



# Your route to effective B2G marketing

Everything you need to know about the £7bn public sector IT opportunity



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## Contents

5 hot marketing opportunities in public sector IT	4
Engage: Getting to know your audience	5
Know your audience – a 3-step guide	6
B2G marketing in action: Driving 50 senior public sector stakeholders to Acquia's online event	7
Enable: B2G marketing success – from good to great	8
What should your public sector IT marketing funnel include?	9
B2G marketing in action: 196 webinar registrations spells public sector success for SGS	10
Respond: Adopting a data-driven marketing approach to achieve ROI	11
How can Cadence help you access the £7bn public sector IT opportunity?	12



## Public sector IT is evolving and there's never been a better time to adopt a B2G marketing strategy to capture a slice of this lucrative and growing market.

In order to take advantage of this £7bn opportunity, you need a robust funnel-based B2G marketing strategy in place. To stand out, you need to drive brand awareness, build trust, encourage early and ongoing engagement, and convert MQLs to SQLs to support your sales pipeline of relevant public sector IT prospects.

At Cadence Marketing, we've mapped out your route to effective B2G marketing to help you capitalise on the lead generation and revenue building opportunity. Our report details actionable strategies for delivering better, faster and more targeted B2G marketing campaigns that ensure ROI, create early engagement with buyers and influencers and help build your brand in the public sector IT marketplace.

With investment in government IT projects increasing, now's the time to ramp up your B2G marketing efforts.

# 5 hot marketing opportunities in public sector IT

To help you understand your audience, we've identified the five biggest marketing opportunities in public sector IT:



## 1. Debunking the myth

Don't be afraid to engage early in the B2G tender process. The UK Government's Transforming Public Procurement Green Paper encourages early engagement as the preferred method of procurement, making it B2G best practice. Simply responding to published tenders is less likely to be successful.



## 2. A head in the cloud

The public sector is delivering on its 'Cloud First' aspirations, creating opportunities around cloud adoption and best practices.



## 3. Cyber security is key

With more public sector professionals working remotely and the threat to IT systems increasing, cyber security is sure to remain a priority in the year ahead.



## 4. Rethinking the citizen experience

The public sector is eager to make its services available across multiple channels and IoT-enabled devices.



## 5. Remote working is here to stay

Remote working or a hybrid model between fully remote and the office location is now business as usual, with IT infrastructure investment to cover these models becoming a priority throughout the public sector.

**By anticipating the priorities for public sector IT professionals, you can promote your business as an innovator and trusted industry partner. Remember that in the public sector, the buyer writing requirements for a tender may not be a subject-matter expert – so educating them can work well for all involved.**

## 5 reasons the public sector is an ideal marketing target

Broad requirements across all IT products and services

Pays its bills on time

Seeks innovation from suppliers: open to new ideas

Invested into IT and digital transformation for the long term

Large supply chain – engagement possible for all types and sizes of business



## Engage: Getting to know your audience

In the newly updated [Outsourcing Playbook \(V2.0\)](#), the Cabinet Office champions early engagement as a means of delivering better public services. By engaging prospective buyers early in the procurement lifecycle, you can demonstrate the value of your products and services and position your business as an industry leader long before a tender notice is published.

If this all sounds a little too 'procurement' for your tastes, remember this: early engagement is recognised as best practice by the Cabinet Office. By showcasing the value of your products, services and experience, you're providing your buyers with vital information on IT best practice.

# Know your audience – a 3-step guide

## 1 Prioritise persona development

Gaining a deeper understanding of your audience is the foundation for effective B2G marketing. Identify who and what influences them — both internally and externally — using a targeting framework. Build a research-based profile of your ideal B2G buyer to gain insight into their challenges, priorities and preferred method of engagement. Buyers are under immense pressure to justify every penny spent. Large-scale IT projects are often high profile so they can't afford to make mistakes. Acknowledging these pinch points is an important first step towards creating relevant content, sparking engagement and generating leads.

## 2 Segment for success

Building personas is only the first step to effective marketing. Ensure you are tailoring your content, communications and channels to each of your persona segments to meet your objectives. While it might be tempting to reach out straight away with product and service benefits to the 'Head of IT', you might be more effective targeting the influencers that sit around that function. These are the people who have the decision-makers' ear and they cannot be ignored.

## 3 Articulate your value

Establish what benefits public sector IT buyers are looking for from a supplier and how your USP and USBs fit in – whether it's product/service differentiation, value for money, compliance and transparency or creative problem solving. In the public sector IT space, innovation is especially prized – focus on positioning yourself as a pioneer of new methods and technologies with experience of implementing and delivering on them.

**Ultimately, each of the above steps is intended to give you a fuller picture of your prospects. Address these core aspects to segment and approach your audience with confidence.**

*“Content marketing works because you're not just attracting visitors to your site and leaving them alone to hopefully buy something. Instead, you're sending a clear message that you are attuned to their needs and ready to help solve their problems.”*

**Neil Patel, Marketing Expert and New York Times bestselling author**

## Get ahead and understand intent

Marketers are increasingly under pressure to build pipeline at pace and to keep leads moving from the top of the marketing funnel through to close. You can get ahead by using data to forecast the propensity to buy your product or service. Look out for behavioural signals that indicate buying intent through a sudden increase in engagement.



## B2G marketing in action

# Driving 50 senior public sector stakeholders to Acquia's online event

### The challenge

As a global provider of digital experience platforms, Acquia was looking to target the lucrative UK public sector space with limited experience of the industry. Having seen positive traction in the private sector, Acquia saw a clear opportunity to target government buyers. Acquia approached Cadence to discuss leveraging a public sector case study at an online event to showcase the value of their proposition to prospective buyers.

