

Aligning Marketing, Business Development, Capture and Proposals for Must-Win Federal Contracts

WHITE PAPER



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INTRODUCTION

Positioning a government contracting organization for contract wins can start years ahead of actual solicitations. And in today's ultracompetitive business-to-government (B2G) marketplace, it takes the collaborative effort of business development (BD), capture management, proposal team *and* marketing/public relations (PR) to be a winner among government contractors battling for federal contracts.

This white paper explores how effective four-way collaboration can make a winning difference in federal contracting. It provides the essential roadmap for capture management success:



It takes collaboration across business development, capture management, proposals and marketing/PR to win federal contracts.

- Lifecycle of a must-win government contract
- Win strategy: cross-departmental collaboration
- Creating a strategic communications “playbook”
- Visualizing results: One government contractor’s success story

BUSINESS DEVELOPMENT LIFECYCLE FOR GOVERNMENT CONTRACTING

The chances of winning a federal contract increase dramatically when the agency knows who you are before they receive your proposal. We’ll take that one step further and say that the agency should know you before the RFP is released.

Companies that want to regularly win federal contracts see contract bids as an ongoing process that continues year after year. Once they define their markets and go-to-market strategy, the business development lifecycle kicks in to position the company, identify and assess opportunities, then plan, prepare and submit proposals. Finally, for each contract, government contractors execute activities that (ideally) support winning bids for their must-win contracts.

POSITIONING, OPPORTUNITY IDENTIFICATION AND ASSESSMENT

The overarching goal of positioning activities is to make your company better known by the agencies where you want to do business. Start by targeting agencies that are expected to issue

requests for proposals (RFPs) for business you're tracking.

Focus your effort and budget on a few potential opportunities that align with the company's goals. "From a collaborative standpoint, winning a government contract starts long before an agency issues an RFP," emphasizes Mark Cianciolo, vice president of Americas for Orolia.

Here are some recommendations for getting started:

- Start positioning your company as a "thought leader." Increase your visibility and credibility by engaging in social media, writing company and industry blogs and authoring bylined articles in key trade media outlets
- Become an active member of relevant industry associations
- Go to industry shows and conferences attended by agency personnel
- If yours is a small business, get to know people in the Office of Small and Disadvantaged Business Utilization (OSDBU) for insider tips and connections
- Become part of a team already doing work at the targeted agency
- Ask partner contractors for introductions to key agency personnel
- Set up meetings with the contracting and program offices – to meet multiple office staff – with potential partners
- Gather customer and program intelligence for upcoming opportunities using market research
- Prepare early stage proposal products (resumes, past performance) and go/no go pursuit recommendations for each opportunity

If you haven't already, create an internal review board that approves which opportunities your cross-functional team will pursue. Money, people and the hours in the day are limited. Use them where you have



the greatest potential for wins that align with your overall go-to-market strategy.

CAPTURE PLANNING

Capture management is all about raising your win probability between the time you decide to pursue an expected government contract and the time the RFP is released.

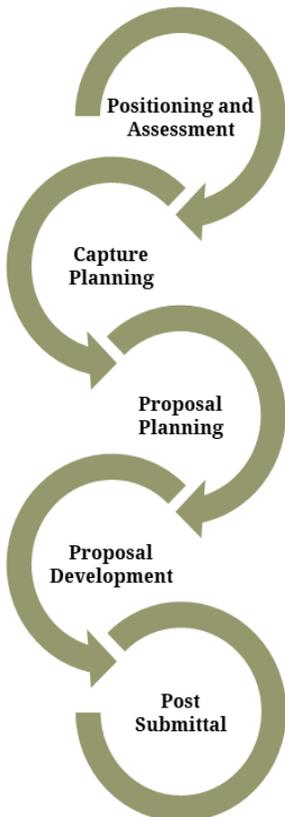
“Capture has two purposes. One is to get you ready to write the best proposal that you could possibly write,” explains Bob Lohfeld, founder and chairman of the government capture and proposal consulting firm Lohfeld Consulting. “The other part of it is to get the government prepared to award to you.”¹

As soon as your team decides to pursue a procurement opportunity, your goal is to raise expectations within the government market that you’re going to provide exactly what they want. You want to give them a sense of comfort and confidence about your team, capabilities and company. When they are ready to buy, you want them to know your company provides the products, services, bench depth and quality they need.

