



Connecting Partners Through Mindshare Media

Issue: December, 2005

**TMG Top 5 Tactics**

**Top 5 Strategies When Competing Against A #1 Brand**

1. Recognize them, but don't act like them - you won't make any progress
2. Take advantage of what position you already own
3. Stake out a new position and get there first
4. Don't go head-on - you don't fight fire with fire
5. Try harder - like Avis did against Hertz

**TMG By The Numbers**

**Top 5 Enterprise Software Brands Planned to Purchase In Next 12 Months**

1. Microsoft (68.9%)
2. Adobe (42.4%)
3. Oracle (34.8%)
4. IBM (23.2%)
5. Computer Associates (17.8%)

Source: GCN IT purchasing study, 2005. Conducted by Signet Research

**immixGroup's Top 5 Contracting Issues**

Here are immixGroup's 5 of the top 10 reasons federal sales programs fail.

1. Unclear business strategy
2. Undefined market opportunity
3. Government nuances not considered
4. Unrealistic expectations
5. Unbalanced tactical and strategic activities

Visit [www.immixgroup.com](http://www.immixgroup.com) for the other 5 reasons federal sales programs fail.

**Positioning Through Thought Leadership Forums**

by Tom Trezza, Jr., President, Trezza Media Group



During the past few weeks, I've received the latest issues of one of my favorite publications, BtoB Magazine, which featured special issues on Selecting the 10 Top Brands and on naming their Top 50 Media Brands in 2005. At the same time, I just finished reading one of the finest and oldest books on branding called "Positioning: The Battle for Your Mind", by Al Ries and Jack Trout.

It's interesting to note that while most organizations are demanding a greater return on their investment (ROI) through lead generation marketing and advertising programs, this usually will never occur without building a strong foundation of why your "brand" is the best solution for that client or customer.

In the October 24<sup>th</sup> issue of BtoB Magazine, their panel of experts selected these top 10 Brands for 2005: American Express, Dell, Fedex, GE, Google, IBM, Intel, Merrill Lynch, Microsoft, & UPS. It was great to see 5 of these brands are in the technology category. Their goals ranged from repositioning a brand to restoring credibility in brand and company to extending into new markets to strengthening brand perception and image.

In the November Special Resource Guide issue of BtoB, their experts also selected the Top 50 Media Brands, including the Top 5 Brands: #1-Wall ST Journal, #2-Google, #3-BusinessWeek, #4-USA Today, & #5-ESPN SportsCenter (my vote). The main goals here were to keep pace with the changing habits of both the readers and with the BtoB marketers. Traditional print firms expanded more to online, online firms extended to print, event companies expanding into both print and on line.

The main takeaways for me, if you want to win the battle for positioning your brands are:

- Be customer-focused
- Have fully integrated media programs
- Constantly measure your brand perception-image and lead generation
- Be consistent all year long
- Own the topic or position you want through sponsorships
- Refresh your plan annually-don't stand pat

**Federal Executive Forums on the WTOP Radio Network**

As many of you know, I'll be leaving Post Newsweek Tech Media at the end of the year to form my own media firm called Trezza Media Group LLC. While Group Publisher for GCN, Washington Technology and Government Leader Magazines, the top 2 challenges that I kept hearing from clients were that: 1) they needed to be positioned as a "thought leader" and 2) they needed to strengthen their "channel strategy". Based on that input over the past 4-5 years, I've decided to develop two targeted thought leadership programs to address these challenges. For this newsletter, I would like to discuss our first program called the [Federal Executive Forums](#).

Once a month, we'll be developing a 1-hour thought leadership program to be broadcast over the WTOP Radio Network on WFED1050am and FederalNewsRadio.com. The goal is to bring in 2-3 leading Government Executives and 2-3 Industry Partners to "surface the critical issues around a main management or technology problem in the federal government". Industry partners will get the chance to provide their insight on management-technology and best practices to this high level executive panel. Jim Flyzik, former CIO of Treasury and Sr. Technical Advisor to Tom Ridge, will be our moderator-so the programs will definitely share information necessary to build a stronger nation.

