





## **Discussion Topics**

- Defining your Business Identity & Brand
- Conducting Market Research
  - Defining your federal market
  - Determining your target
- Passive Marketing Processes
  - SAM & DSBS Profiles
  - Website
- Active Marketing Processes
  - Communicating Potential Solutions
  - Direct mail/email
  - Business Cards & Other Marketing Materials
  - Capability Statement(s)





# **Defining Your Business Identity**

#### 9 Easy Steps to Define Your Company's Identity

- Even if you sell the most innovative products in the world, your company is just another face in the crowd without a well-defined identity.
- Your identity isn't a logo, a tagline, or even a name, though those things are all important ways that identity is expressed. Your company's identity is its purpose, vision, mission and values. In other words, it's the beating heart that informs everything your company does, not just what it looks like from the outside.
- 9 Steps to Defining Your Company's Identity
  - 1. Know what you stand for
  - 2. Define what you're \*really\* selling
  - 3. Study your audience
  - 4. Study the competition
  - 5. Brainstorm your vocabulary
- Understand how identity informs decisions
- 7. Communicate your identity
- 8. Design your brand identity
- 9. Nurture your company identity





https://www.crazyegg.com/blog/how-to-define-your-companys-identity/



## **Defining Your Business Identity**

Define what you're really selling in the government market place...

- Main line(s) of business
- ❖ Where are you operating → which geographic regions?
- What are your competitors doing now?
- What can you do or offer differently?
  - ✓ Strengths
  - ✓ Weaknesses
  - Opportunities
  - ▼ Threats





## **Branding Your Business**

#### How to Brand Your Business in 7 Simple Steps (with Examples!)

- Why is it important to brand your business? Regardless of size, organizations of all kinds need to invest in branding to stay relevant.
  - ✓ Stand out! Your values, story, brand promise, and other assets provide avenues through which you can showcase your uniqueness. Set yourself apart from your competitors
  - ✓ Become more recognizable → make yourself more memorable. When customers can identify your company based on physical, visual, & auditory elements, it breeds familiarity & fosters trust.
- 7 steps to brand your business:
  - 1. Identify you audience
  - 2. Create your value proposition
  - 3. Determine your mission and core values
  - 4. Define your brand personality
  - 5. Create brand assets
  - 6. Integrate them across your channels
  - 7. Be consistent



https://www.wordstream.com/blog/ws/2021/09/23/how-brand-your-business



# Why Do Market Research?

Like any type of research, the purpose of market research is to gather information, specifically information concerning the validity of a product or service within a particular market. This type of information makes it easier for companies to anticipate and meet consumer demand, thus allowing them to better satisfy their customers and stay ahead of the competition.



It's not a complicated concept: <u>better data yields better results</u>. Thus, in the business world, good information is the key to improving <u>ROI</u> and turning a <u>profit</u>.

Here's why:

#### Market Research Reduces Uncertainty

The *purpose* of market research is straightforward enough: to gather insight. However, "purpose" is an overarching term meant to define a comprehensive mission, a "<u>reason for being</u>," so to speak. In more specific terms, the goal of market research is threefold. First, market research reduces uncertainty. Directly asking consumers about their opinions, preferences and wishes allows a company to know — rather than guess — about how to provide the products and services most valued and needed.



