



# Getting Savvy with Social Media

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HARNESS THE POWER OF SOCIAL MEDIA TO  
GROW YOUR BUSINESS

# ABOUT THE SPEAKER

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**Digital Marketing and Communications Manager,**  
Queens Economic Development Corporation

B.A. in Psychology; Certification in Digital Marketing

Experience in Email Marketing, Social Media  
Marketing, and Branding Marketing

# BY THE END OF THIS WEBINAR YOU WILL LEARN...

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1. What is social media marketing
2. Why it is important for government contractors to have a social media presence
3. Four social media fundamentals everyone must know
4. Six steps to stay current on social media and get a step closer to securing government contracts

# What is Social Media Marketing?

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- The use of virtual platforms to:



- Connect with your target audience



- Promote your product or service

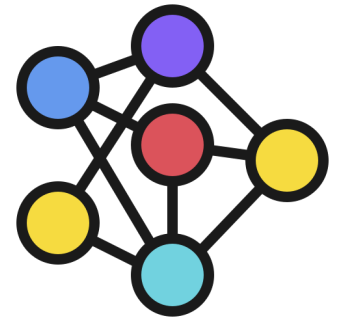


- Achieve your marketing goals
  - i.e. build your brand, increase sales, drive website traffic

# Why is Social Media Marketing Important for government contractors?

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- It is a place of easy access for government agencies
- It shows the loyalty and trust of an audience or community
- It establishes the company as an industry influencer and leader
- It generates buzz about the company's products and services
- It projects a positive brand identity that can set one company apart from others
- It can be an indicator of how well the company is managed



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*The key to social media marketing is  
reaching your target audience  
wherever they live, work or play.*

# 4 Fundamentals You must Know to Master Your Social Media Marketing

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1  
Your  
Target  
Audience

2  
Your  
Brand  
Voice

3  
Your  
Social  
Media  
Platforms

4  
Your  
SMART  
Goals

# 1. Know your audience

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- Who is your typical customer?
  - age, gender, location, education level, income, buying behavior, interests/activities, and life stage (such as new parenthood or retirement).
- What challenges/pain points are your potential customers trying to solve?
- What motivates your customers? What's their end game?
- Are they contracting officers or end users?

The answers to these questions will create your buyer persona and provide the basis for the key marketing messages you'll craft.



