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GOVERNMENT MARKETING



Capitalize on the Federal Fiscal Year End Spending Frenzy

August 2012 — If there was ever a time to focus and invest time towards marketing to the federal government it's NOW! Did you know that spending during the last month of the Government Fiscal Year typically accounts for about 30% of the entire years spending totals? Like it or not here is how it works...

If a federal buyer does not use their entire yearly annual budget they lose it. The shortfall amount is deducted from the following years budget. No buyer wants to see their budget shrink! There are many stories about wild spending practices each September. One story in particular came to us from one of our clients. Our client is a retired USAF Colonel and had been a federal buyer, at a high level, at the Pentagon. One September he spent over 8 Million dollars of budget surplus... on silk plants for the Pentagon. Although embarrassed to admit it, he made it very clear to us that he had no choice, these were the restrictions placed upon him.

Does this go against all our politicians rhetoric that efforts are being made in earnest to reduce government waste and overspending? Sure does, but, OK, it still an opportunity for government contractors in the last few months of the year.

So, now is the time to review your list of government contacts, reach out to them, give them a reason to buy your products and/or services. Here's a few simple ideas you can try!

1. Make a list of all your current and past federal contacts.
2. Research other agency buyers that buy your product and/or services.
3. Obtain a contact lists for agency buyers likely to use your products and/or services.
4. Choose an email marketing service.
5. Design an email campaign to promote your products and/or services.
 - Inform buyers about any new products and/or services.
 - Use "Special" year end price offers.
 - If you are on the GSA MAS— promote a sale that runs till the end of September.
 - Review competitor pricing, run that sale below their price.
 - Offer special Quantity discounts.
 - Get the a blast out as soon as you can.
 - Try to get a 2nd, follow up blast, by mid-September.

This is simple, effective marketing. There is a bit of knowhow, work and time required to gather all the information, design a professional content, do the research and manage the campaign. At NCI we do this work every day for our clients. We research government market share. We look at past ordering history on various government website, we use all the future procurement forecasts and communicate regularly with buyers. We are diligent in recording this data so we can use it our marketing services daily.

Regardless of how you go about it... Get something in front of federal buyers now! Market to as many federal buyers as you can. Your efforts, this time of the year, will be a great investment of your time and resources.