Data-Driven Marketing for Government Contractors

3 Questions to Start the Discussion

Tutorial: Using the FPDS to Target Personas

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Why should we care about the data?

Because data-driven marketing helps GovCon marketers improve their outcomes.

Tracking changes like job titles, agency growth, and engagement patterns helps us stay on top of what's happening so we can be more targeted, relevant, and effective.

The better we understand the shifts, the better we can support mission success and make informed, impactful decisions.

Question 1

What key data sources or analytics tools do you currently use to identify and target federal procurement personas?

FPDS (Federal Procurement Data System): Use FPDS to analyze past contract awards, including agency buying trends and vendor profiles, to identify target personas and tailor outreach.

SAM.gov: Monitor active opportunities and procurement notices to gather insights on agency priorities and procurement timelines.

GovWin IQ or Deltek: Leverage tools like GovWin to access detailed data on government spending, contract opportunities, and key contacts.

CRM Platforms (e.g., Salesforce, Zoho): Use CRM analytics to segment and target existing leads with relevant messaging based on historical interactions.

LinkedIn Analytics: Analyze engagement metrics on professional posts targeting federal employees to identify interest areas and personas.

Question 2

How do you balance compliance with creativity when building data-driven campaigns targeting government buyers? And great additional point by Dustin Siggins: how do you proactively help executives overcome the fear that compliance challenges might derail campaigns early on?

Stick to Fact-Based Messaging: Focus on data-supported claims and proven results, ensuring your messaging aligns with federal procurement regulations.

Emphasize Value and Mission Alignment: Highlight how your offerings solve specific agency challenges or align with their mission objectives.

Visual Storytelling: Use infographics or case studies to creatively present data while staying within the bounds of professionalism and compliance.

Clear CTAs: Keep calls-to-action simple and procurement-friendly, such as scheduling a capabilities briefing or downloading a white paper.

Question 3

What are the biggest challenges you face in interpreting and applying data to influence decision-makers in the federal procurement process?

Challenge: Data Overload

Solution: Use analytics dashboards to filter and focus on actionable insights, such as which agencies have expiring contracts in your area of expertise.

Challenge: Connecting Data to Personas

Solution: Develop detailed buyer personas using behavioral data, such as the frequency of engagement with certain content types (white papers, webinars, etc.).

Question 3

What are the biggest challenges you face in interpreting and applying data to influence decision-makers in the federal procurement process?

Challenge: Measuring Campaign Success

Solution: Use KPIs like engagement rates (click-throughs on agency-specific campaigns) or conversion rates (leads generated from federal-specific landing pages).

Challenge: Navigating Federal Privacy Restrictions

Solution: Rely on public procurement databases and aggregate data rather than attempting to personalize messaging using restricted or private data.

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Using FPDS (Federal Procurement Data System) to Identify And Target Federal Procurement Personas

Introduction to FPDS

The Federal Procurement Data System (FPDS) is a comprehensive database that tracks government contracting activities. It provides insight into how federal agencies spend money and which contractors are winning awards. By leveraging FPDS, businesses can identify key government buyers, understand agency spending trends, and tailor their marketing and proposal efforts effectively.

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Step-by-Step Guide to Using FPDS

1. **Access FPDS**

   •Go to fpds.gov.

   •Use the search bar or advanced search tools for specific queries.

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Step-by-Step Guide to Using FPDS

2. Define Your Search Criteria – Search Filters:

- **Agency:** Select the federal agency you want to target (e.g., Department of Defense, NASA).

- **NAICS Code:** Filter by North American Industry Classification System (NAICS) codes relevant to your business.

- **Contract Type:** Specify the type of contract (e.g., fixed-price, cost-reimbursement).

- **Date Range:** Narrow your search to contracts awarded within a specific timeframe.

- **Vendor Name:** Check which companies are winning contracts in your niche.

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3. Analyze Contract Data – Review Details Such As:

- **Awarding Agency:** Identify the specific agency or sub-agency awarding the contract.

- **Contract Value:** Look at the dollar value to gauge the scope of opportunities.

- **Awardee:** Understand your competitors' strengths.

- **Period of Performance:** Note the timeline to prepare for future opportunities.

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4. Identify Trends and Personas:

- **Spending Patterns:** Analyze how much agencies spend in your field.

- **Recurring Needs:** Identify repetitive procurement categories to anticipate future contracts.

- **Decision-Makers:** Use information about contracting officers listed on awards to build contact lists.

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5. Export Data for Further Analysis

- **Export your search results** to Excel or CSV format for deeper analysis. Use pivot tables to organize and identify patterns.

Practical Use Cases for Marketing

A. Building Buyer Personas

- Use FPDS data to understand agency priorities and challenges
- Create detailed personas based on:

  - **Agency size and mission.**
  - **Budget constraints and trends.**
  - **Typical procurement cycles.**

Practical Use Cases for Marketing

B. Tailoring Marketing Campaigns

- Highlight case studies that align with past contracts awarded by your target agency.

- Develop messaging that directly addresses recurring needs identified in FPDS data.

Practical Use Cases for Marketing

C. Timing Campaigns

- Use period-of-performance data to time outreach and proposal submissions strategically.

- Identify expiring contracts to position your business for re-compete opportunities.

Pro Tips for Maximizing FPDS Insights

1. **Combine FPDS with Other Data Sources:** Use SAM.gov and GovWin for additional insights.

2. **Track Competitors:** Regularly monitor which companies are winning contracts in your niche.

3. **Follow Agency Trends:** Set up alerts for spending changes in your industry.

4. **Engage Decision-Makers:** Leverage contracting officer names to connect on platforms like LinkedIn (always adhering to ethical boundaries).
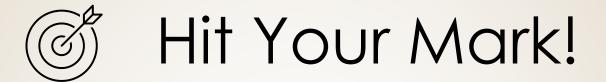
Common Challenges and Solutions

- **Challenge: Overwhelming Amount of Data**
- **Solution:** Start with focused searches using specific NAICS codes or agency names.

- **Challenge: Difficulty Interpreting Data**
- **Solution:** Use analytics tools (e.g., Tableau, Excel pivot tables) to visualize trends.

- **Challenge: Staying Updated**
- **Solution:** Set up regular FPDS queries and export results to track changes over time.

Conclusion

FPDS is an invaluable tool for government contractors to gain insights into federal spending and procurement patterns. By understanding how to extract and analyze FPDS data, businesses can craft more targeted marketing campaigns, build strong buyer personas, and position themselves for success in the competitive government contracting space.

Additional Resources

1. **FPDS Training Videos:** Visit the official FPDS training library.

2. **NAICS Code Directory:** Use census.gov to find relevant codes.

3. **GovCon Marketing Tips:** Follow industry blogs and LinkedIn groups for updates.

Hit Your Mark!

Using Data-Driven Strategies for Federal Wins.

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