

Public-Sector Buyers Aren't Ghosting You. They May Not Know You Yet.

Whether you acknowledge it or not, your pipeline starts long before Sales enters the conversation.



Introduction

Your solution may be exactly what a government agency or school district needs. Your sales team may know the market. Your technology may outperform the alternatives.

None of that guarantees the people who matter know who you are.

That is one of the uncomfortable realities of selling into state, local, and education (SLED). Companies invest heavily in products, sales teams, and go-to-market strategies, then expect a public-sector leader to answer an unsolicited email, accept a meeting, or spend 30 minutes watching a demonstration.

But your sales team may call someone a prospect while that prospect calls you a **company they have never heard of**.

And you are already asking for—or expecting—their time.

You Have to Earn the First Conversation

An email address gives you the ability to send an email. It does not give the recipient a reason to care.

Public-sector leaders have demanding jobs, crowded inboxes, and plenty of vendors competing for their attention. Government security controls and spam filters add another hurdle. Even when your message gets through, the recipient still must decide whether you deserve a few seconds of attention.

That decision is easier when your name is already familiar—or when the introduction comes through a source they already know and trust.

This is why effective **marketing to the government and education** begins well before active sales outreach. Public-sector leaders research problems, follow issues affecting their missions, read trusted publications, talk with peers, attend events and webinars, and explore potential approaches—often long before a formal procurement effort begins.

The opportunity may not be in your sales CRM system yet.

But the relationship can—and should—still be starting.





First, Get Recognized

Imagine a government or education technology leader researching cybersecurity, AI, or modernization. They encounter your company alongside information about the issue. Perhaps they barely notice you, but they take account of your brand name—even if they take no action at the time.

Then they see you again.

Your name appears in a newsletter they read. Weeks later, they encounter an article from one of your experts. At an event, your logo looks familiar. A colleague mentions your company.

Nothing dramatic has happened. Nobody requested a demo.

But you are no longer a stranger. You're starting to feel familiar—a little more comfortable and a lot more interesting.

That is an important job of a sustained **public-sector brand strategy**: create recognition and begin associating your organization with problems and missions that matter to government buyers.

The first interaction does not have to produce a lead to have value. Sometimes its job is to make the second interaction less cold.

Then Give Them a Reason to Keep Paying Attention

Recognition earns you the possibility of a conversation. Relevance earns you more of it.

A short article can address a challenge they are already thinking about. A newsletter interaction can introduce an idea. A useful blog can demonstrate that you understand their world without asking them to give you an hour of their day.

Then the commitment can grow.

If those smaller interactions deliver value, someone may be willing to read a longer article, download research, or register for a webinar. They may attend an event where your team is present. They may share your content with a colleague.

The progression matters because now they're choosing to give you some of their limited time—time already stretched across demanding missions, competing priorities, and day-to-day responsibilities.



Be seen.
Be recognized.
Be useful.
Earn more attention.

Too much public sector technology marketing tries to skip those steps. Vendors want to talk about platforms, features, and differentiators while the buyer is trying to modernize aging infrastructure, protect sensitive data, improve student outcomes, manage limited resources, or deliver better public services.

So, **connect with them by talking about their world** before asking them to enter yours.



The Bigger the Ask, the More Trust You Need

Time is a currency.

- ✓ **Notice an ad:** almost no commitment
- ✓ **Read an article:** a little more attention
- ✓ **Share contact information:** greater commitment
- ✓ **Attend a webinar, meet your team, or engage Sales:** a much bigger ask

A strong **B2G / B2E demand generation strategy** respects that progression.

The goal is not to bombard people until they respond with interest.

It is to make the next interaction feel worthwhile.

Meanwhile, Someone Else May Be Building the Relationship

This is where the stakes rise.

If you are not consistently building awareness with government buyers, the market does not wait for you.

Another company may already be showing up—its perspective being read, its people being heard, and its presence becoming familiar to those who may eventually participate in the buying decision.