## Why Do Market Research?



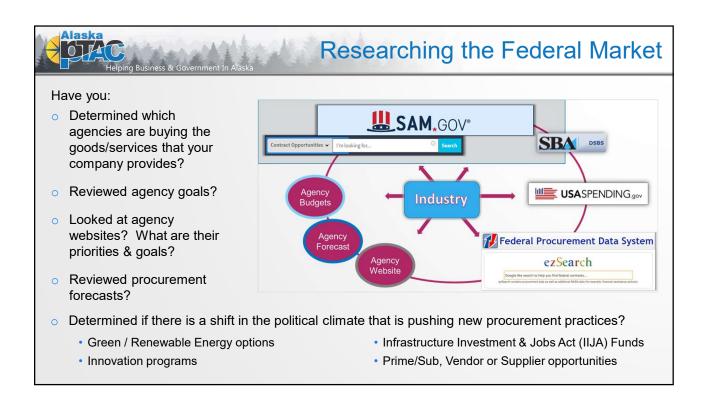
#### Market Research Minimizes Risks

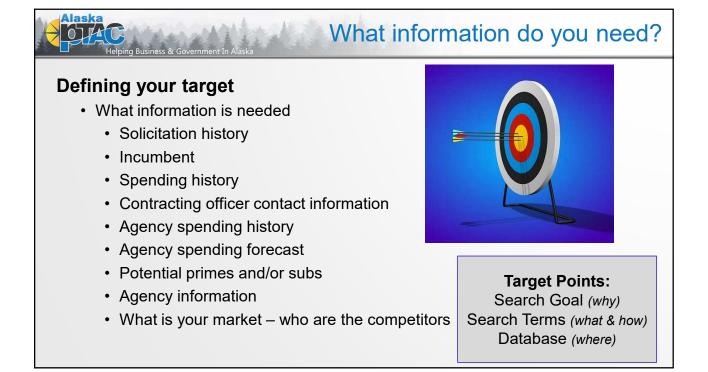
The purpose of market research also deals with using information to minimize risks. Indeed, information acts as insurance; by speaking directly with key players in a market, a company gains valuable and timely insight that can inform its decisions, thereby advancing the probability it will achieve success.

#### Market Research Informs Action

Finally, the purpose of market research is to gather information so that a company remains cognizant of past and current market trends so that it can act in ways that anticipate and meet *future* demand. Oftentimes, the key to business success is simply staying ahead of the competition. Market research can provide the facts needed to remain a step ahead of everyone else.

https://www.cfrinc.net/cfrblog/purpose-of-market-research#:~:text=Market%20Research%20Minimizes%20Risks&text=Indeed%2C%20information%20acts%20as%20insurance,probability%20it%20will%20achieve%20success.







### Search Criteria

### **Building Search Criteria**

- Keywords how do you define what you do/sell?
- NAICS Codes https://www.census.gov/eos/www/naics/
- Product Service Codes (PSC)
- Federal Supply Groups (FSG)
   http://support.outreachsystems.com/resources/tables/pscs/
- Unique Entity Identifier (UEI) numbers of Competitors
- DoDAAC Department of Defense Activity Address Code

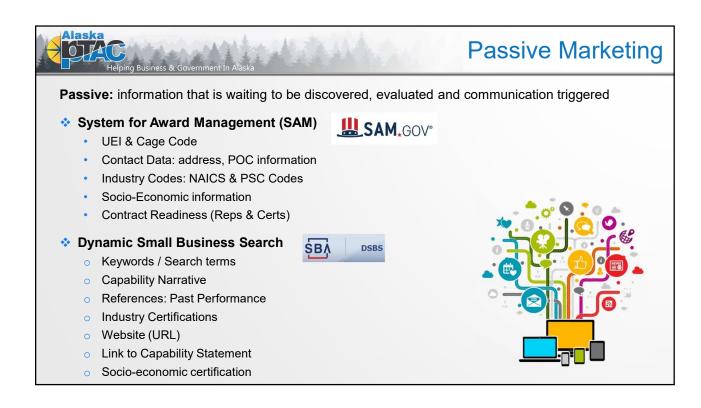


## Marketing → Promoting

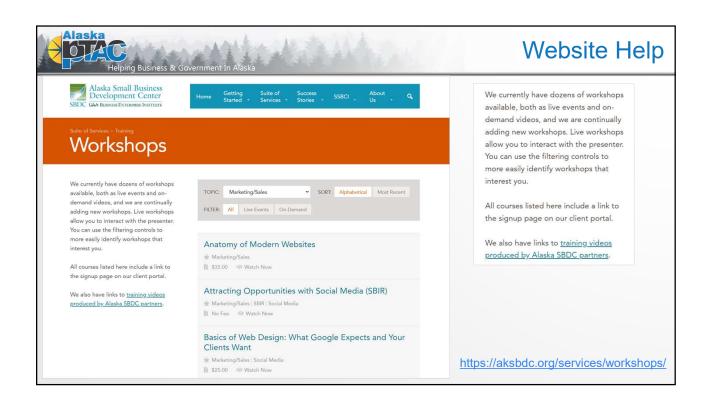
Getting the message out - promoting your business

