

Discussion: Navigating the Marketing Maze: Transitioning Between Government and Commercial Sectors

GovCon IDEATORS

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We've had some success in government but
we weren't focused on it.

OR

We heard government markets would help
us grow.

We want to do some marketing. Now what?

It's Not Just New Marketing Campaigns

- Is leadership committed that this is a long game?
- Do you have a sales team?
- Distributor if software?
- Channel program or approach? Direct or fully channel? Contract vehicles? Sub or prime? Corporate systems for compliance?
- RFP team?
- SDRs? Are there any? (if software)
- Marketing Tech Stack and Corporate IT Systems – can you identify federal, state and local, higher ed? Report on leading KPIs (once defined)?

It's Not Just New Marketing Campaigns

- Is there already inbound lead flow and web traffic or are you launching from almost zero?
- Is there a go to market plan? What government markets? (fed, state, local), is it EDU also?
- Is there budget?
- Any success in other regions if the company is global? Applicable past performance?
- Is Corporate Marketing on board/in support of this?
- If a SaaS offering are they budgeting for FedRamp if federal, committed to monitoring StateRamp? Any commercial certs?
- If they want to target DOD with software (on-premises or SaaS) are they committed to the needed certifications?
- Again, is leadership committed that this is a long game?

Group Discussion