During this phase, your team will be working directly with the customer, as well as with industry media and communications outlets, to create the impression that your company is ubiquitous in the marketplace.

- Be sure you’re following customer thought leaders in the media and on social media
- Attend speaking events where key customer personnel are presenting – and live tweet or post on LinkedIn from the events
- Gather program intelligence and analyze data from industry research, BD staff, partners, association staff

BD Lifecycle of a Federal Contract



“Capture has two purposes. One is to get you ready to write the best proposal that you could possibly write... The other part of it is to get the government prepared to award you.”

*Bob Lohfeld
Founder and Chairman,
Lohfeld Consulting Group*



- Develop your initial capture strategy, plan, schedule and budget
- Whenever possible, directly support customer need analysis and requirements definition – as well as potential solution
- Scrutinize the Request for Information (RFI) as soon as it's issued
- Participate in Industry Day for the contract
- Post blogs and social media on topics relevant to the RFI, to tie your company's thought leadership and capabilities to customer requirements and opportunities
- Write educational industry blogs, articles and white papers on topics related to the RFI, so customer stakeholders think of you as an expert resource

This phase ends with your initial bid/no bid decision. For contracts you pursue, you'll dedicate program and proposal managers to the proposal planning and development effort.

PROPOSAL PLANNING

Federal contracting offices almost always issue a draft RFP in advance of the official RFP release. During this time, your team is dedicated to developing your win strategy and all that follows. Your proposal outline, proposal management plan, solution make/buy plan, pricing and partnering decisions all come from the win plan.

Lohfeld puts it this way, "Develop a win strategy. Identify your company's strengths and competitors' weaknesses so you can mitigate your weaknesses, neutralize their strengths and accentuate your positive discriminators."²

For proposal planning, your team will really start to shape your proposal, based on the draft RFP. You'll want your proposal to emphasize qualifications that show you have successfully completed work of the size and scope required by your targeted customer.



"Identify your company's strengths and competitors' weaknesses so you can mitigate your weaknesses, neutralize their strengths and accentuate your positive discriminators."

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- Extend customer contacts, intelligence gathering and solution approaches from the capture plan
- Build your teaming agreements and execute NDAs
- Support customer definition of needs and requirements
- Define your baseline offering
- Receive, review and comment on the draft RFP
- Update and build your library of past performance and capabilities descriptions
- Start drafting the executive summary
- Maintain an energetic thought leadership presence
- Tweak market messages as you crystallize the win themes
- Receive and analyze the customer solicitation. Be sure you read the entire RFP

BID/NO BID SELF-ASSESSMENT

- 1) Can we make a case for the government to select us?
- 2) Does our company have the capabilities and past performance?
- 3) Do we have the proposal development resources we need?

Use the RFP information for your final bid/no bid decision. Be sure you've identified in advance the criteria you will use to decide which opportunities to pursue and which ones to let go. The bid/no bid process helps you realistically assess the resources required to produce a proposal and your chances of winning.

The process involves a thorough self-evaluation as well as an assessment of the competition. A SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis is a good place to start. To make your decision, answer these questions as a team:

1. Can we make a good case for the government to select us?
2. Does our company have the capabilities and past performance to smoothly transition into the work? To complete the work?
3. Do we have the proposal development resources we need, including a price-to-win expert?

Then, make a collaborative, honest assessment. Include a formal checklist with specific questions and associated scores. Or, try a roundtable discussion involving core stakeholders. In many cases, the best decision may be to *not* bid. If you're lacking past performance and/or customer-identified strengths or differentiation, keep looking for other opportunities.

PROPOSAL DEVELOPMENT AND SUBMISSION

For those RFPs you decide to bid on, use your assessment to shape your proposal. Assign the right resources to do the proposal work. Provide collaborative support to tell your best story, so your company communicates to the government agency that you'd be an excellent partner to help them deliver on their mission.