Then an emerging challenge becomes a priority. Funding begins taking shape. More stakeholders are getting involved. The organization starts exploring solutions more seriously.

Now consider two vendors pursuing that opportunity.

One discovers it and starts introducing itself.

The other has been present for a year.

One is starting a conversation. The other is continuing an existing relationship.

You do not want to discover the value of market presence after a competitor has spent 18 months building it.

THE INVISIBLE SHORTLIST

By the time the RFP is released, agencies have already shaped their thinking with organizations they **know**, **trust**, and have **seen in action**.

INSIDE THE ROOM: THE SHORTLIST IS SHAPED EARLY



Agencies build familiarity and confidence through:



Events & Roundtables



Research & Insights



Peer Connections



Thought Leadership



Successful Engagements



Trusted organizations are considered first—often before an RFP is ever drafted.

OUTSIDE THE ROOM: TOO LATE TO GET NOTICED



Many companies see the opportunity for the first time when the RFP is released.



No Prior Visibility



Not on Anyone's Radar



No Context or Understanding



Competing Too Late



Lower Chances of Winning



At this stage, it's hard to influence—and even harder to win.



Get in early. Build trust. Shape the conversation.

The shortlist is built long before the solicitation.



And Remember: You Are Building More Than One Relationship Simultaneously

Government and education purchasing decisions are rarely, if ever, **made by one person**.

- ✓ Elected or appointed officials
- ✓ Agency or institutional leadership
- ✓ Program and mission owners
- ✓ IT and technical leaders
- ✓ Finance and legal
- ✓ Procurement staff

That makes SLED go-to-market fundamentally different from B2B marketing strategies built around a primary decision-maker.

The CIO may know you while the program executive does not. Someone from procurement may encounter you late in the process. A technical leader may attend your webinar while an executive meets your team at an event. Different stakeholders enter the journey at different moments and consume information differently.

Your market presence must give them all opportunities to get to know you at each stage of their own buyer journey. That requires different forms of outreach, engagement, and content throughout the year—continually refreshed to reflect evolving priorities, levels of buyer interest, and the distinct needs of different personas and departments. Just as importantly, people seek out and consume information differently, so they need opportunities to engage with you in the formats and environments that work for them (think ads, social media, articles, research, webinars, newsletters).

This is why one channel cannot carry the entire relationship. Each form of engagement earns something different—and reaches different people at different moments.

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Make the Event Work Harder Before—and After—the Handshake

Live events remain extraordinarily valuable in the public sector because relationships ultimately involve people. They create opportunities for networking, education, peer learning, and meaningful conversations that cannot be replicated through a screen.

But the work should begin before anyone enters the room.

Digital activities can introduce your company and mission-focused solutions in advance through targeted digital advertising, custom content, newsletters, sponsored thought leadership, and other communications. Instead of arriving as an unknown vendor hoping the right people happen to find you on the event floor, you can begin building familiarity and interest beforehand—giving attendees a reason to recognize your name, attend your session, seek out your team, or stop for a conversation.

The event then becomes an opportunity to deepen something already underway, allowing you to take the next reasonable step.

Then, when everyone goes home, additional digital activity can help ensure the relationship doesn't disappear with the event badge. **You've now earned an opportunity to continue wooing them**—but don't overdo it or push too hard, too fast. You cannot shortcut the public-sector buying cycle. Keep earning the next interaction, respect their pace, give the relationship time to deepen, and slowly unfold who else is on the buying committee. Targeted communications can reconnect with attendees and priority accounts.

Additional content can take interested buyers deeper into the mission challenge and your approach to solving it. Webinar invitations, thought leadership, digital advertising, and ongoing account-based engagement can keep your organization visible while creating additional opportunities for other members of the buying committee to engage.

