



Helping Business & Government In Alaska

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)



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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
 6. Understand how identity informs decisions
 7. Communicate your identity
 8. Design your brand identity
 9. Nurture your company identity



Make the most of every visitor

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



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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

SWOT ANALYSIS



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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 your 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

**OBJECTIVES
APPEARANCE
VALUES
TONE
IDENTITY**

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



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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: [better data yields better results](#). Thus, in the business world, good information is the key to improving [ROI and turning a profit](#).

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 "[reason for being](#)," 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.



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Why Do Market Research?

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 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.>



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Researching the Federal Market

Have you:

- Determined which agencies are buying the goods/services that your company provides?
- Reviewed agency goals?
- Looked at agency websites? What are their priorities & goals?
- Reviewed procurement forecasts?
- Determined if there is a shift in the political climate that is pushing new procurement practices?
 - Green / Renewable Energy options
 - Infrastructure Investment & Jobs Act (IIJA) Funds
 - Innovation programs
 - Prime/Sub, Vendor or Supplier opportunities





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What information do you need?

Defining your target

- What information is needed
 - Solicitation history
 - Incumbent
 - Spending history
 - Contracting officer contact information
 - Agency spending history
 - Agency spending forecast
 - Potential primes and/or subs
 - Agency information
- What is your market – who are the competitors



Target Points:
 Search Goal (*why*)
 Search Terms (*what & how*)
 Database (*where*)



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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





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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





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Passive Marketing

Passive: information that is waiting to be discovered, evaluated and communication triggered

❖ System for Award Management (SAM)



- UEI & Cage Code
- Contact Data: address, POC information
- Industry Codes: NAICS & PSC Codes
- Socio-Economic information
- Contract Readiness (Reps & Certs)

❖ Dynamic Small Business Search



- Keywords / Search terms
- Capability Narrative
- References: Past Performance
- Industry Certifications
- Website (URL)
- Link to Capability Statement
- Socio-economic certification



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Passive Marketing

❖ Website

- About the company "About Us"
 - Mission & Value Statements
- About the staff
- What we do:
 - Industries
 - Product Lines
- Locations / Maps
- Pictures, Logo, graphics
- Government Data & Projects
 - UEI & CAGE Code
 - Industry codes (NAICS, PSC)
 - Past Projects (past performance)
- Action Items
 - "Contact Us"
 - Downloadable Capability Statement(s)

❖ Website Examples:

- <https://www.asrc.com/>
- <https://arlo-solutions.com/who-we-serve/>
- <https://www.jacobs.com/>
- <https://www.architectsalaska.com/about-us/legacy/>
- <https://www.kiewit.com/>





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Website Help



Alaska Small Business Development Center
SBDCC GAA BUSINESS ENTERPRISE INSTITUTE

[Home](#)
[Getting Started](#)
[Suite of Services](#)
[Success Stories](#)
[SSBCJ](#)
[About Us](#)

Suite of Services > Training

Workshops

We currently have dozens of workshops available, both as live events and on-demand videos, and we are continually adding new workshops. Live workshops allow you to interact with the presenter. You can use the filtering controls to more easily identify workshops that interest you.

All courses listed here include a link to the signup page on our client portal.

We also have links to [training videos produced by Alaska SBDC partners](#).

TOPIC: Marketing/Sales

SORT: Alphabetical
Most Recent

FILTER: All
Live Events
On-Demand

Anatomy of Modern Websites

Marketing/Sales
\$35.00 Watch Now

Attracting Opportunities with Social Media (SBIR)

Marketing/Sales | SBIR | Social Media
No Fee Watch Now

Basics of Web Design: What Google Expects and Your Clients Want

Marketing/Sales | Social Media
\$25.00 Watch Now

<https://aksbdc.org/services/workshops/>

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Passive Marketing

Active: information that sent to a targeted individual with the goal of starting a new business relationship to generate opportunities and cash flow

- ❖ **Direct Email**
 - Company email address – not a personal Gmail account
 - A good email should contain:
 - ✓ Subject line
 - ✓ Greeting
 - ✓ Body of email: communication & call to action
 - ✓ Signature block with name, title, company information and contact information
 - ✓ Labeled attachments
- ❖ **Capability Statements**
- ❖ **Business cards**
- ❖ **Other marketing materials**





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Marketing Email Examples

Mark Nastasi <nastasi@cobblestonepsystems.com> <@alaska>
AFTAC request

Hello,
I hope you are well. Cobblestone Software is a provider of contract, vendor, and e-sourcing software, named Contract Insight under USA Contract Number GS-35F-01868V. As Cobblestone Software's GSA contract administrator, we have been pointed to the Government Contracting - AFTAC - Association of Procurement Technical Assistance Centers (aptac-usa.org) website for help in leveraging and marketing our GSA contract. Can we schedule an introduction meeting to introduce Cobblestone Software and learn more about AFTAC services in your region please?

Thank you so much.