# Buyer Persona Example

## John Johnson



**Title:** Marketing Manager

**Decision-Maker:** No

**Industry:** Software and Technology

**Age:** 30

**Salary:** \$75,000/year

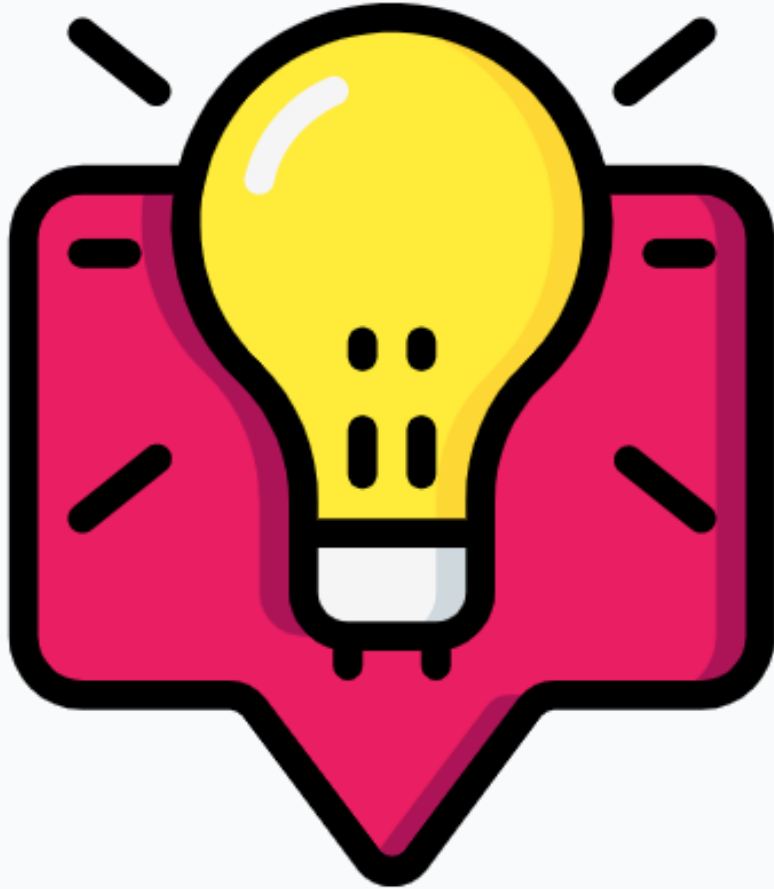
**Education:** B.S. in Marketing

**Goals:** Deliver qualified leads to sales to grow user base and achieve revenue goals.

**Challenges:** Need to improve conversion rates on website with more relevant content.

**How We Help:** Connect John with tech savvy tech writers through ClearVoice.

**Messaging Strategy:** Focus on how to increase engagement for John by providing subject matter experts to write B2B content.



## MASTER TIP:

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Once you create a buyer persona, give it a name. It's easier to “talk” to John who you now know instead of talking to a 30-year old marketing manager.

## 2. Know your Voice & Style

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- If your brand was a person, how would you describe its personality?
  - Think of three words
- Think of the set of values your business was built on
- Think of the language your audience is speaking online
  - Millennials vs. Baby Boomers
- Establish the do's and don'ts of your brand voice

# Brand Voice Example

Voice characteristic	Description	Do	Don't
Passionate	We're passionate about changing the way the world works.	Use strong verbs Be champions for (industry) Be cheerleaders	Be lukewarm, wishy-washy Use passive voice
Quirky	We're not afraid to challenge the status quo and be ourselves.	Use unexpected examples Take the contrarian viewpoint Express yourself	Use too much slang or too many obscure references Use jargon, overplayed examples Lose sight of the audience and core message
<i>Irreverent</i> (secondary characteristic of quirky)	We take our product seriously; we don't take ourselves seriously.	Be playful Use colorful illustrations or examples	Be too casual Use too many obscure, pop-culture examples
Authentic	We're going to give you the tools and insight you need to make your job easier. That may not always be through our product.	Be honest and direct Own any issues or mistakes, and show how you will address them Stick to your word	Use marketing jargon or superlatives Overpromise Oversell the product's capabilities



## MASTER TIP:

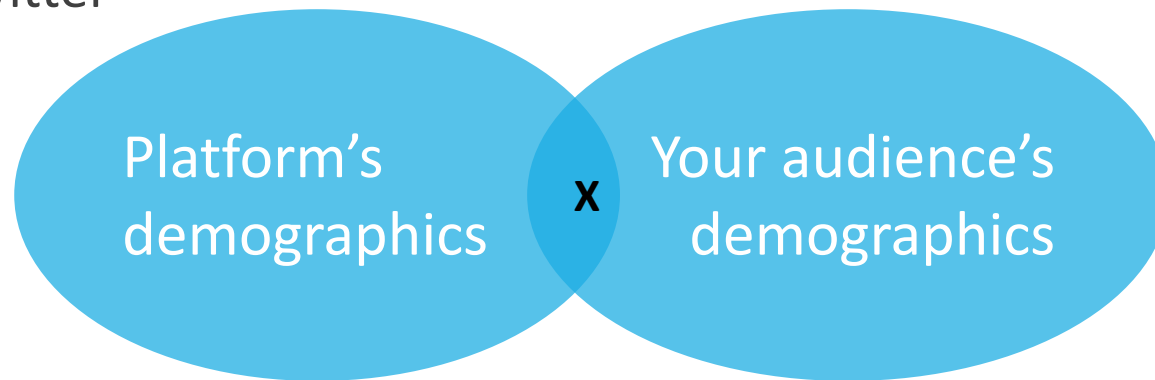
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Train everyone who will have contact with your corporate messaging on social media. Everyone must understand and speak the brand.






