



Marketing collateral for the government market



Marketing in the government arena requires a different approach and specific marketing materials.

There are specific procedures to follow and marketing collateral needed when marketing to government buyers. At The Graphics House, we are familiar with the government buying process and what a small business needs to prepare their business for marketing to government buyers.

MARKETING COLLATERAL PACKAGES



Government Starter Package \$825

- Capability statement, short form (1 page)
- Capability video

This is the basic package to get you started marketing to the government. You get a capability statement and a capability video that can be sent to potential government buyers as an introduction to your capabilities.



Print Package \$650

- Capability statement, short form (1 page)
- Capability statement, long form (2 pages)
- Government business cards

The print package has what you need to get started in the government market. Business cards with your NAICS codes for networking, a short form capability statement that can be emailed, and a long form capability statement for more detailed information on your business.



Media Package \$850

- Capability video
- Capability briefing template (slide presentation)

The media package includes a capability video that can be share with government buyers online or by email. This gives government buyers a different way to hear and see what your business is all about. Once you get to the next stage and have a chance to interview with a government, a capability brief or slide presentation provides the opportunity to give in depth information about your business, capabilities, and past performance.

See the next page for individual prices for government marketing collateral

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MARKETING COLLATERAL ITEMS



Capability Statement (*one page*) - \$250

- Includes basic business information such as Duns number, NAICS codes, core competencies, past performance, and any certifications
- PDF file that can be printed or emailed
- Five printed color copies

Capability Statement (*two pages*) - \$350

- Includes basic business information such as Duns number, NAICS codes, core competencies, past performance, and any certifications
- PDF file that can be printed or emailed
- Five printed color copies



Capability Business Cards - \$85

- Printed two sides with NAICS codes on the back
- 250 printed cards included with your order

Capability Video - \$650

- Includes basic business information including Duns number, NAICS codes, core competencies, past performance, and any certifications
- Up to two minutes long
- Three video formats are available

Capability Briefing (*slide presentation template*) - \$300

- Basic slides include cover slide, intro slide, core competencies, NAICS codes, executive bio slide
- Modifiable slide templates for past performance and target agency



Website

The content included in a website business website varies widely, so quotes on website are custom for each job, but generally start at \$1,000. Every business website needs a page dedicated to government buyers.