

Central State And Local Government

# 4 Key Factors For Successful Government Marketing

Utilizing marketing ideas well known to businesses has turned out to be increasingly common in the realm of government-to-public campaigns. Social promotion strategies have assisted greatly in providing information to individuals and groups. The use of digital marketing is on the rise and will continue to do so as government officials see the benefits and even gain popularity from it.

Here are four key factors that influence the success of marketers in the central, state and local government industry, and how Deck 7 can help with each of them.



## DIGITAL MARKETING EXPANDS REACH

Government officials are attempting to enhance their digital marketing usage so they reach more residents, particularly the individuals who are more disposed to open messages and read tweets instead of going to City Hall meetings. To better draw in and associate with their constituents on a vast scale through email, online networking, and websites, government offices are moving towards marketing automation and going to vendors for assistance.



## SEAMLESS INTEGRATION

Responsive design is a critical website approach for providing customers with a seamless experience across all device sizes. With a responsive website, government contractors and IT providers can be in front of buyers at every step of their online journey. A user viewing a website on the go via a mobile device can have the same powerful experience as when sitting in their office.

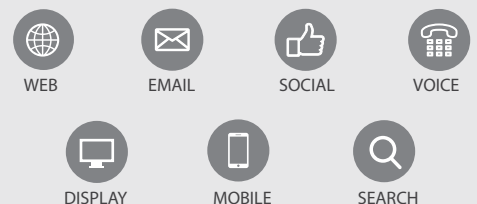
*"IT'S DIFFICULT TO DETERMINE IF MARKETING TO THE GOVERNMENT WORKS WHEN YOU BASE YOUR JUDGEMENT ON ONE TACTIC OR ACTIVITY. YOU EITHER GO IN FULL FORCE, UNDERSTANDING THE ISSUES, OR YOU DON'T GO IN AT ALL."*

**EVA NEUMANN**

With an audience of over 95 million and 31 proprietary publications across 16 industries, Deck 7 data engineers capture data and signals to provide marketers with insights about the current and potential customers and market intelligence about suppliers, partners, and competitors.

**95** + million audiences    **31** online publications  
**16** industries

Deck 7 creates high-quality content that engages your target audience and boosts traffic. We understand that content development takes time and resources, but we are here to help. Utilizing our content specialists, we create content like whitepapers, ads, infographics and several others that drive consistent messages across multiple channels like social media, your website, email marketing, and mobile apps.



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# 3



## EYE-CATCHING COLLATERAL

The web has become a go-to resource for decision makers to research products and services before a purchase. Product sheets, white papers and other pieces of online collateral can be useful supporting resources for government decision makers, but will hardly help contractors stand out in a crowded marketplace. Recognizing this, government contractors and IT providers are creating more dynamic, immersive digital experiences that can more effectively engage target constituencies and impact the decision making process.

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# 4



## CUSTOMER FIRST EXPERIENCE

Vendors often have their hands tied on how to showcase a successful project so that other agencies – or even other decision makers within the same agency – will take notice. An approach that can bear more fruit involves shining the spotlight on an agency leader or the agency itself through awards and speaking opportunities.

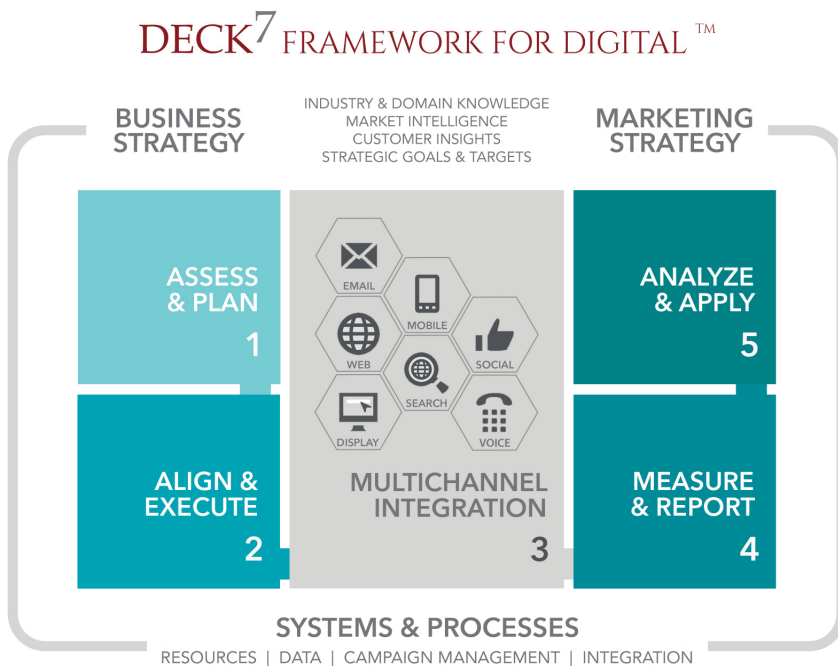
With the people and processes to deliver “customer-first” marketing programs, Deck 7 partners with clients across its 9 service areas to provide the platform needed for marketers to personalize customer experiences on a global scale.



## Deck 7

# Framework for Digital™

Deck 7's Framework for Digital™ helps marketers align their marketing strategy with their business strategy and leverage Deck 7's systems and processes to achieve their marketing objectives through a 5-step multi-channel approach.



## content

Email, newsletters, news and press releases, live and on-demand webinars, whitepapers, conferences and trade shows, infographics, blogs, podcasts, and video

Deck 7's experience in managing content and data across multiple inbound and outbound channels helps drive success for marketers at brands, agencies, publishers, and platform aggregators across the world.

## data

Business card, firmographic, demographic, geographic, NAICS/SIC, social media profile, content consumption, intent data, and install base data

## who we are

Deck 7 is a digital marketing and media company that provides brand awareness and lead generation services worldwide.

The Deck 7 team consists of over 300+ marketing specialists, data science experts, and martech engineers that execute and orchestrate over 2,800 campaigns each year.

## what we do

Deck 7 provides performance-based marketing services by orchestrating multi-channel campaigns across email, web, mobile, voice, social, search, and display.

Brands, agencies, platforms and publishers rely on us for lead acquisition at scale. Marketers from large enterprises to small and mid-sized companies use our experts for their marketing programs.

Media 7 is a network of media properties across 16 industries that provides marketers with multiple options to target markets, reach audiences, and develop accounts across 120+ countries.

Deck 7, Inc.  
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Demand Generation. At Scale.

