

2008 Federal Employee Media Online Tool

Media and Purchasing Habits of Government Employees

Federal marketers continually strive to maximize the return on their marketing investments. But, knowing exactly who to target and how to effectively reach them can be challenging in the unique federal marketplace. All too often, inadequate or outdated market intelligence leads to the development of campaigns that don't deliver – that prove to be a waste of precious marketing dollars and time. Business development, sales, and other stakeholders end up frustrated and disappointed – and some even question the value of marketing.

Introducing the First Independent Federal Syndicated Study of Its Kind

Finally, federal marketers will have a reliable and affordable data source for honing and perfecting their strategic marketing campaigns. Market Connections, a leading research firm with deep expertise in the federal market, together with Sara Leiman, a leading authority on media for the federal market, have partnered to conduct a study of government employees across federal agencies to gain valuable insights into their media and purchasing behaviors. The study's respondent base will be drawn from the circulation lists of 17 highly relevant and respected industry trade magazines. The study will cover over 30 different product and service areas from weapons systems and IT to human resources and travel.

An intuitive online reporting tool enhances the value of this exciting new syndicated study. By cross-tabulating the survey results to create their own customized data views, subscribers can align the findings with their specific information needs to improve their marketing segmentation strategies.

Target the *Right* Audience Based on Demographic and Behavioral Data

- Agency type
- GS grade level/rank
- Age
- Job function
- Purchase involvement
- Dollars purchased by individual vs. committee
- Products and services purchased
- Gender

Maximize Media Effectiveness Based on Actual Usage Data

- Use of alternative media (podcasts, blogs, RSS feeds, virtual environments, etc.)
- Readership of over 34 web sites and e-newsletters
- Readership of over 30 print publications
- Use of various forms of public transportation (DC area respondents only)
- Listenership of over 17 radio stations (DC area respondents only)

Study Investment

Study Price: \$3,500 for single user license. Results available in September 2008

For More Information Contact

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