



Marketing Priorities in the New Normal

Number One Federal Database

Hyper-connected. Hyper-focused. High performance.



We live and breathe government.

151,000+

Federal Government Decision Makers

The **MeriTalk Exchanges** are communities of cloud, data center, cyber, and big data leaders focused on public-private collaboration and best practice exchange.

Title Breakdown:

C-Level (CIO, CTO, etc.)	7%
Director	12%
Manager	12%
Project/Program Managers	6%
Database/Information	16%
Procurement	7%
Developers	4%
Networking	5%
Specialists/Programmers/Technicians	11%
Other IT	20%

Connecting to America – SLED Community

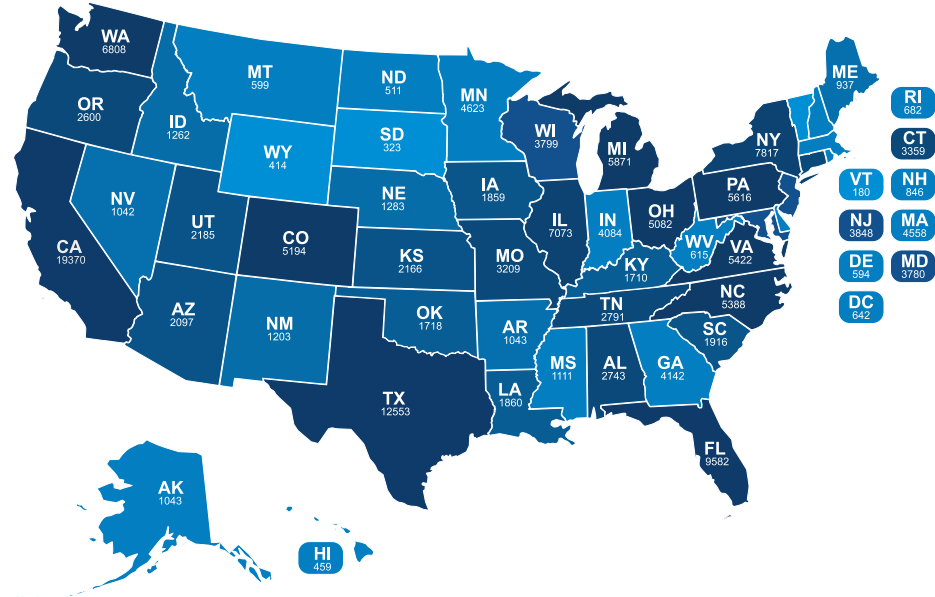
175,000+ IT Decision Makers

Category

State/Local	115,256
Higher Ed	27,241
K-12	<u>33,457</u>
Total	175,954

Title Breakdown

C-level	14%
Director	15%
Manager	13%
Database	24%
Procurement	5%
Developers	6%
Other	23%



0



19,370

Virtual CDM Central Conference

May 14 and October 15, 2020 | Washington, D.C.

Top cyber experts struggle to pinpoint the coordinates for successful risk management. DHS' CDM program is helping agencies locate which direction cybercriminals and attackers are headed.

CDM offers a navigation system for government's security future, but which route is the fastest, the most direct, and the most secure, and which ones put Feds in the slow lane?

MeriTalk's 2019 CDM Central was a huge success. Join MeriTalk for our May **virtual** conference to discuss how CDM is accelerating Federal IT's journey towards improved mitigation of today's cyber threats and leading agencies along the highway to success. Explore the evolving possibilities of CDM, navigate the program, and drive toward improved cybersecurity.

Content Syndication Program



OWN THE TOPIC

- ✓ Sponsor MeriTalk news category
- ✓ Banner ads on category, category articles, retargeting campaign
- ✓ Bi-weekly newsletter to targeted government community
- ✓ Promote one sponsor-provided educational asset in newsletters
- ✓ 125 leads/eight weeks

\$25,000

Special Report Editorial Sponsorship



YOUR TAKE ON THE TOPIC

- ✓ Underwrite in-depth special feature on hot-button topic
- ✓ Published on MeriTalk.com and featured on home page
- ✓ Banner advertising for one month alongside feature
- ✓ Feature promoted in MeriTalk newsletter
- ✓ 50 leads

\$10,000 (non-exclusive)

Federal Features Campaign

FOCUS THOUGHT LEADERSHIP

- ✓ Sponsor editorial calendar topic or suggest a topic (one month)
- ✓ Your ads on sponsored feature article and Q&A
- ✓ Feature your executive in a Q&A on the topic
- ✓ Q&A promoted in MeriTalk newsletter and social media
- ✓ 50 leads from Q&A promotion

\$15,000 per month



Supercharge Your Blog Program

BLOG PROGRAM

- ✓ MeriTalk ghostwrites five blog posts
- ✓ Generate content by interviewing your executive
- ✓ Design and host on MeriTalk.com
- ✓ Feature posts on MeriTalk home page
- ✓ Promote via MeriTalk newsletters and social media

