Federal Marketing Plan Template

Pointed Questions:
Does my Company have any established Contract Vehicles (GSA, DLA)? Obtaining relevant and strategic contract vehicles are the quickest point of entry. Acquiring them can be cumbersome; however, they will put your name out there and make your company credible as a federal provider.
Does my Company have an airtight Capabilities Statement? A Capabilities Statement is a one-page outline covering your Companies contact info, Contracts, Performance History, Capabilities/Solutions/Product lines/etc.
Does my Company advertise our federal solutions on our website? (Your DUNS, Cage Code, etc. – Offerings and pricing – Performance History – Contract Vehicles)
Are there any set-aside advantages that my company can take advantage of? (Woman-owned, Minority-owned, Disabled Veteran, Small Business, HubZone, 8(a) Certified, etc.)
Does my Company have a list of strategic Conferences and networking events that we are regularly attending with the aim of expanding our federal presence?
Is my Company utilizing any tools to locate and monitor federal solicitations and pre-solicitations?
Is my company well established in the federal market, but underperforming in our market compared to our competitors? Why?
Does my company know the Agencies that purchase what we sell? Does My Company actively market to the buyers in this Agency?
Does my company know what our competitive advantages are in the federal market? Are we taking full advantage of these advantages?

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Here is a group of the vital data you must gather to begin your Federal Marketing Plan

Statistic	Current	Goal
Industry (Title & Description)		
Top 5 Competitors (GSA SSQ, FPDS, usaspending.gov)		
Competitive Advantages (Top 3-5 advantages that your company has over your competition)		
Agency Focus (Top 3-5 Agencies that purchase what you offer) (FPDS, usaspending.gov)		
Market Share (Annual: Your Sales / Total Market Sales) (GSA SSQ, FPDS, usaspending.gov)		
Market Activity Growing or shrinking? At what rate?		
Winning Percentage (Annual: Number of Proposals won / Proposals Prepared)		

GSA FOCUS

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