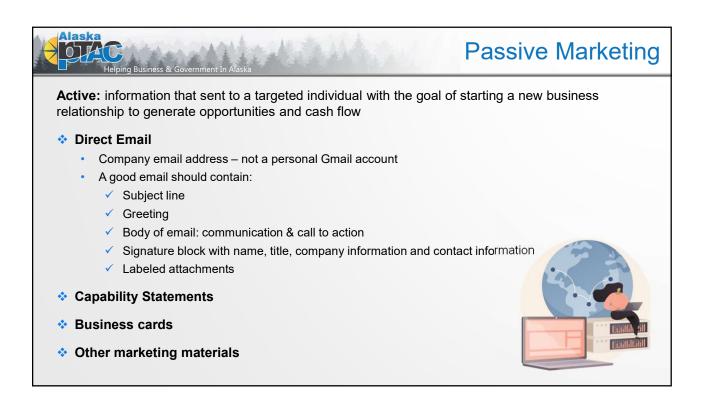
- How are government buyers going to learn about your business?
  - Do you have a advertising strategy built into your business plan?
  - How are new clients finding you? Social Media? Website? Word of Mouth? Traditional media marketing (TV, radio or print)?
- Passive vs. Active Marketing
  - Passive: information that is waiting to be discovered, evaluated and hopefully triggering a potential client to reach out to you
  - Active: information that sent to a targeted individual with the goal of starting a new business relationship to generate opportunities and cash flow

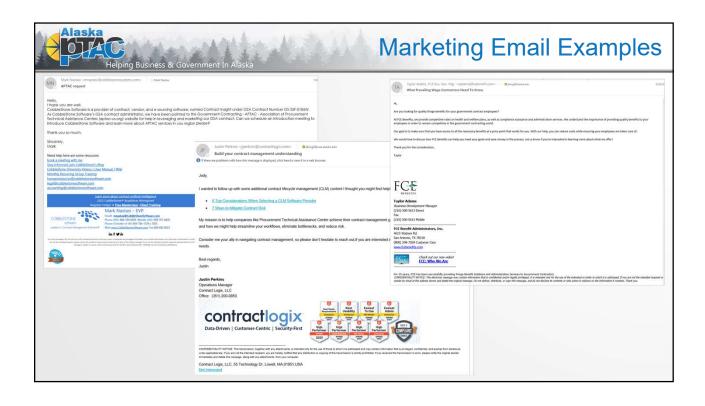


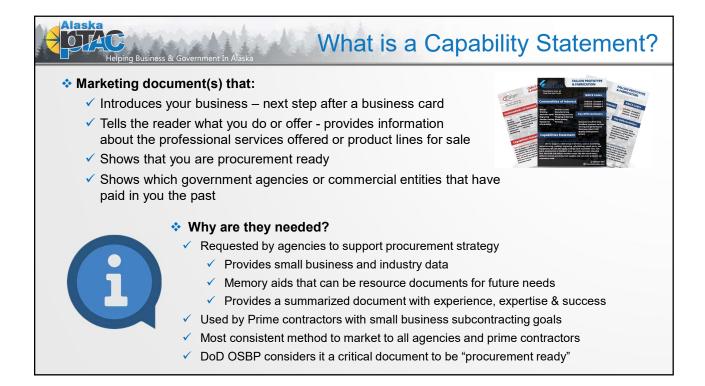


















# **Questions?**

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How can the Alaska PTAC help you?