\$40,000 for package of five

Alternative: Blog hosting and promotion only (price varies)



BLOG HOSTING	INVESTMENT
1 per month / 3 months	\$10,000
1 per week / 12 weeks	\$25,000
1 per week / 26 weeks	\$50,000

Advertising + Content Campaign

Build Brand + Educate



HEADLINE HERO

- ✓ Ads on homepage, news categories, articles, events, research
- ✓ Two promotions of a contributed blog or article in the MeriTalk newsletter
- ✓ 25% SOV
- ✓ Retargeting campaign

\$20,000 for 12 weeks

DIGITAL DOMINATION

- ✓ All Headline Hero benefits + promotion for one educational asset
- ✓ Executive/Subject Matter Expert Q&A promoted for two weeks
- ✓ 50 leads from asset promotion

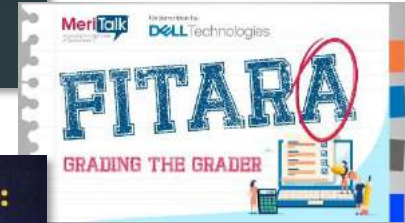
\$30,000 for 12 weeks

Research, Marketing, PR Campaign

DISRUPT THE STATUS QUO

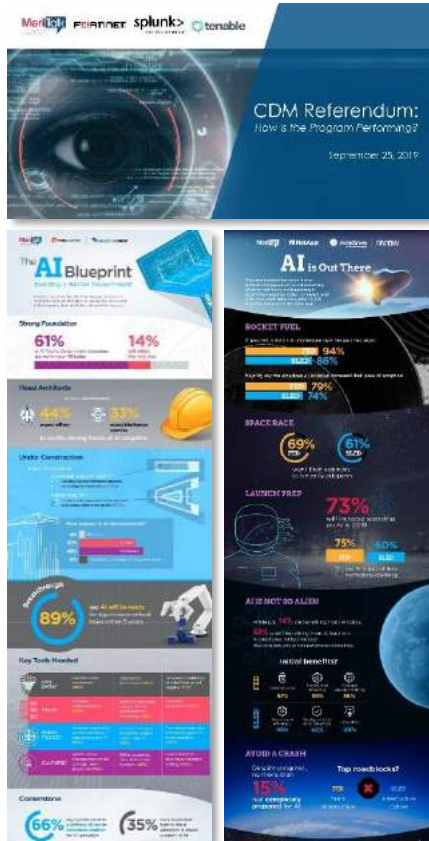
- ✓ Generate, field, and analyze IT executive survey
- ✓ Develop report, landing page, and press release
- ✓ Promote via email, newsletters, social media, press outreach
- ✓ Add a second audience category for \$15,000
- ✓ Report sharing new insights, press release with sponsor quote
- ✓ 100 leads

\$60,000



Disruptive Program Add-Ons

Be Visible + Visual



ONE-PAGE ASSET

- ✓ Bring findings to shows and meetings – two columns with one graphic included

\$5,000

INFOGRAPHIC

- ✓ Break down key findings – easily digestible graphic two-pager

\$15,000

MOTION GRAPHIC VIDEO

- ✓ Raise awareness online – 30-second video

\$30,000

INTERACTIVE WHITE PAPER

- ✓ Interactive scrolling online asset

\$30,000

Hyper Converged Hold-ups



- While Feds are eager to adopt HCI, many face barriers on the path there, including compatibility concerns, performance concerns, and a lack of internal IT support

And, **84%** say they face HCI adoption barriers, including:²



35%

Compatibility
concerns



33%

Performance
concerns



32%

Lack of internal
IT support

EXTEND THE CONVERSATION

- ✓ Host webinar on study results
- ✓ One government panelist, one sponsor panelist
- ✓ Engaging conversational format
- ✓ We manage logistics, marketing, and moderating
- ✓ 100 registrants, 50 attendees