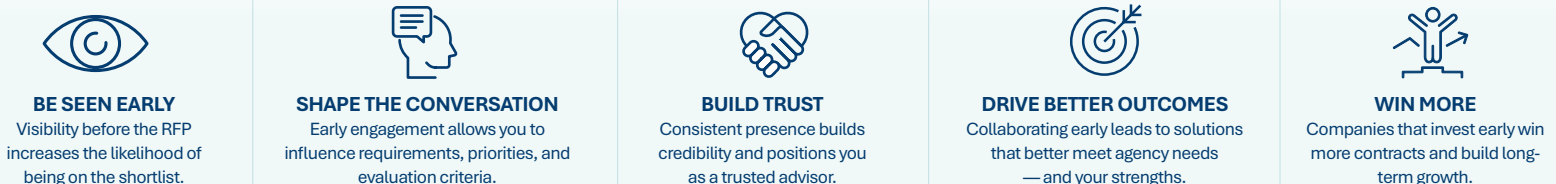
A handshake may happen at an event on day one. But ideally, the relationship started before you ever entered the room—and the work afterward turns that moment into momentum.

THE JOURNEY TO A GOVERNMENT CONTRACT

The RFP is near the end of the process — your opportunity to influence starts much earlier.



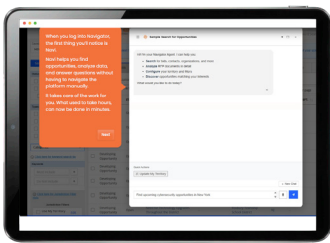
WHY IT MATTERS



Market Intelligence Tells You Where to Look. Market Engagement Helps You Do Something About It.

The same principle applies to market intelligence.

Knowing that an agency is planning an initiative, receiving funding, developing a project, changing leadership, or showing other indicators of future opportunities can give Sales and Marketing an important advantage. e.Republic's **Industry Navigator** helps organizations identify and understand those signals so they can focus on markets and accounts where something meaningful may be developing.



But intelligence alone does not create a relationship.

When good market intelligence alerts you to an organization's future need before an RFP is released, mission-focused marketing can help you begin building familiarity around that need—while there is still time to develop the relationship before the sales conversation becomes urgent.

As engagement develops, the relationship can also produce another layer of intelligence—**signals**!

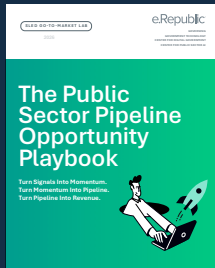
- ✓ Who is responding?
- ✓ Which topics are attracting attention?
- ✓ Are multiple people from the same organization engaging?
- ✓ Is interest deepening from a quick interaction into longer-form content, webinars, events, or other higher-commitment activities?

Now market intelligence and market engagement begin reinforcing each other.

One helps you understand where to focus. The other helps you become known, relevant, and credible there. Together, they give Sales something far more useful than either a cold account list or disconnected marketing activity: **context for where an opportunity may be developing and a relationship that may already be developing with it.**

Measure Whether the Relationship Is Moving

This also changes how **gov- and ed-tech demand generation should be measured.**



- ✓ **Visibility:** targeted reach, frequency, priority-account coverage, traffic, and branded interest.
- ✓ **Engagement:** clicks, repeat visits, content consumption, webinar participation, downloads, and other evidence that people are voluntarily giving you more attention.
- ✓ **Account activity:** multiple people engaging, additional buying roles appearing, repeat engagement, deeper content consumption, and emerging behavioral signals.
- ✓ **Business impact:** sales conversations, qualified opportunities, pipeline progression, and revenue.

Generic B2B benchmarks can help diagnose individual marketing tactics. But B2G and B2E demand generation requires a wider lens because public-sector buying cycles are long, buying committees are complex, and meaningful engagement may develop months before an opportunity becomes visible.

The question is not always, “*Did this tactic convert?*” Often, the better question is, “*Did we earn the next interaction?*”

This Is Where the Pieces Have to Work Together

By now, the point should be clear: no single campaign, channel, event, piece of content, or market signal creates a public-sector relationship on its own.

The advantage comes from interconnecting them into a tightly woven storyline across multiple channels and throughout the year.

That is the strategy behind e.Republic’s Market Growth Studio.

