

**Top 5 Strategic Marketing Tactics**

**Top 5 Elements of a Strategic Marketing Plan**

1. Set clear objectives and have defined, measurable goals
2. Understand the target audience – develop extensive market research
3. Understand your competitors and the competitive landscape
4. Elements of the marketing plan should be integrated throughout the organization, including sales
5. Set short-term and long-term milestones and develop plans to measure results of the program

Source: Mike Paradiso, CA

**TMG By The Numbers**

**Top 5 Security Brands to Purchase in the Next 12 Months**

- #1-Microsoft-50.7%
- #2-Symantec-46.7%
- #3-Cisco - 40.1%
- #4-McAfee-39.9%
- #5-Veritas-22.2%

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

**Top 5 Sales Marketing Strategies**

**The Power of Public Relations**

1. Cultivate both external and internal public relations. Your staff are many times your best marketers, so keep them in the loop.
2. Be proactive with your PR. PR is not always crisis management, but an opportunity to build awareness.
3. Media-train anyone who will be speaking with reporters. At the very least, always have a PR professional present when speaking with the press.
4. Establish a list of employees or sources that reporters can contact based on specific topic areas. This saves them time tracking down the right person to call.
5. Build good relationships with the press. Always return calls or emails, be prompt for interviews,

**Building a Strong Channel Strategy**

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



After spending 11 years working on Government Computer News and singing the praises of the federal government program, IT and executive management buyers, it wasn't until I became Publisher of Washington Technology in 2002 that I realized that there are "two sides" to this powerful marketplace.

**The numbers are staggering when you consider that over 80% of the projected \$60+ billion federal IT budget will move through the systems integrators and government contractors.** With over 50% of this business being captured by the Top 25 SI's (as ranked by the

Washington Technology Top 100), clearly the strategy is to "Team and Partner" with companies like Lockheed Martin IT, Northrop Grumman IT, CSC, General Dynamics and SAIC to name a few.

**In speaking with some top executives at these companies, I asked them to provide me with a quick outline of what a potential teaming partner should do going into the new year.** The first response was that each technology partner must spend some significant time pouring over the 2006 Appropriations spending plans for each government agency to fully understand what are the major opportunities and challenges that face the large SI's and Government Contractors. A quick look through some of this data suggests that DoD and DHS will lead the way again due to fighting the war on terror and protecting the homeland. But HHS could see some additional opportunities due to the medical health and emergency preparedness initiatives.

**Next, you need to know exactly how your products or services fit the end customer's requirements to their programs.** What is unique that you can offer to help win this business or serve that agency's program. Lastly, understand the process of getting your products or services into that customer or agency. In a nutshell: have the market intelligence, know the customer and programs before you make contact with your top channel partners.

**Trezza Media Group will be hosting a monthly series of Top SI roundtables around these key initiatives,** so I'll be able to provide further insight into how to connect with the right business capture executives at these companies and what you should do to prepare for that important teaming/partnering meeting with that company. I've also asked one of my closest partners and friend and former Publisher of Washington Technology, Scott Lewis (PS Partnerships), to outline the 5 keys to creating winning partnerships.

**TMG's Federal Executive Forum on Identity Management Airs on WFED1050 on Thursday, Jan. 26th at 3:00pm. Download it at [www.federalnewsradio.com](http://www.federalnewsradio.com) after Jan 26th! See photos from the show here!**

As mentioned in my last newsletter, 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. Last Thursday, we recorded our first program around the issue of Identity Management and we had an all-star group of government and industry leaders represented. [See photos from the show here!](#) The show will air this Thursday, January 26th at 3:00pm and can be accessed for 12 months on the federalnewsradio.com website.



Trezza Media Group's January Federal Executive Forum Panelists

Jim Flyzik, partner of Guerra, Kiviat and Flyzik hosted the Federal Executive Forums and our government guests included: Karen Evans-OMB, Dave Wennergren-CIO Navy, Scott Hastings-CIO DHS US VISIT, Marty Wagner-GSA. Our sponsors for this program included Nortel Government Solutions, BMC Software and Novell. You can preview our program [here](#).

Our future 2006 schedule for the next few months are:  
 February COOP/Telework (sold out-Juniper Networks)  
 March Information & Intelligence Sharing  
 April IT Security  
 May Wireless and Mobility Solutions  
 June Border Security  
 July Network Centric Warfare & Operations

Other future topics for program review are: IPv6, Open Source Computing, Emergency Preparedness, Health IT, Networking/Telcom Trends and much more.

Some of our future confirmed and invited guests include Congressman Frank Wolf, Roger Cressey, Richard Clark, Dale Meyerrose-National Intelligence Director, Ira Hobbs-CIO Treasury, Steve Cooper-CIO Red Cross and Vance Hitch-CIO Justice.

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 and Executive SI Roundtables in 2006.

**TMG Technology News**

**Fortune's Top Companies to Work For**

- #23-Qualcomm
- #25-Cisco Systems
- #27-Network Appliance
- #30-SAS Institute
- #34-CDW
- #40-Microsoft
- #43-Intuit
- #45-SRA International

Source: Fortune Magazine (12/05)

**Top 5 Keys to Partnering**

**5 Keys to Creating Winning Partnerships**

1. **Strategy:** Approach systems integrators and value-added resellers like you would any potential market. Do your homework like you would in attacking any targeted government agency.
2. **Preparation:** Validate your value proposition. Understand your targeted partners business model.
3. **Tactics:** Develop a sales and marketing strategy that communicates your value to the partner.
4. **Perspective:** It's not about you. Show these solution providers how you can help them win new business on specific projects with specific government agencies. What's in it for the partners? Why partner with you?
5. **Timing:** Don't wait for solution providers to find you. And don't wait to join a team bidding on a contract. If you've done all your homework, you'll be positioned to partner with the right top integrator or value-added reseller long before the RFP comes down the pike.

Remember: you are not selling technology, you are solving a business problem.

Source: PS Partnerships

**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

and take them to lunch occasionally.

Source: Crane Concepts

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

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



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