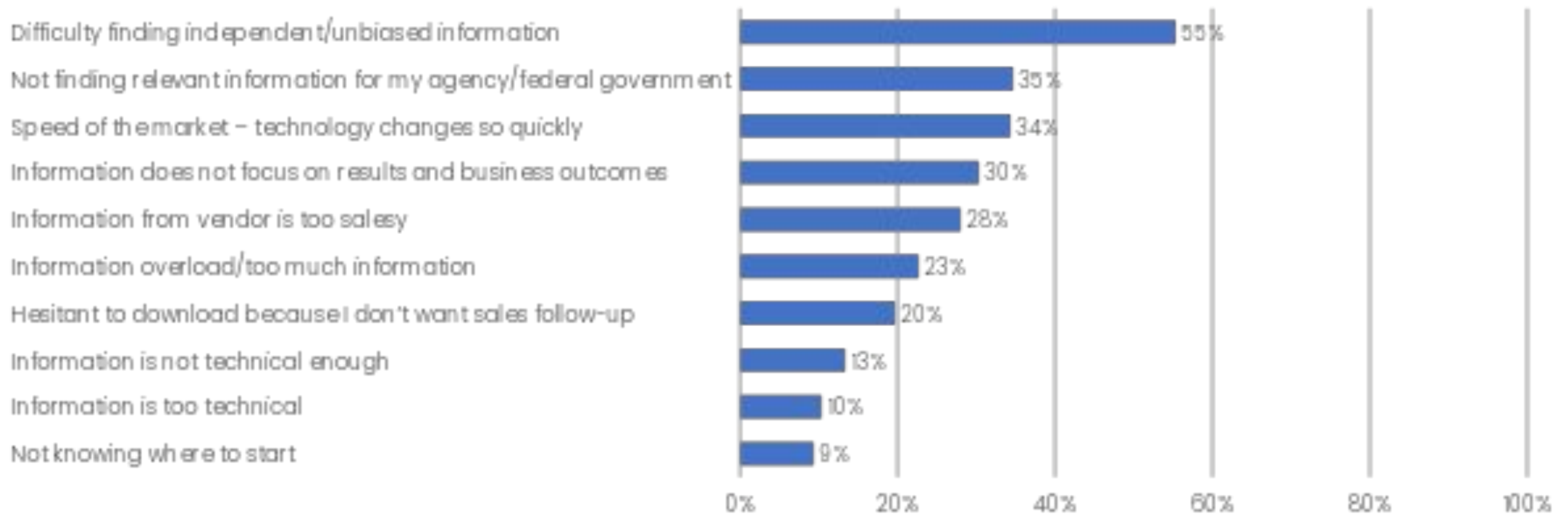
- Greatest Satisfaction at Work:
 - 60%: Feeling like I'm making an important contribution
 - 50%: Doing my part to accomplish the mission
- Motivation to Work for the Federal Government
 - 87%: Taking pride in a job well done
 - 80%: serving my country



How GovExec can help

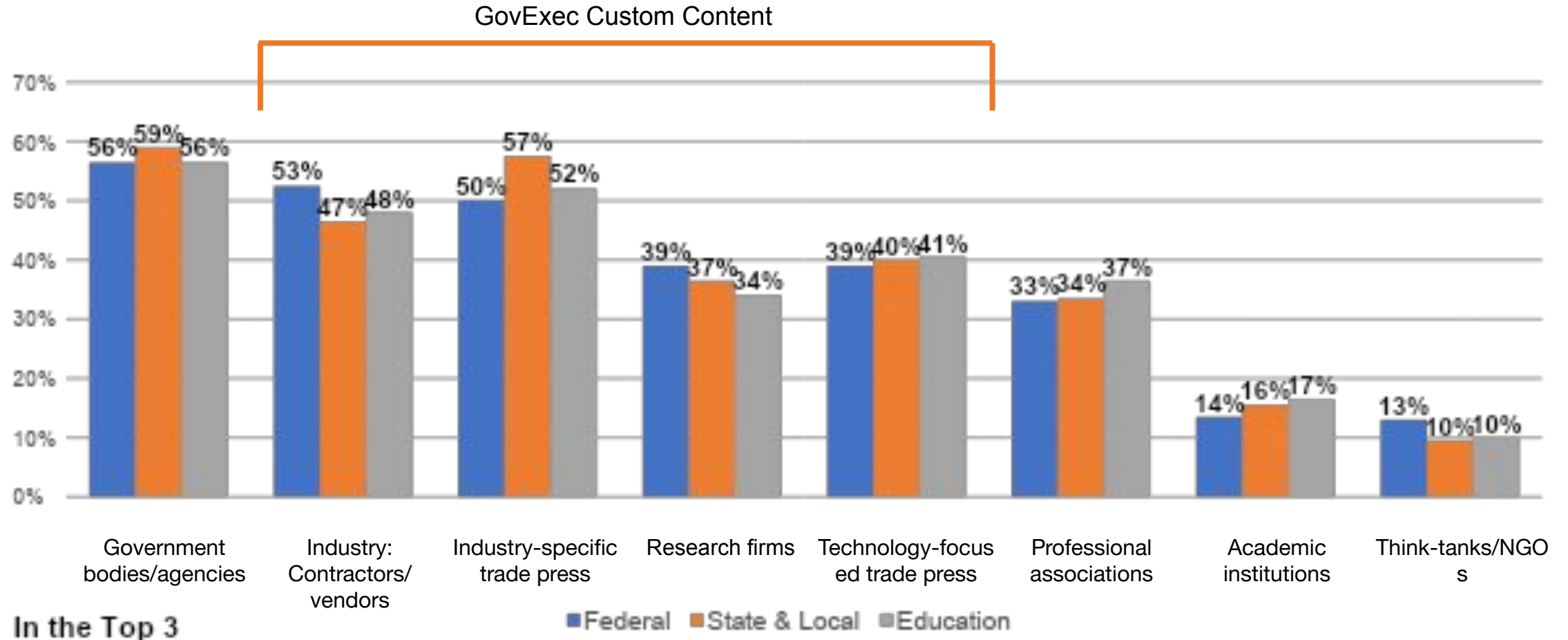
➤ We provide trusted content.

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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