Market Growth Studio brings these activities together around three objectives:

- ✓ **Build Authority** | by creating sustained visibility, credibility, and trust that help your organization become known for the mission challenges you solve. 
- ✓ **Create Engagement** | by giving the right people—and the broader buying committee—relevant reasons to spend time with your ideas and continue the relationship. 
- ✓ **Strengthen Opportunities** | by identifying meaningful signals of interest, deepening engagement within priority accounts, and giving Sales greater context for more relevant conversations. 

Rather than treating these as separate marketing efforts, Market Growth Studio connects them across the public-sector buying journey—helping turn visibility into credibility, credibility into trust, trust into engagement, and engagement into stronger opportunities.

You Don't Have to Build That World Alone

e.Republic has spent more than 40 years inside the state, local, and education ecosystem.

Through six highly trusted, uniquely focused brands, we connect with public-sector professionals across different missions, roles, and levels of government.

Those six digital properties generate more than 6.1 million website users annually—people researching the issues shaping government and education. Hundreds of thousands more engage with our magazines and newsletters. Many of our senior staff have served inside government and education themselves. They understand not only organizational charts and job titles, but the missions, pressures, and human dynamics behind public-sector decisions.

THE CROSS-PORTFOLIO ADVANTAGE

One integrated platform. Six trusted brands. Endless opportunities to connect, influence, and grow.

government
technology

 Governing

CENTER FOR
DIGITAL
GOVERNMENT

CENTER FOR
DIGITAL
EDUCATION

CENTER FOR
PUBLIC
SECTOR AI

Emergency
Management

IT and digital
transformation leaders
modernizing government.



State and local
government executives
and policy leaders.



Research, insights, and
communities driving
government innovation.



K-12 and higher ed
leaders advancing
digital learning.



AI insights and guidance
for smarter public
sector outcomes.



Public safety and
resilience leaders
protecting communities.



Amplify Your Impact Across the Entire Public Sector Ecosystem

Our cross-portfolio approach connects you to the right audiences, at the right time, through the right channels—maximizing reach, relevance, and results.



ENGAGED AUDIENCES

Reach **hundreds of thousands** of public-sector leaders across all 50 states.



PREMIER EVENTS

Hosting **100's** of high-impact, public-sector events each year.



TRUSTED CONTENT

Publish **100's of** articles, reports, and research annually.



MULTICHANNEL REACH

Deliver across digital, print, email, and social channels.



TARGETED SOLUTIONS

Drive **measurable results** with tailored solutions for your goals.



PROVEN PERFORMANCE

Our partners achieve **higher visibility, stronger pipelines, and greater win rates.**



1 strategic partner. 6 powerful brands. Unlimited possibilities. Let's build your success story—together.

Market Growth Studio puts e.Republic's reach, experience, and ecosystem to work for you—connecting market engagement with the human relationships built through e.Republic events and the market signals surfaced through Industry Navigator. How we support you can flex to your needs:

- ✓ As your full public-sector marketing team,
- ✓ An extension of your existing team when you need additional expertise or capacity, or
- ✓ As a resource for specific campaigns and initiatives.

However you engage with us, the objective is the same: **help you build stronger relationships across the public-sector market that create lasting value and drive business growth.**

And ultimately, success looks like this:

- ✓ People recognize you.
- ✓ They listen to you.
- ✓ They spend time with your ideas.
- ✓ They meet your people.
- ✓ They introduce colleagues into the conversation.
- ✓ Your organization becomes associated with a problem they care about solving.
- ✓ And equally important—they talk to other agencies on your behalf!

Then, when an opportunity finally arrives, you are not walking into a room full of strangers.

You have a meaningful history together.

You can spend years trying to build that familiarity, reach, and credibility entirely on your own.

Or you can build on ours.