# 3. Know Your Platforms

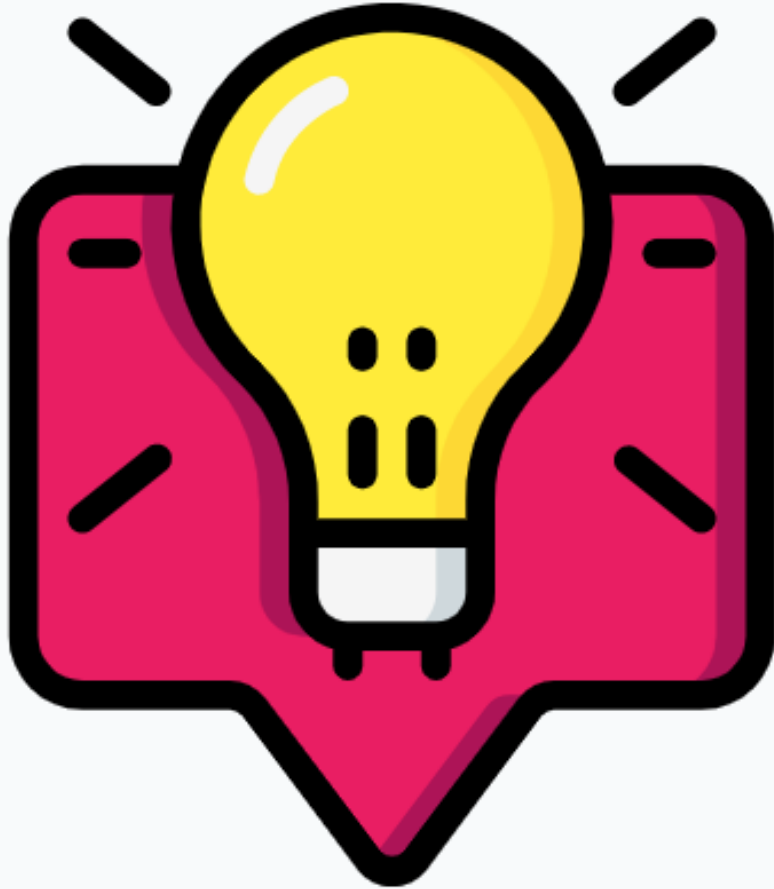
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- Where are your customers spending their time and sharing content?
- What type of content do they care about seeing?
  - Video tutorial vs. News
- What type of content is used on these channels and how frequent should you post on them?
  - LinkedIn vs. Twitter



# Platforms examples

Network	Number of Users	Demographic Information		More Info
	2.4 billion people	65% female / 35% male	48% aged 18-34. 31% aged 35-54	SM network with the largest audience. Main focus: interaction with friends and family.
	335 million people	62% female / 38% male	66% aged 15-34	Open network geared towards conversations via short messages.
	500 million people	69% female / 31% male	60% aged 25-54	Open network geared towards building professional connections.
	1 billion people	68% female / 32% male	80% aged 18 - 42	The platform for sharing visual content
	1.9 billion people	Reaches more U.S adults than any other cable network	The predominant user base is 18-42	The platform for hosting and sharing video content



## MASTER TIP:

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Go deep, not wide. Pick your top 2 platforms, nurture them, and make your presence felt there. Not sure where to start? Check what is working for your competition. Also, check platforms where you see your audience is not being served...



# 4. Know Your Goals

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- Decide on your definition of success
  - Are you aiming to get leads or sales? Increase your brand and product visibility?  
Building relationships with your community?
- Establish SMART goals
  - They have to be Specific, Measurable, Achievable, Realistic, and Timely
  - How many leads do you want to collect in six months? How can I do this?
- Know your metrics
  - How will you measure success?

# Business Objective Example

Business objective	Social media goal	Metric(s)
Grow the brand	<b>Awareness</b> <i>(these metrics illuminate your current and potential audience)</i>	Followers, shares, etc.
Turn customers into advocates	<b>Engagement</b> <i>(these metrics show how audiences are interacting with your content)</i>	Comments, likes, @mentions, etc.
Drive leads and sales	<b>Conversions</b> <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	Website clicks, email signups, etc.