- Finalize team and subcontractor or joint venture relationships
- Attend the pre-proposal conference
- Finalize your proposal development plan and team, with freeze dates for solution description, pricing and draft reviews
- Though you may not be permitted to talk directly to the customer about the opportunity, you can still be visible in the market addressing the issues driving the RFP. Consider paid and unpaid media options to amplify your message
- As you're building the actual proposal, build your microsite as a customer resource

When ready, conduct your final legal, finance and solution management reviews. Then, submit your proposal!

POST-SUBMITTAL, AWARD DECISION AND DOCUMENTATION

It can take months between the time that you submit a proposal and award notification. Ideally, the customer is interested in what you proposed. If so, you'll be responding to customer questions, participating in orals and submitting your final proposal revision.

This is also the perfect time to organize your proposal documentation and capture proposal lessons learned from the process.

Your team will want to complete these activities:

- Identify, write and transmit proposal lessons learned
- Respond to customer questions with supporting facts
- Prepare for and participate in customer discussions and orals
- Respond to request for best and final proposal
- Keep microsite current and continue thought leadership via social media, blogs and bylined articles

- Request and attend the customer debriefing
- Host a victory (or completion) party with the team
- Issue press releases for winning contracts, once you have customer approval
- Update the company's proposal library with revised bios, case studies and graphics

Win or lose, your team can learn a great deal from every experience. Take the time to formally capture what worked and what didn't, so your next effort will be even stronger.

WIN STRATEGY: CROSS-DEPARTMENTAL COLLABORATION

With a shared goal of a federal contract win, the stakes – and pressures – are high. Collaborative activities across your business development, capture management, proposal team and marketing/PR will ebb and flow over the course of a federal contract pursuit. However, a partnership approach behind the activity remains constant.

To achieve the best collaborative relationships, it helps to understand the role of each department – and how it can contribute to the effectiveness of your process.

BUSINESS DEVELOPMENT

Business development is on the “front line,” building relationships with prospective customers, current clients and industry peers. It's up to your BD professionals to learn about potential procurement activities before the RFIs are written. They need to constantly network, expand and deepen relationships and build credibility for themselves and the company.

Meeting the right people is easier when the company is visible in the marketplace. It also helps to have the right sales tools to educate and reassure prospective customers.

As the 2018 Federal Contractor Study from Market Connections confirms, “When it comes to business development, firms yield the greatest success through effective marketing strategies and targeting the right decision makers.”³

BUSINESS DEVELOPMENT is on the “front line,” building relationships with prospective customers, current clients and industry peers.

For most procurements, marketing dollars can be part of the Bids and Proposals (B&P) budget.

It's clear that others can support BD in building relationships. How, exactly, can your BD team help the cross functional team?

- **Invite others to the strategy table.** If you haven't already pulled your cross-functional colleagues into the planning process for the next fiscal year, what are you waiting for? Invite them to your budget session. Insist that they get a seat at your early planning meetings for each new year and major RFP.
- **Advocate for marketing's budget.** For most procurements, marketing dollars can be part of the Bids and Proposals (B&P) budget. Ensure you get the critical support you need on pursuit efforts by allocating budget dollars to fund bid-related marketing activities.
- **Educate others.** Make sure the team, especially marketing, understands the specific opportunity targets you are pursuing within the federal market. Describe your key objectives for each.
- **Share customer and industry information.** Provide regular updates on developments or concerns you hear in the market. Update and share your customer contact information with the capture and marketing team, so everyone can help the intelligence gathering process.
- **Be specific in your requests.** Marketing usually manages programs that elevate the company profile, sales support tools and content. Let them know exactly what messaging, brochures, graphics or slicks you need to support your BD activities.
- **Keep the team up to date.** As go/no go decisions happen in gate reviews, make sure the full team is aware of outcomes right away.

To avoid collaborative breakdowns, be proactive about sharing information and asking for what you need.

CAPTURE MANAGEMENT

Once the decision is made to pursue a contract, CAPTURE MANAGEMENT begins to craft the bid strategies, pricing, teaming and proposal strategy.

