

Promoting YOUR Business for Government Sales Using Social Media



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About Perodigm

We are a cutting-edge marketing firm specializing in interactive media, website design, search engine marketing, social media, graphic design, print, vehicle wraps, and video production. We offer full-scope integrated marketing campaigns that blend youthful innovation with traditional techniques to create marketing campaigns that get YOU noticed, are hyper-charged, and “drive-the-needle”. The perfect match of bravado and unconventional thinking combined with a long, successful track record and quantifiable results.

“Because your business has a story to tell and your brand story is what makes your customers say “YES”.”



Perodigm Solutions:



Web Design

Where do people find your business? Online! Our team will work with you to develop a website that fits your market and budget while doing the research to make sure you are showing up where people are looking.



Social Media

Telling your business's story in real-time is critical to long term sustainability and success. We will maximize the reach of your business by formulating and implementing a strategic content management plan.



Graphic Design

At our core we are creatives and are passionate for the design process. We will take your idea from concept to reality or assist with the development and branding of your business from the ground up.



Video Production

Video is the #1 fastest growing form of online content for business. Our award-winning team creates dynamic and engaging productions that will make your business stand out amongst the competition.



Print and Wraps

Old school printing isn't just business cards and flyers anymore...it's decals, signage, and vehicle wraps. Lucky for you, our print team is one of the most experienced and detailed outfits in Wisconsin.



Consulting

Providing creative ideas and advice is the foundation beneath all we do. Our goal is to help your business grow...by challenging the traditional, pushing the boundaries, and developing tactics for implementation.



Social Media

Social media before we added the word “marketing” to it was about being social and creating meaningful interactions and connecting with people.

After we added the word “marketing”, it became about sales, flyers, pushy messages, and continually asking for the close (sale).

Why is social media such an important part of your strategy? Because it is the great equalizer. It doesn't matter how big or small your company is, great content will always be well received.



It's All About the People:

Networking has always been a key to success in any business. With the introduction of Social media platforms such as Facebook, Twitter, Google, YouTube and LinkedIn are equally valuable when it comes to conveying a brand and establishing expertise as a thought leader in an industry. Social media sites can also contribute to the establishment of solid relationships between a government contractor and its current and potential agency customers.

The decision makers surrounding your products/services and the government or contractor are the same as you – they are PEOPLE – not businesses





How?

Be consistent with your social media marketing

Many businesses/contractors think that social media marketing is like a spigot. Just start doing it and get immediate results. It takes time to develop critical mass in your social media marketing process. Search engines need to index your website and see that you update it frequently by blogging on the keyword phrases your targeting. It takes time to develop an audience for your social media channels. Don't wait! Start today. For those of you who've already started, it's time to reevaluate what you're doing, how you're do it, and what outcomes you hope to achieve.



How?



Pick the right person to manage your social media marketing

Many business owners and managers see social media as something that young people do and assign the task to the youngest person in the company. Social media marketing isn't about posting on Facebook asking people what their favorite color is, it's a results-driven process designed to drive the right traffic to your website and convert those visitors into sales leads.

Either find someone in your company that can drive results or outsource the task to a **specialized agency**.



How?



Measure – Rinse – Repeat

Social media marketing is great for results-driven companies because you can measure everything. With traditional advertising and public relations, it's hard to measure the results of a given campaign. **With social media, you can measure the metrics that matter - website visitors, leads, engagement rates and customers.** You can see which of your efforts are working and which aren't. For example, you might find that you're getting leads from your LinkedIn marketing, but not from Twitter. This lets you decide whether to transfer resources to the channels that are working or change what you're doing on those that aren't.



How We Do It



Open Forum

Questions?