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*Contracting officers are interested in learning more about the challenges, opportunities, and trends they are seeing, and how it impacts their ability to meet constituent needs.*

# 6 steps to stay current on social media and get a step closer to government contracts

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1. Evaluate your active business pages
2. Network and cultivate relationships
3. Overshare your past performance
4. Build community and trust
5. Tell your story and share the people behind It
6. Show your innovative side



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# CAPABILITIES STATEMENT

## ABOUT WIDESCOPE

Widescope Consulting Contracting and Services delivers information technology and staff augmentation services to the federal government, state and local municipalities. We bring to bare fast, reliable, immediately productive, and experienced resources from multiple disciplines to reduce risk and ensure customer satisfaction. Utilizing customer focused demand management processes, we continuously prepare and develop talent tailored towards your specific needs.

We constantly strive to be a company that delivers an outstanding work product without requiring a lot of maintenance from our government clients. Our ultimate goal is to surpass your expectations and make your job easier, not more difficult.

## CORE COMPETENCIES

Widescope Consulting Contracting and Services helps customers meet their technology objectives by providing technical resources to meet their short and long term IT requirements related to the following:

- Staff Augmentation
- Project Management
- Program Management
- Software Development
- Executive Administration

## PAST PERFORMANCE

- Submarine Fiber Optics Mapping & Cabling
- Cyber Security & Visitor Management Solutions
- Facility Management & Security Modernization
- Dynamic Dashboards for Data Mining & Analytics
- Software & Website Development/Maintenance
- IT, Communications, & Internet Connectivity
- Advanced Training & Curriculum Development
- Modern Video Teleconferencing (VTC) Installations

## FEATURED CLIENTS

- Space and Naval Warfare Systems Command (SPAWAR)
- US Defense Information Systems Agency (DISA)
- The Christian Methodist Episcopal Church
- Naval Computer and Telecommunication Station (NCTS)

## CODES & CERTIFICATIONS

- Service Disabled Veteran Owned Small Business
- Center for Verification Evaluation (CVE) Certified
- Minority Owned Small Business
- 8(a) Business Development Program
- DOT certified DBE
- CAGE Code - 743B9
- We Accept Credit & Purchase Cards

NAICS CODES: 541330, 541512, 541611, 541612  
541614, 561320, 541519, 611430

DUNS NUMBER: 079310444 CAGE CODE: 743B9



rafael marrero & company  
The Business-to-Government (B2G) Experts

Capability Statement  
FEIN: 223976369 | DUNS: 016956715

# Helping Companies Break Into the \$500B Federal Market

We are a full-service provider of federal contractor registration, federal certification services, market research, training, marketing, proposal management and GSA Schedule services. We position you to bid on and win government contracts.

Our BBB Accredited and A+ rated firm is one of America's fastest growing privately owned companies and Inc. 500 Honorees.

## CORE COMPETENCIES

- Federal Contractor Registration - System for Award Management (SAM) contractor registration, SBA Dynamic Small Business Search (DSBS) Optimization, FEMA Disaster Response Registry
- Federal Certification Services - SBA 8(a), HUBZone, CVE VetBiz (SDVOSB and VOSB), Federal Transportation (DBE Certification) and Woman Owned (WOSB/EDWOSB) certifications
- Federal Contracting Market Research and Federal Buyers List
- Federal Proposal Management
- Federal Marketing Plan Development
- Business-to-Government (B2G) Strategic Communications
- Federal Sales Training
- GSA Schedules | Federal Supply Schedules Processing

## DIFFERENTIATORS

- 30+ Years Professional Experience
- Inc. 500 Honoree | Supplier of the Year | Best 50 Workplaces
- A+ Rating with the Better Business Bureau (BBB)
- Official Certification Partner of the USHCC
- ¡Hablamos Español!

