

GovCon Ideators: Supporting Internal Marketing Teams in an Age of Slimmer Budgets

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Budgets are slimmer
Resources are flat or shrinking

What can we all do?

Budgets

- Use tradeoffs to help leaders understand what they lose and gain with budget cuts
- Align w/ sales and marketing leadership on KPIs and set targets at the outset – if it doesn't align it doesn't become a priority
- Know your corporate finance rules and different flavors of money; set aside operational funds vs. campaign

Budgets

- Find money from other departments/projects
- Stretch your budget with combined buys and joint campaigns
- Can you participate in corporate content syn, social, etc.
 - take advantage of larger buys

Resources

- Hire internal when you can – with the expertise you need
- Build stable of freelancers and vendors - scale up and down
- Know your budget rules for hiring and vendors

Resources

- Leverage corporate PMMs who want to learn public sector
- Ask for help if you're part of a larger company – you might be surprised at the help you get, including operational help
- Use data, KPIs and benchmarks to make your case

How Can Vendors and Partners Help?

- Accept prepayment from clients, break up payments across quarters if needed
- Bucket remaining budget that's use or lose against an agency on a theme vs. detailed SOW to maintain flexibility on activities
- Park money with distributors, partners, and vendors - media companies, associations
- Work with client as to what they bring in house to free up your time for another project vs. ongoing projects

Amplify, Optimize Existing Activities

- Revisit gating or not gating of content - webinars, white papers, etc.
- User experience on website – maximizing conversions from website
- Content repurposing, refreshing, new formats
- LinkedIn – beyond company/showcase page– engage your employees, execs, advisors, board members and partners

Amplify, Optimize Existing Activities

- Nurture sequences for content– pointing out specific things in the content afterwards – link back to assets
- Make sure lead timelines and who owns follow up are confirmed/arranged if doing joint buys/buys through partners/distributors
- Provide scripts, training, maximize follow up
 - Upfront planning – goals and execution, follow up after leads

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Group Discussion -
What are you seeing
and doing?