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- COMPANIES SELLING TO GOVERNMENT
CHOOSE Q2 MARKETING



Q2MARKETING

YOU KNOW THAT SELLING TO GOVERNMENT REQUIRES SPECIALIZED EXPERTISE AND A RECORD OF PAST PERFORMANCE. SHOULDN'T YOUR MARKETING AGENCY HAVE THE SAME PROVEN BUSINESS TO GOVERNMENT (B2G) EXPERTISE? TECH COMPANIES SELLING TO GOVERNMENT CHOOSE Q2 MARKETING WHEN THEY NEED REVENUE-DRIVEN MARKETING RESULTS. HERE ARE SOME HIGHLIGHTS:

MARKET RESEARCH TO CORPORATE REBRAND IN FOUR MONTHS



Business and IT consulting firm Johnston McLamb chose Q2 Marketing to help redefine practice areas and vertical industries to expand into other agencies and commercial markets. Q2 customized our Strategy Development Process (QSDP), which included collaboration with Johnston McLamb's internal team. Q2 conducted extensive market research that confirmed viability of the markets, predicted market revenues, the ability for Johnston McLamb to penetrate, competitive analysis of existing players, and more. Our strategic plan clearly presented opportunities for each solution, industry by industry.

As they were moving from IT consulting to business consulting with an IT underpinning, the new messaging theme was: *Visionary Leadership. Innovative Technology. Strategic IT Solutions with a Purpose.* We developed an integrated marketing plan that prepared them to further penetrate target markets. The final stage of the process was the new Johnston McLamb brand. The creative approach was based on showing the fast pace of technology. But by working with Johnston McLamb, clients keep pace and better enable their business. This entire program—research to rebrand—was successfully completed within just four months and within budget.

“THROUGHOUT THIS EFFORT, THEIR STAFF HAS GONE ABOVE AND BEYOND IN PROVIDING US WITH THE STRATEGIC AND CREATIVE SUPPORT THAT WE NEED TO MEET OUR GOALS.”

—WENDY HENRY, VP OF CONSULTING

BLENDING INTEGRATED PROGRAMS TO DRIVE SALES



Accelera Solutions called on Q2 Marketing to leverage strategic marketing to impact their sales pipeline. We began by auditing their marketing strategy and tactics, and created a marketing plan. We then refined their messaging to empower Accelera to continue to sell into defense, civilian and commercial markets. We initiated touch point initiatives including monthly mailers and quarterly newsletters, and developed a robust new web site. A testimonial and case study program further boosted Accelera's credibility and provided actionable materials for the sales force. The next phase is centered on a broad media relations program.

“ACCELERA CHOSE Q2 TO HELP BRING CONSISTENCY AND OUTSIDE INDUSTRY KNOWLEDGE TO OUR MARKETING PROGRAMS. WE NEEDED SOMEONE TO HELP US DEVELOP AND DELIVER A CONSISTENT MESSAGE IN A MULTI TIERED APPROACH AND Q2 HAS DONE A GREAT JOB OF THIS.” —JOSEPH BROWN, PRESIDENT, ACCELERA SOLUTIONS

“Q2 MARKETING HELPED US REALIZE ONE OF THE THINGS THAT SET UP APART FROM OUR COMPETITION IS OUR UNIQUE ABILITY TO BECOME PARTNERS IN OUR CLIENTS’ SUCCESS. THE SAME CAN BE SAID FOR Q2. WITHOUT A DOUBT, THEY HAVE BECOME PARTNERS IN MDA TECHNOLOGIES’ SUCCESS. BY WORKING WITH Q2, WE HAVE REALIZED INCREASED REVENUE. WORKING WITH Q2 MARKETING HAS BEEN ONE OF OUR BEST BUSINESS DECISIONS.” —PAULA MAXEY, VP CORPORATE DEVELOPMENT, MDA TECHNOLOGIES

MESSAGING & COLLATERAL SUITE



MDA Technologies sought to further penetrate defense organizations. Q2 began by refocusing their strategic messaging. We deployed the Q2 Messaging Development Process (QMDP). The output has become the foundation of all external marketing, including collateral, direct mail, web and trade show strategies.

To help MDA Technologies articulate the corporate brand, Q2 Marketing led a training session to familiarize the company with the new messaging. We then developed new collateral for MDA Technologies’ lines of business targeted to the DoD, including case studies that represent their services and custom solutions.

PUBLIC RELATIONS, COLLATERAL & CASE STUDY SUITE



Torres Advanced Enterprise Solutions is an enterprise consulting and language services firm with offices in North America, Latin America and the Middle East. Torres works with the Department of State, Department of Justice, Department of Defense and others. They chose Q2 to help them extend their stellar reputation into other agencies and the private sector. Q2 has orchestrated a large-scale public relations program that includes securing executive speaking engagements, promoting a new book by the CEO and extensive and targeted media relations.

We've created a full-scale collateral suite that clearly articulates Torres' offerings. This includes case studies that highlight their successes across agencies and service offerings. Team members now have targeted materials for sales meetings, trade shows and other activities.

“WE CHOSE Q2 MARKETING BECAUSE OF THEIR PROVEN EXPERTISE IN DEVELOPING BEST-FIT MARKETING STRATEGIES. THEY HAD AN IMMEDIATE UNDERSTANDING OF OUR CORE PRINCIPLES AND THE MESSAGE THAT WE WANTED TO CONVEY TO OUR CLIENTS.”

—JERRY TORRES, PRESIDENT & CEO,
TORRES ADVANCED ENTERPRISE SOLUTIONS

Q2 MARKETING. QUALIFIED PROGRAMS. QUANTIFIED RESULTS.

Q2 Marketing is an integrated, full-service marketing communications agency focused on the Washington, DC region's B2G and B2B technology markets. With qualified programs, Q2 ensures clients spend their marketing dollars in the best ways, reducing marketing risks. Q2 capitalizes on the synergy of client partnerships to drive revenue, bridging the divide between client need and agency delivery. With quantified results, Q2 is committed to establishing measurable metrics based on best practices—becoming an indispensable resource for clients. Learn more at www.Q2marketing.com.

HOW CAN WE HELP DRIVE B2G SALES FOR YOU?

CONTACT US AT SALES@Q2MARKETING.COM OR CALL 703-273-2990 TO LEARN MORE.

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