\$30,000

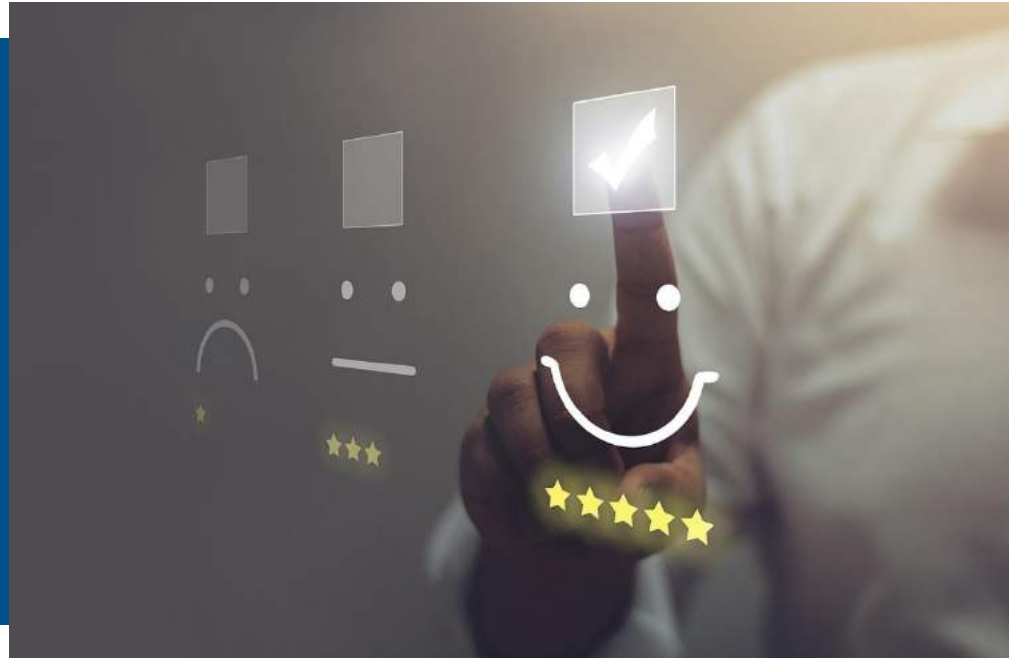
- Take away:** Uncertainty Holds Feds Back

Federal IT “Quick Takes” Omnibus Survey

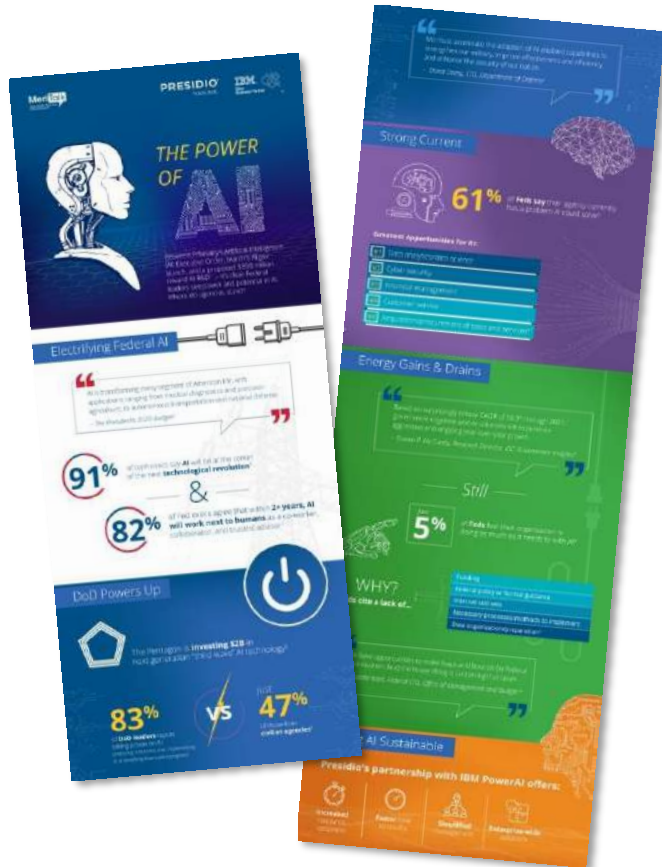
DISCOVER MARKET TRENDS

- ✓ Ask four survey questions to Federal IT community
- ✓ 150 responses from Federal IT decision makers
- ✓ Leverage data for internal insights
- ✓ Utilize results for external thought leadership in blogs, issue briefs, etc.
- ✓ Add a half-page graphic on results for \$5,000

\$10,000 (non-exclusive)



Infographic Plus Promotion



MAKE AN IMPACT

- ✓ Educate, raise awareness, highlight opportunity for change
- ✓ Create infographic based on existing research
- ✓ Host on MeriTalk.com
- ✓ Promote via targeted emails and newsletters
- ✓ 75 leads

\$25,000

Issue Brief

FILL THE NEED

- ✓ Write, design, host, and promote two-page asset
- ✓ Frame IT challenge and your solution
- ✓ Highlight sponsor value proposition
- ✓ Promote to MeriTalk community via direct email and newsletters
- ✓ 50 leads

\$15,000



Case Study Program



HIGHLIGHT INSTALLED SUCCESS

- ✓ Share customer challenges, solutions, solution benefits
- ✓ Work with you to secure customer participation
- ✓ Interview customer, draft case study, secure approval
- ✓ Publish case study on MeriTalk.com
- ✓ Promote via MeriTalk newsletter and social media

\$10,000

New World. New Ideas.

Brainstorming



Thank You



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