Capture management is responsible for winning the targeted government contract. Once the decision is made to pursue a contract, your capture manager begins to craft the bid strategies, pricing, teaming and proposal strategies for opportunity. They become laser focused on the agency, contacts and opportunity before them, to find the best way to position your company for a win.

Cliff Mangum, a Federal IT and Cybersecurity Business Development & Capture Advisor, says, "Capture executives know how to orchestrate activities in the marketplace and in the company. They are the champions for the pursuit of the opportunity, bringing in technical experts, business development experts and consultants as needed to go after the contract."

As capture management is building relationships, collecting market intelligence and strategizing, what can they do for your cross-functional team? What's most important for them to deliver to others?



"Capture executives ... are the champions for the pursuit of the opportunity."

*Cliff Mangum
Business Development and
Capture Advisor*



Together, capture management, BD and marketing can conduct competitive analysis.

- **Steer market research.** Together, capture management, BD and marketing can conduct competitive analysis. If the procurement is a recompetete, your team can identify the incumbent, learn the previous contract value and more. Capture should steer the research effort, sharing what information has been collected, what's still missing and outlining who can do what to fill in the gaps. Analyzing the research together, so your team benefits from multiple perspectives on the competitive landscape.
- **Identify key market messages.** As you develop win themes, marketing can sprinkle the target market with the exact key messages that are important to a major procurement effort. When you bring marketing in early, you'll be well-positioned to claim those messages first.
- **Jointly develop the marketing plan.** One of the fundamental

collaborative efforts for your capture manager and marketing team is a jointly developed marketing plan. It lays out the series of marketing activities required to position the company's solution with the customer.

According to Market Connections, competitive intelligence and account-specific research are two of the top three most effective marketing tools.⁴

PROPOSAL TEAM

It takes a proposal team to turn your win themes, solution offering and past performance into a proposal. One that's clearly written, well-supported and delivered on time. As soon as the draft RFP is issued, your proposal manager needs to step in to steer the proposal process – assigning tasks, ensuring quality and leading the team to complete the proposal. Your proposal writer, or writers, are responsible for preparing the narrative and delivering the content.

Creating and managing proposals is a big job and to get it right, your proposal team will need support from others. For winning proposals, seasoned proposal teams understand how they can help others to help them get it right.

- **Confirm the win strategies and themes.** Everyone on the proposal team needs to be able to translate the win strategies into a written document. Take the time to confirm, test and prove themes with the cross-functional team.
- **Secure buy-in on the story.** Your cross-functional team is a tremendous resource for testing messages and stories. Present your stories to the team first, so you have time to adjust before filling in the all the details.
- **Start building assets early.** Every proposal will include past performance. Most will include diagrams, charts or other graphical assets that support the story. Even before you know the specifics of the RFP, check your library for relevant, recent and even award-winning examples of exceptional performance for like customers. Fill in the gaps before you need them.
- **Facilitate reviews.** Proposal development and delivery is a process-driven exercise. Commit to cross-functional reviews of drafts along the way, to ensure content is developed on time and at the quality level you expect.

As soon as the draft RFP is issued, your **PROPOSAL MANAGER** needs to step in to steer the proposal process.

MARKETING AND PUBLIC RELATIONS

MARKETING and PR can sprinkle the target market with exactly the key messages that are important to a major procurement effort.

The role for marketing in capture management is unique. Marketing and public relations can sprinkle the target market with exactly the key messages that are important to a major procurement effort.

According to Mangum, “You want to get to the point where the customer sees your marketing and says, ‘I remember those guys. They are the ones we’ve seen throughout the procurement process. They get it. They understand what we are trying to accomplish and the problems we need to solve.’”

Too often, marketing is brought into the capture process too late to have optimal impact. When marketing and capture management collaborate from “Day One” – when you start brainstorming your bid strategy – you’ll develop stronger win themes, establish and promote applicable teaming strategies and better communicate your discriminating solutions.