## PAST PERFORMANCE



## INDUSTRY CODES NAICS

541611	Administrative & General Mgmt Consulting Services
541613	Marketing Consulting Services
541618	Other Mgmt. Consulting Services
561409	All Other Business Support Services
611430	Professional & Mgmt. Development Training
611710	Educational Support Services

## PSC

8423	Support - Professional: Intelligence
8701	Support - Mgmt.: Advertising
0317	IT & Telecom - Web-Based Subscription
8410	Support- Professional: Program Evaluation / Review / Development
U099	Education/Training- Other
8408	Support- Professional: Program Mgmt. / Support
U009	Education / Training- General
8599	Special Studies / Analysis- Other
8409	Support - Professional: Other
8702	Support - Mgmt.: Data Collection
8506	Special Studies / Analysis - Data
8405	Support - Professional: Operations Research / Quantitative Analysis
8699	Support- Administrative: Other
8707	Support - Mgmt: Contract / Procurement/ Acquisition Support
8799	Support - Mgmt: Other
8406	Support - Professional: Policy Review / Development

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*You need to find where your customers are and join them, not force them to find you.*

# STEP 1: Evaluate Your Business Pages

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- Locate and document all your social media profiles
  - How much activity do you have and what do you use it for?
- Verify accuracy and consistency of all details across these profiles
- Update the About section to reflect your most recent Capability Statement
- Add names to photo files you upload so they appear on search engines
- Make your certifications visible (where possible)
  - Mention them in your Facebook profile information
  - Add them to an Instagram story highlight or create a dedicated LinkedIn post
- Examine your current content and your SMART goals
  - Create new ones if needed

# Facebook



- Build relationships and create community
- Grow loyalty with your existing customer base
- Share all types of content including hyperlinks
- Create the best targeted paid advertisement

# Twitter



- Explore hashtags (#example) to search for information or to build your brand
- Share up-to-date news and real-time happenings
- Facilitate some of the best customer service
- Post countless tweets



# Pinterest



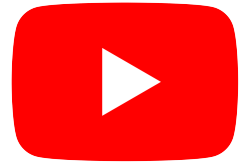
- Create an online scrapbook of images
- Use strong graphics
- Popular for recipes, style ideas, striking photographs, and DIY crafts
- It is linked to strong retail sales and popular with women

# Instagram



- Favorite place to post pictures
- Easier to build a new audience here than on Facebook
- Popular for art, food, beauty, products, and events
- Easy to find information through hashtags and locations

# YouTube



- High effort, can be high reward
- View content on YouTube even if you are not a registered user
- Tag your video content properly and it will do well on Google search
- Perfect for “How To” videos

# LinkedIn



- Higher percentage of male users
- Interact based on someone’s profession and/or career
- Useful for B2B lead generation and general networking
- Establish your business as a thought leader in your industry

# STEP 2: Network and Cultivate Relationships

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- Where do you want to get invited and noticed?
  - Remember you are representing your business and brand similar to any in-person networking event or procurement fair
- The only way to interact right now is online. Use it to build your presence
- Join Facebook or LinkedIn groups and engage in conversation
- Follow influencers and government agencies and interact with their posts
- See what's trending on Twitter using your industry's hashtags and repost

