



**GovMark Council Offsite
“The Next Big Thing”
December 2-3, 2010**

Peer-to-Peer: Get By With a Little Help from Your Friends

Group Workshop

Andrew LaVanway, Vice President, O’Keeffe & Company

The pre-event survey shows that GovMark Offsite 2010 attendees are interested in innovation and keenly focused on delivering measurable (and meaningful) results. This workshop will harness the experience and creativity of every event attendee to address these areas of interest, specifically:

- *What new and innovative opportunities are available in public sector marketing*
- *What are the most effective (and meaningful) ways to measure social media and events*

- How can we better measure the value and impact of social media?
 - Link whitepapers on social media
 - Define audience, objective, and results – set expectations up front
 - Create unique links and track registration based on links
 - Track unique page views and clicks
 - Include a specific call to action (create campaigns with a call to action for a specific event/timeframe)
 - Create an association with a credible source (specifically when using blogs)
 - Track the growth of your communities
 - Create ways to interact
 - Keep the material interesting and update regularly
 - Augment your social media plan with public relations efforts
 - Focus on one thing, and go deep (focus on quality rather than quantity)
 - Better utilize existing analytic tools
 - Know the audience you are targeting
 - Measure for sales effectiveness, not just marketing
 - Brand survey to gauge mindshare (i.e. how did you learn about this campaign?)
 - Promote specific event through several channels (Web, print, social media), create unique tracking links for each, and determine results
 - Create a connection to the business cycle; create larger topic of issue for stakeholders
 - Benefit tiering/call to action
 - Take into consideration the number of Twitter followers and the number of re-tweets when measuring

- How can we drive more innovation within our own organizations and programs?
 - Recognition and incentives – cash, awards
 - Champion – select a top level advocate
 - Contest and collaboration – between sales teams and other departments

- Customer outreach
- Define problems and measure what they are
- Report results
- Encourage that it's okay to fail sometimes, create a positive culture
- Partnerships – create joint messaging and cross promotions
- Utilize SalesForce.com
- Provide training, attend marketing Webinars, and bring experts into planning sessions
- Take a survey at an event; blog the results, and use in other marketing efforts
- For every booth attendee or person that takes a face-to-face meeting, donate to non-profits and organizations like Wounded Warriors
- Look beyond the Federal space to see what is working and driving demand and excitement in the commercial/consumer markets
- Map Federal customer personas (Tron example); list pain points, goals, top priorities, top influences; hone in on the government customer personalities to create targeted marketing efforts
- Build a creative takeaway, provide creative sessions for brainstorming
- Provide book clubs and build in time for sharing new information
- Make time for innovation, empower employees