

State and Local Government Marketing

*Social Enterprise
Management Case Study*





- Must clearly define the market you are going after
- Must understand business challenges at each unique level of government
- Must understand funding models
- Must understand political climate and election cycles
- Must understand competition is not necessarily obvious

Social Enterprise Management (SEM)

Health & Human Services

TANF
Food Stamps
Child Care
Medicaid
Child Welfare
Child Support

Workforce Services

Unemployment Insurance

Workers' Compensation

Employment Services

Social Security

Pensions
Disability Care
Social Services
Employment Benefits

What are the business problems?



- **Reform**
 - Pat Moynihan “The people who do this will go to their graves in disgrace”
 - Edward Kennedy “This will condemn millions of innocent children to poverty in the name of welfare reform”
 - New York Times - “Atrocious... not reform - it’s punishment”
- **Aging Systems and Workforce**
- **Federal Oversight and Compliance**
- **Service Levels**
- **Fixing the “Real Problem”**



- Partner Relationships
- Media and Analyst Relations
- Identifying Key Decision Makers vs. Influencers
- Measuring Success

State and Local Government Marketing

*Social Enterprise
Management Case Study*