Here are some things your marketing and PR team can do to help:

- **Be proactive.** The best marketing and PR teams don’t simply rely on capture and BD to provide information about the opportunity. They scan the market for information and feed that to the team throughout the bid process.
- **Translate win themes to marketing messages and content.** Seed the market with blogs, news articles and speakers that are “on message” to emphasize relevant company strengths and create the impression that the company is the de facto choice for the bid.
- **Create graphics to support the proposal.** As soon as you learn what kinds of charts or graphs may be needed for the proposal, offer to help. Anything you can design early in the process will speed up the final review cycles.
- **Write and issue the press release.** For winning bids, start writing the press release right away. If permitted, draft a customer quote, which may be adjusted as part of the approval process.



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Business Development and
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When marketing and capture management collaborate from “Day One,” you’ll develop stronger win themes and better communicate your discriminating solutions.

STRATEGIC COMMUNICATIONS PLAYBOOK

The better your organization is at executing a strategic marketing plan to support your bid, the more successful you will be at winning business. Marketing starts long before the RFI is issued. It starts as soon as an opportunity is identified. Though the marketing and PR teams lead the charge, your cross-functional team should help to shape the strategy and plan.

Your strategic communications plan has three objectives:

1. **Position your firm** as a recognized player in the market you are pursuing.
2. **Demonstrate to the customer** that you have the capabilities and experience they need.
3. **Convince the customer** that your company is a thought leader. For the best and brightest, the customer should deal with you.

*Strategic Communications
Playbook: Seven Core Elements*



“In the capture process, marketing’s target messaging and timing of advertising, articles, trade show attendance and press releases can greatly contribute to the execution of a successful pursuit strategy,” says David E. Gardner, a BD executive and capture manager.

BRANDING

Who is your company, and what makes you different from your competitors? One common obstacle to winning government business is having a clear and memorable way to convey past performance and expertise. Branding is critically important in a bid pursuit. The solution is to create a government-specific corporate capabilities toolkit and keep it updated. Usually, BD and marketing most closely collaborate to create the kit, designed to share with business prospects, the media and strategic partners.

“Marketing’s target messaging and timing of advertising, articles, trade show attendance and press releases can greatly contribute to the execution of a successful pursuit strategy.”
David E. Gardner
Government Contracting
Industry Executive

A strong brand will make you memorable and reinforce the capabilities that support your win themes. “Few things are more important than having the right value proposition. Those that struggle to clearly state the value of their product or service [are] less likely to win,” explains Aaron Heffron, president of Market Connections.³

Include pieces that will help you establish credibility with prospective federal customers:

- Brochure
- Case studies
- CEO letter
- Customer list
- Customer/Industry awards
- Customer reference letters
- Fact sheets
- List of services
- North American Industry Classification System (NAICS) codes
- Recent blogs
- Recent press coverage
- Recent press releases
- Staff biographies

Be sure your cross-functional team maintains regular communication about the kit, to ensure they have current versions of all materials.

MICROSITE OR PROCUREMENT-SPECIFIC WEBSITE

It is a strong differentiator for government contractors to build a targeted website or microsite for each major procurement you are pursuing. The site design (and, if possible, the URL) should reflect the branding theme developed for the procurement.



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The main function of a procurement-specific website is to facilitate access to RFP-related information for the agency community involved in the bidding process. Include an overview of company and team discriminators, in-depth company and team backgrounds, past performance validation of the company and team members, master customer list, customer quotes, RFP criteria messaging, newsroom with content specially packaged for the press and additional helpful resources.

PAID MEDIA/DIGITAL ADVERTISING

Paid media may include print, online, broadcast, billboards, social media and even outdoor exposure. One of the keys to increasing the cost-effectiveness of a media buy is to strategically position your print ads near stories about the customer or near articles featuring or mentioning your company.

"There's an opportunity for federal marketers to use many different media outlets to engage their audience, build their frequency, build their reach," explains Lisa Dezzutti, founder and CEO, Market Connections. "The trick is to make sure 1) you have the right message and 2) you're reaching them with the right tool. You've got to be where your customers are."⁵



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*Lisa Dezzutti
Founder and CEO,
Market Connections*



PUBLIC RELATIONS

Visibility in key trade journals is essential. When telling your story, PR professionals should develop messaging specific to your company's performance in core competencies related to the target opportunities.