### The solution

Cadence brought deep knowledge of the public sector landscape and the right positioning and connections to drive senior IT budget holders to register for the event. More than 50 key stakeholders across government bodies registered their interest, providing qualified leads and a near-term opportunity at £200k.

### The outcomes

- **50** senior IT webinar delegates
- Actionable, **sales-ready leads** delivered
- **£200k** requirement unearthed
- Client has continued to run **monthly campaigns** with Cadence

*"We were looking for an effective and sustainable way of getting our proposition in front of key public sector buyers to grow our client base in the sector. We partnered with Cadence to drive registrations of senior IT decision makers to an online event on improving digital user experience in the public sector. Using their expertise, Cadence generated more than 50 registrations from key, target organisations providing our sales team with several pre-qualified, high opportunity meetings we would never have found organically. A near term requirement at over £200k converted as a consequence."*

**ACQUIA®**



## Enable: B2G marketing success – from good to great

B2G marketing is a very different prospect to B2B and B2C, especially from a procurement perspective. While the Cabinet Office has taken steps to streamline procurement, early engagement remains your best bet to building a pipeline of public sector IT prospects.

The shape that engagement takes can vary wildly but the fundamentals remain the same. Public sector decision-makers are some of the UK's most sought-after contacts and they're infamously time poor. You have a limited window to distinguish yourself from your competitors. All of this means having stand-out content to support your B2G marketing campaigns.



# What should your public sector IT marketing funnel include?

The most successful marketing campaigns take an account-based marketing (ABM) approach, focused on a set of key target accounts with detailed research into your high priority organisations. They also take an integrated approach using a blend of tactics and channels to engage IT decision-makers. So even if your business isn't set up to support an ABM strategy, don't neglect the integrated approach.





## B2G marketing in action

# 196 webinar registrations spells public sector success for SGS

### The challenge

SGS, a leading inspection, verification and certification company, was eager to enhance its approach to public sector engagement in the cyber security, compliance and sustainability space. While SGS had hosted in-house webinars previously, they wanted to extend their reach to support a researched community of buyers in support of their strategy of growth and investment into their target customer. They found themselves in need of an experienced public sector marketing partner to bring their certification services to a wider audience.

### The solution

Cadence partnered with SGS to develop and run a webinar event in March 2021, building a bespoke registration page and developing personalised email campaigns to drive targeted registrations. Cadence recorded and edited footage, and hosted the webinar and live Q&A as an independent moderator. It then designed and built a gated registration page to promote the webinar as an on-demand asset to a wider audience.

### The outcomes

- **196** webinar registrations
- **91** webinar attendees
- **27** on-demand webinar downloads
- **15** new client meetings booked off the back of the webinar (so far)
- A deal worth **£10k** that SGS sees as an opening to further revenue and a solid ROI

*We partnered with Cadence to develop a hosted webinar and follow-up digital roundtable campaign to support public sector buyers. We had previously run our own webinars but wanted to increase our reach with researched buyers. In the first webinar Cadence was able to get 196 people to register, 91 people attended and 27 people downloaded the on-demand webinar after the event.*

*“The results speak for themselves, with 15 follow-up meetings booked where contacts gained valuable insights and guidance from our team of experts. One new customer deal closed within four weeks and we have more opportunities in our pipeline. We’re now planning the follow-up digital roundtable and we’re very excited to be able to support the sector with this second part of the campaign.”*

**SGS**



## Respond: Adopting a data-driven marketing approach to achieve ROI

Unfortunately, there's no one size fits all approach to marketing – especially in public sector IT.

In a competitive marketplace, you need to be agile and responsive, and develop a strategy that sets your business apart. Data is an essential ingredient, and you'll need to monitor and respond to campaign outputs in real time – leveraging all of the techniques in your toolkit to deliver an integrated, holistic campaign.

Once you know what your audience is most receptive to, you can rework your campaigns to meet their requirements, boost engagement and begin generating actionable leads for your sales team. Ideally, your marketing funnel should naturally lead buyers from one campaign to the next.

### Key takeaways

**The opportunity in public sector IT is huge - £7Bn. If you're not yet targeting this area, you should be.**

**B2G early engagement is welcomed and encouraged by the Cabinet Office.**

**Understanding this audience is critical to personalisation and accurate targeting.**

**An integrated, blended approach to marketing tactics and channels is best to move targets further down the funnel.**

Cadence's  
expertise  
includes:

Lead  
generation

Marketing  
communications

Market  
research  
and surveys

Content  
creation

Webinars  
and content  
marketing

Community  
advertising and  
brand building  
services

Data  
services

## How can Cadence help you access the £7bn public sector IT opportunity?

Successful B2G marketing requires an expert approach, and Cadence is here to help.

We are part of BiP Solutions – experts in bringing public sector buyers and suppliers together for more than 37 years. We have built our products and services on the very best in data and intelligence and understand the nuances and challenges of operating in a B2G environment.

The Cadence service is uniquely well designed for marketing to public sector IT. We deliver better, faster and more targeted B2G campaigns to support your business, generate actionable leads and ensure ROI.

Our portfolio of digital marketing services is designed to support businesses in accessing the difficult to reach public sector marketplace. Our heritage in this space and unrivalled database of public sector contacts enables you to engage with prospects in a precise, targeted way.

Find out how Cadence can support your B2G success by booking a meeting with our public sector specialists, visiting [cadencemarketing.co.uk/book-a-meeting/](http://cadencemarketing.co.uk/book-a-meeting/) or reaching out on **0161 713 0050** or [hello@cadencemarketing.co.uk](mailto:hello@cadencemarketing.co.uk)