Sincerely,
Mark

Need help here are some resources:
Book a meeting with me
See informed, join Cobblestone's Blog
Cobblestone University Videos / User Manual / Wiki
Monthly Reporting Group Training
Human Resources @cobblestonesoftware.com
legal@cobblestonesoftware.com
accounting@cobblestonesoftware.com

Learn more about contract lifecycle management
2022 Governmental Relations Management
Supplier Today's & Free Masterclasses / Client Training

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Email: nastasi@cobblestonepsystems.com
Phone: 813-886-3300 / 813-886-3300
Phone: 813-886-3300 / 813-886-3300
Web: www.cobblestonepsystems.com / 813-886-3300

in f w s

COBBLSTONE
Software
Leaders in Contract Management Software

Taylor Adams, FCE Bus. Dev. Mgr. <tadams@fcebenefts.com> <@alaska>
What Prevailing Wage Contractors Need To Know

Hi,
Are you looking for quality fringe benefits for your government contract employees?
At FCE Benefits, we provide competitive rates on health and welfare plans, as well as compliance assistance and administration services. We understand the importance of providing quality benefits to your employees in order to remain competitive in the government contracting world.
Our goal is to make sure that you have access to all the necessary benefits at a price point that works for you. With our help, you can reduce costs while ensuring your employees are taken care of. We would love to discuss how FCE Benefits can help you meet your goals and save money in the process. Let us know if you're interested in learning more about what we offer!
Thank you for the consideration,
Taylor

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For 25 years, FCE has been successfully providing Fringe Benefits Solutions and Administrative Services to Government Contractors.
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[Not Interested](#)



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What is a Capability Statement?

❖ **Marketing document(s) that:**

- ✓ Introduces your business – next step after a business card
- ✓ Tells the reader what you do or offer - provides information about the professional services offered or product lines for sale
- ✓ Shows that you are procurement ready
- ✓ Shows which government agencies or commercial entities that have paid in you the past

❖ **Why are they needed?**

- ✓ Requested by agencies to support procurement strategy
 - ✓ Provides small business and industry data
 - ✓ Memory aids that can be resource documents for future needs
 - ✓ Provides a summarized document with experience, expertise & success
- ✓ Used by Prime contractors with small business subcontracting goals
- ✓ Most consistent method to market to all agencies and prime contractors
- ✓ DoD OSBP considers it a critical document to be “procurement ready”





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Capability Statements Help

SEARCH: Enter term

HOME GETTING STARTED EVENTS & TRAINING PROCUREMENT TOOLS NEWS & ANNOUNCEMENTS ABOUT

RECENT ON-DEMAND TRAINING

- Responding a Sources Sought or Request for Information Notices
AUGUST 23, 2023
- Creating Capability Statements
AUGUST 14, 2023
- Registering in SAM, Part 2
Completing the Registration Data
JULY 31, 2023
- Registering in SAM, Part 1
Entity Validation & UEI Assignment
JULY 27, 2023

SEE MORE >

Creating Capability Statements

AUGUST 14, 2023

What are you trying to say about your business?

Jody King, Contract Specialist, Alaska PTAC
August 9, 2023

Watch on YouTube

Address: 1901 Shipman Street, Suite 100, Anchorage, AK 99503 P: 907.586.7298
F: 907.586.7294
www.alaska-ptac.org

Your business Capability Statement is a crucial tool in your marketing toolbox. It is a key document for marketing to government agencies; especially since can you can now attach your Capability Statement to your Dynamic Small Business profile. This webinar is...

We will also provide a form that will help you in collecting the information needed to create your Capability Statement. We will review existing published Capability Statements and compare/contrast to determine what works and what should be improved.

This webinar should help anyone past their Capability Statement writer's block!

Documents from the webinar can be found below:
[Creating Capability Statements Handouts \(PDF\)](#)
[Your 6 Second Federal Contracting Capability Statement \(DOCX\)](#)
[PTAC Capability Statement Data Collection Worksheet \(DOCX\)](#)
[Everything You Need to Know About Writing Capability Statements \(DOCX\)](#)
[PTAC Capability Statement Data Collection Worksheet \(PDF\)](#)

<https://ptacalaska.org/training/creating-capability-statements-2/>

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Final Words

"CONTENT is the reason search began in the first place."

"Done is better than perfect."
SHERYL SANDBERG

"It always seems impossible until it's done."
- Nelson Mandela

"Nothing sticks in your head better than a story. Stories can express the most complicated ideas in the most digestible ways."
Sam Balter, Sr. Marketing Manager of Podcasts, HubSpot

GOOD MARKETING
Makes the company look smart

GREAT MARKETING
Makes the customer feel smart

JOE CHERNOV
Kinova



Questions?

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General email: info@ptacalaska.org **Website:** <https://alaskaptac.org>

To request assistance, sign up here: <https://akptac.ecenterdirect.com/signup>



How can the Alaska PTAC help you?