Have your PR team survey reporters about their impressions of the company and awareness of the procurement opportunity. Submit quotes to reporters working on relevant topics and op-ed style articles from the company's subject matter experts or top executives. Write bylines that demonstrate thought leadership on an important contract criterion. Schedule press interviews for your leadership team, so they are featured and quoted in relevant articles. Published

Visibility in key trade journals is essential to the capture process.

articles and blogs help link your company's expertise to the contract. Remember to reprint articles for use as marketing collateral.

SOCIAL MEDIA

Social media can be a low-cost, highly effective way to engage with government agencies and industry thought leaders, while advancing your company's own thought leader position.

Mark Amtower, managing partner of government marketing advisory Amtower & Company, emphasizes the importance of social media when pursuing government sales, "Defining and defending your area of expertise should be job one. Job two is making certain you share this expertise in the places people will vet you: your website and social media, especially LinkedIn."⁶

Start by regularly posting on the social channels where federal government leaders are active. LinkedIn, Twitter and Facebook are the most common. YouTube is another good option. Then, do your research on key government agencies and contacts who are socially active. Follow them. Share their posts. Finally, use your posts to engage in industry social conversations, using the hashtags that are most relevant to the contract(s) your company is pursuing.

During government procurement pursuits, orchestrating trade show visibility becomes a mission-critical marketing activity.



"Share [your] expertise in the places people will vet you: your website and social media, especially LinkedIn."

*Mark Amtower
Managing Partner,
Amtower & Company*



TRADE SHOWS/EVENTS

During government procurement pursuits, orchestrating trade show visibility becomes a mission-critical marketing activity. You want to get decision makers to come to your booth or event. That requires very close collaboration between business development, capture management and marketing.

Once your win messages are incorporated into your booth graphics and collateral, you can re-use that work on multiple shows in one year. By maintaining the same theme but adding fresh messaging at each show, you can build on previous messages to a customer who is attending one or all of your events. By the time the solicitation comes

out, your customer may have seen your messaging in the show program guides, at your booth and in the trade press covering each show.

INTERNAL COMMUNICATIONS

In addition to an outreach campaign targeting external audiences, be sure to keep your essential staff aware of – and motivated to contribute to – important procurements.

Gardner agrees that internal communications must build “a groundswell of momentum.” He notes, “Internal communications must focus on why a particular procurement is strategic for the firm, what it’s going to do for business growth and profitability – and perhaps most importantly – how it is also going to benefit the organization and staff through success, incentives and greater career growth.”

Guided by a strategic communications “playbook,” the marketing department and the other members of the collaborative team can develop a winning game plan for virtually any government acquisition. In the next section of this white paper, we offer a case study about a rebranding effort that made a mid-sized government IT contractor the “Partner of Choice” for the U.S. Army and other DoD and civilian agency customers.

PUTTING IT ALL TOGETHER: ONE B2G SUCCESS

NCI is a federal government enterprise solutions and services firm in northern Virginia. NCI’s core competencies – which include agile digital transformation, advanced analytics, artificial intelligence, cybersecurity, engineering, fraud waste and abuse detection, and hyperconverged infrastructure – have evolved to ensure its ongoing success.



“Internal communications must focus on why a particular procurement is strategic for the firm...[and] how it is going to benefit the organization and staff.”

*David Gardner
GovCon Industry Executive*



A few years after graduating from the 8(a) program, NCI set its sights on several “must win” government contracts.

A few years after graduating from the 8(a) program, NCI set its sights on several “must win” contracts that would help ensure its long-term success. To continue to be successful, NCI’s executives knew they had to go beyond their existing customer base to identify leads and new opportunities. Yet leadership understood that the company wasn’t as well-known as its prime competitors. They needed an outside PR firm that understood the federal IT space and could help promote and enhance NCI’s excellent reputation. They brought in Boscobel Marketing Communications, Inc. to refine and strengthen the company’s brand, manage its public and media relations and establish a graphic brand identity.