Our initial 2006 schedule for the first few months are:

- |          |                                 |
|----------|---------------------------------|
| January  | Identity Management             |
| February | COOP/Telework                   |
| March    | Information Sharing             |
| April    | IT Security                     |
| May      | Wireless and Mobility Solutions |

**TMG Top 5 Tips**

**Top 5 Reasons to Use Magazine Print Advertising**

1. Magazines target efficiently
2. Magazines supply credibility
3. Magazine ads improve ROI
4. Readers consider magazine advertising valuable content
5. Magazine advertising sells

Source: MPA

**TMG Top 5 Links**

**Top 5 Media and Websites**

1. [American Business Media](#)
2. [Ad Age](#)
3. [Adweek](#)
4. [BtoB](#)
5. [Folio](#)

**FSI's Top 5 Future RFPs**

1. ALLIANT  
Status: Pre-RFP  
Agency: General Services Administration  
Estimated Value: \$50,000,000,000
2. ALLIANT SMALL BUSINESS  
Status: Pre-RFP  
Agency: General Services Administration  
Estimated Value: \$15,000,000,000
3. AMERICA SHIELD INITIATIVE (ASI)  
Status: Early-stage Opportunity  
Agency: Department of Homeland Security, Border and Transportation Security  
Estimated Value: \$2,500,000,000
4. DHS ENTERPRISE PORTAL  
Status: Pre-RFP  
Agency: Department of Homeland Security  
Estimated Value: \$600,000,000
5. IT SUPPORT SERVICES  
Status: Early-stage Opportunity

### 5 Marketing Strategies That Work

1. Customers like to receive information in different ways, so coordinate your email, direct mail and website efforts.

2. Consider driving prospects to a web landing page for lead capture and more information.

3. If you've got information you'd like to share with a tech-oriented audience, try a downloadable podcast.

4. Deliver content that speaks to all levels of your audience, such as senior executives, IT support, and end users.

5. If you're unsure about which approach to take with direct mail, try testing your piece with email. It's fast, cheap, and can improve your ROI.

Source: Crane Concepts

For more information, please email Kirstin Crane at [Craneconcepts@comcast.net](mailto:Craneconcepts@comcast.net) or call 301-466-2416.

Other topics for program review are: Open Source Computing, Emergency Preparedness, Health IT, Border Protection, Network Centric Operations, Networking/Telcom Trends and much more.

Our integrated media program includes the in person executive panel, radio advertising, targeted online messaging and an optional print component through a white paper report on the program.

Our invited government guests for the Identity Management program include Dave Wennergren-CIO Navy, Scott Hastings-DHS and David Temoshok-GSA. I'm pleased to say that Nortel PEC Solutions and BMC Software are sponsors of this program and that our friends from Juniper Networks will be the sole sponsor of the COOP program in February. (Each program is limited to 3 sponsors). Our planned invited government guests include Karen Evans, Congressman Frank Wolfe and Paul Kurtz.

I look forward to sharing my thoughts with you on positioning your brand or company around these mission critical issues and about sponsorship opportunities around our [Federal Executive Forums](#) in 2006.

**Happy Holidays and Best Wishes for a Great New Year from Trezza Media Group!**

For more information about Trezza Media Group, this article, or our offerings, please contact Tom Trezza at [ttrezza@trezzamedia.com](mailto:ttrezza@trezzamedia.com) or visit us at [www.trezzamedia.com](http://www.trezzamedia.com)



Agency: Department of Homeland Security, Border and Transportation Security. Estimated Value: \$225,000,000

For more information on these opportunities and other Federal Market Intelligence, please contact FedSources [info@fedsources.com](mailto:info@fedsources.com) or visit our website at [www.fedsources.com](http://www.fedsources.com)

### The Flyzik Group

**Is your company ready?**

40% of all federal IT service valued over \$25,000 must use performance-based contracting methods.

The number of federal government students trained in performance-based contracting has doubled from 2004 to 2005.

Learn how to bid, win, and deploy profitable performance-based contracts from a celebrated practitioner with over 23 years federal acquisition experience.

Learn with an RFP case study of your choice or use our model.

Learn what federal students are being taught.

Workshop is being offered on a company-by-company basis.

Go to [www.theflyzikgroup.com](http://www.theflyzikgroup.com) for more information