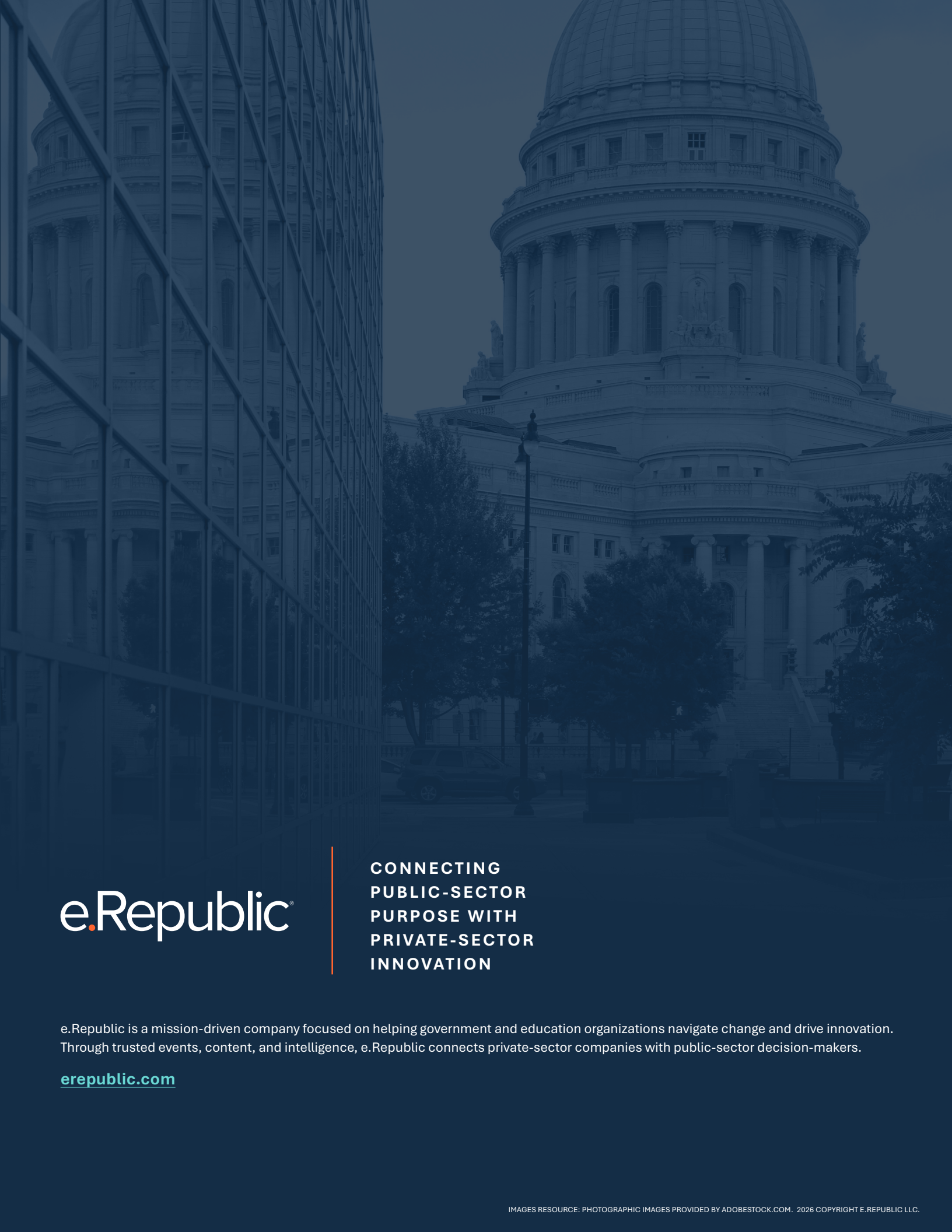
Borrow our experience. Borrow our reach. Borrow our credibility. Then use them to build relationships that become your own.



Connect with us.

Contact your account representative or email us at erepublic@marketing.com.

e.Republic



eRepublic®

CONNECTING
PUBLIC-SECTOR
PURPOSE WITH
PRIVATE-SECTOR
INNOVATION

e.Republic is a mission-driven company focused on helping government and education organizations navigate change and drive innovation. Through trusted events, content, and intelligence, e.Republic connects private-sector companies with public-sector decision-makers.

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