OBJECTIVES

- Develop a brand for NCI that worked for the company as a prime and subcontractor in the systems integrator and government market.
- Quickly obtain news coverage in government trade press such as Washington Technology, Federal Computer Week, Government Computer News, Federal Times and well as local news media.
- Establish NCI’s brand throughout collateral and all graphic work.
- Position NCI for major Department of Defense and civilian contract vehicles, especially the U.S. Army Information Technology Enterprise Services (ITES) contract.

TACTICS

Boscobel first conducted an internal management survey to learn what leaders viewed as NCI’s strengths. Then, Boscobel conducted an external client perception survey to better understand what customers saw as NCI’s strengths and differentiation. Results showed that NCI’s perceived strengths were its excellent customer service and its ability to partner with larger area systems integrators.

With results in hand, Boscobel developed positioning that focused on NCI’s core competencies and solutions. Additionally, Boscobel added the phrase “Partner of Choice” to help distinguish NCI from other systems integrators.

Boscobel also refreshed NCI’s graphic identity and branded collateral material that would be used as the cornerstone of the campaign. Working with the existing logo and color palette, Boscobel

created a four-panel brochure that became the template for all subsequent collateral material. This updated brand identity was then incorporated into NCI's website, trade show booth, cut sheets and advertising.

Armed with this new branding direction, Boscobel rolled out a federal IT PR strategy. To establish NCI as the "Partner of Choice" for government customers and systems integrators, Boscobel positioned NCI as a trusted source for Federal Computer Week, Washington Technology and other key trade publications. By peppering the press with contract and hiring announcements, follow-up story pitches and offers to give the company's opinion in roundup features, Boscobel positioned NCI as a reliable source for industry and technology trends.

To establish NCI as the "Partner of Choice" for government customers and system integrators, Boscobel positioned NCI as a trusted source for targeted media.

RESULTS

Boscobel's public relations strategies garnered more than 12 million circulation hits in DC-area publications and the federal IT trade press in 12 months. NCI's chief operating officer appeared on the cover and was featured in an article of Washington Technology. NCI also appeared numerous times in The Washington Post, Washington Technology, Federal Computer Week, Government Computer News, Washington Business Journal, Federal Times and other targeted publications.

Visibility gained by the PR campaign significantly raised awareness of NCI in the systems integrator community for future teaming opportunities and government (DoD and civilian) business. In particular, Boscobel's activities were instrumental in positioning NCI as a prime player in its successful bid for the U.S. Army's ITES contract. One major PR coup was positioning NCI team members in a roundup story on the ITES procurement in Military Information Technology, adjacent to an interview with the Army CIO.

"Boscobel was able to create discriminating marketing communications and PR that was significant to attaining these awards."

*David Gardner
GovCon Industry Executive*

Gardner cites his previous successful legacy in securing significant awards such as Army ITES and ITES-2S, Army TEIS-2, VA GITTS

and others as greatly benefiting from solid PR planning and campaigns. He explains, “Boscobel was able to create discriminating marketing communications and PR that was significant to attaining these awards.”

NCI’s refreshed brand and successful PR campaign helped NCI truly become the “Partner of Choice” for government customers and systems integrators.

CONCLUSION

In B2G marketing, collaboration across business development, capture management, proposals and marketing/public relations can make or break the win rate of federal government contracts. From the moment a pursuit strategy is unveiled through to proposal submission, the most successful government contractors commit to a consistent team effort year in and year out. In the final analysis, it really does take a four-way collaborative “grand slam” to leverage all the assets of the enterprise and win more of those government contracting dollars.

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ABOUT BOSCOBEL MARKETING COMMUNICATIONS, INC.

As a government contractor, your reputation precedes you, whether that’s through the press, advertising, content or social media. Since opening our doors in 1978, Boscobel has differentiated our clients with industry-first, innovative solutions that elevate profiles and establish brands.

Boscobel is a certified Woman-Owned Small Business providing full-service digital and traditional communications support for the government contracting and commercial markets. Our clients specialize in artificial intelligence, cybersecurity, engineering, big data, enterprise IT, mobility, health care IT and more. Boscobel offers both modular and integrated programs, including M&A communications, content marketing, capture support, recruitment and social media.

Our team of passionate, senior professionals make your story resonate and bring innovation to government contractors and commercial companies that, likewise, bring innovation to their customers.

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