

# Marketing Fed Certifications: FedRamp, Common Criteria, and more GovCon IDEATORS

**Lisa M. Sherwin Wulf**

Founder and Marketing Consultant  
LSW Marketing, LLC

[lisa@lswmarketing.com](mailto:lisa@lswmarketing.com)

703-350-3150

<https://www.linkedin.com/in/lisa-m-sherwin-wulf/>

August 20, 2024



FedRAMP

StateRAMP

Common Criteria

SCRM

GDPR

DoDIN APL

# Certifications, self assessments, voluntary and mandatory

HBOM

Agency approved product lists

CMMC

Software Supply Chain

FIPS 140-2

SOC 2

VPATs

ISO

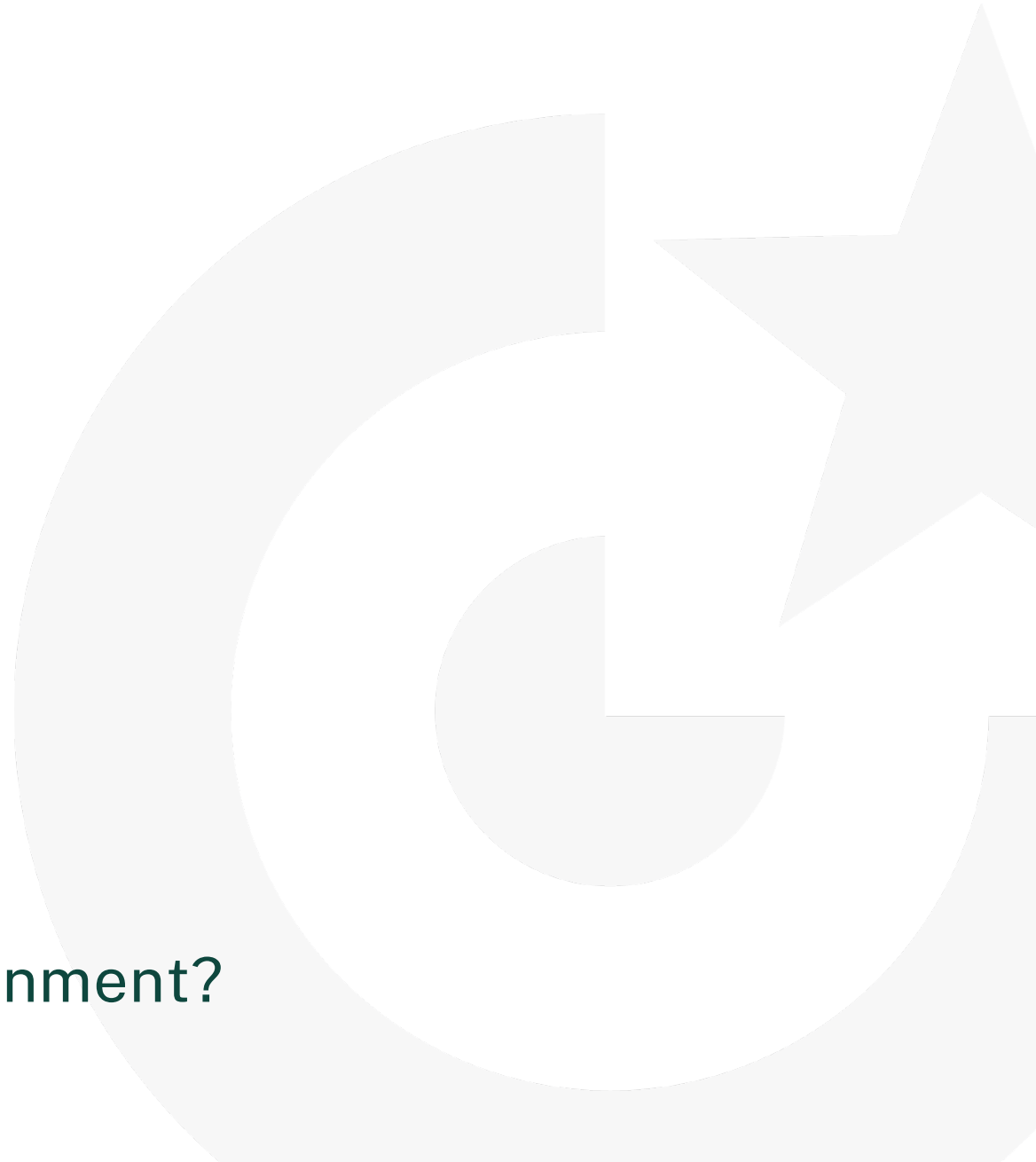
NIST SP 800-171

Impact levels

 **LSW** Marketing

# Who to market to?

- Customers
- Prospects
- Partners
- Legislative
- Influencers
- Procurement
- Other vendors?
- Just US/Federal, or global government?





# Where, when and why?

- Should you announce you're going to start a certification?
  - How broadly?
  - Risks?
  - Company revenue recognition and roadmap policies
- Best practices once you have a certification

# Group Discussion