# STEP 3: Overshare Your Past Performance

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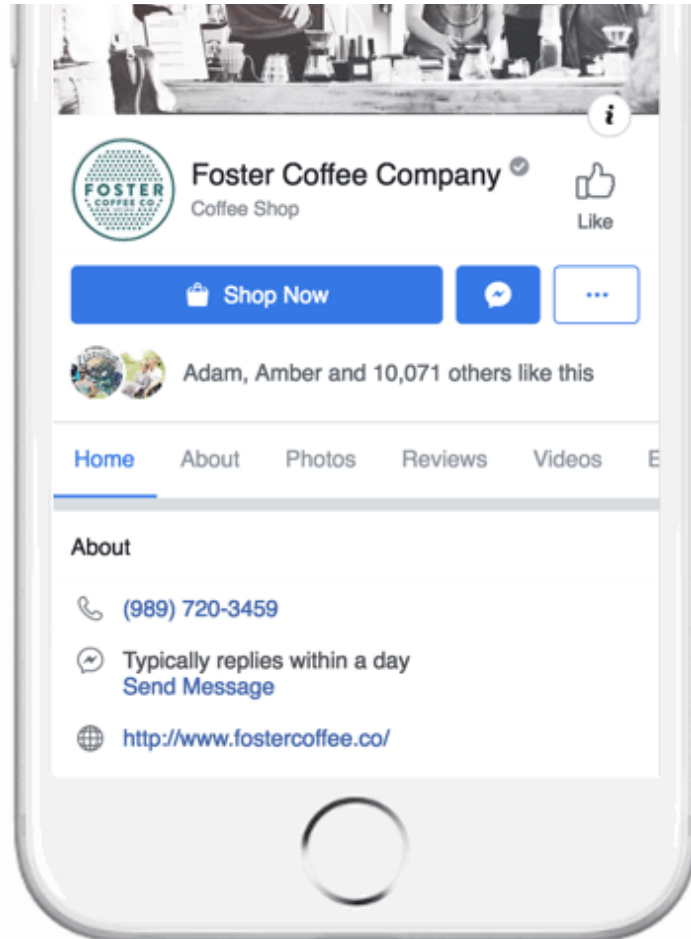
- Hearing from previous customers is very important to your audience
- Government decision-makers are looking for past experience and success because they want to minimize risk
- Showing them comprehensive customer stories or testimonials with similar challenges or goals gives a buyer a way to connect to your brand
- If you don't have any testimonials, reach out to request some
  - Explain how important these are to your company right now. Is this all you can do until you can get back on your feet?
- Do you have featured clients?
  - Highlight them individually and tag them

# STEP 4: Build Community and Trust

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- Engaging with your current followers and showing your appreciation will create familiarity and trust
- Your brand advocates will spread the news about your services and become the undeniable “word of mouth”
- Are users tagging you on posts or leaving comments? Share and tag them back. Frequency and consistency are key for this step
- Don’t know what content they want to see? Ask them!
- Buyers prefer to work with government contractors who will handle their concerns or issues immediately...

# Build Community and Trust (2)



- Use social media to provide and handle customer service. It will show that your business and brand will go the extra mile to service customers
- Reduce your online response time. You want the "Very responsive to messages" badge
  - Remember it is visible on your page

# STEP 5: Tell Your Story and Show the People Behind the Brand

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- Humanize your business and make your brand feel less like a corporate entity and more like a friend
  - It's one of the most popular marketing strategies right now
- Tell your story but stay true to your brand identity and your services
  - Can you mention your M/WBE certification? Great!
- Showcase the expertise of your employees or reveal the valuable work that happens behind the scenes
  - Everyone contributes to your company's success
- For B2G marketing, remember to carefully blend facts with emotions during your storytelling

# STEP 6: Show Your Innovative Side

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Things are not business as usual. Make it known that you are working through these unprecedented times:

- Have you expanded your market or product line?
  - Is your distillery now making hand sanitizers? masks? Selling medical supplies?
- Did you get creative with your services?
  - Are you offering delivery?
  - Are you offering virtual tours?
- Have you established partnerships with other companies?
  - Are there incentives for your customers?



# Show your innovative side (2)

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Use different ways to highlight your efforts online

- Create plenty of content and tag key relationships
  - There are new profiles and pages dedicated to COVID-19 efforts
  - Local organizations are very active and looking for information
- Ask your followers and friends to share on their platforms
- Ask community group admins if they can share your content
  - There's a higher chance that your post will be seen by the group members
- Consider running a paid ad or a special offer for your new service
  - Keep your offers desirable and with clear deadlines

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When you have content that's engaging and also useful, you give your users a reason to keep coming. Get them to stay long enough and they end up shopping anyway.

# Keep in mind...

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- Social media alone is not enough to help land government contracts. Don't neglect other traditional forms of marketing
- The goal of social media right now is to keep you current and “legitimate”
- Don't forget to establish your marketing fundamentals (buyer persona, brand voice, channels and SMART goals) before creating content
- Share valuable content to build a strong online presence. This will help you build loyalty, attract attention and stand out from the competition
- Last but no least, testing is your best friend. See what works and what doesn't work for you, your audience and your channels

# Questions?

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Feel free to contact me:

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