



G4i Inc. is a Marketing and Business Development firm. We work with government contractors and the Federal Government providing integrated business development and marketing professional services increasing our customers ROI with the ability to provide ROI metrics adding value to their organizations.

The commercial industry today measures business by website visits, conversion rates, generated leads per channel, engagement on social media platforms, blog post shares, email click-through rates, etc. converting these to monthly sales and then ROI. For most firms in the Government Marketing space, when the time comes to present executives at month end or quarterly with the impact of the activities, direction, and marketing efforts, they are unable to present the information as they would demonstrate for commercial monthly sales or ROI with the same data they measure against. This is partially due to the lengthy, and complex government sales cycle and its Plan of Action and Milestone (POAM) process.



The Government procurement process is much different than that of the commercially impulsive, rapid ecommerce and commercial sales cycle process. The Government's Request for Proposal (RFP), response planning, Time to Market (TTM), and length of time taken in the Marketing and Business Development process; provides forecasted pipeline opportunities that are positioned for pursuit through to the finished proposal and outcome.

One critical component of time based pursuit is its **macro environment** – business objectives, corporate strategy, research-information, gap analysis, solution, core competency, marketing strategy, and market intelligence.

Generally, PR and Marketing firms have little to no success in generating revenue with Government customers as most all PR and Marketing companies do not pre-empt their marketing campaigns with processes against the Government POAM to drive the TTM RFP response efforts in tandem with their customers Marketing and Business Development processes; therefore they are unable to provide a ROI model or a favorable outcome scenario as they would in a commercial market.

This is one of the reasons why large reputable marketing firms will talk commercial sales and business development strategies with government contractors that simply do not work. (“Talking government while pointing at their commercial success”

In Government Procurement, the development of the RFP starts with their POAM, 15 months or more in advance of an RFP being developed and published by our Government for solicitation to Government contractors. **The Top-100 most successful Government contractors all understand that the TTM-Marketing and Business Development processes, campaigns, and customer visits must sync-up with the POAM lifecycle;** being 15-months or more in response to RFP contracts and revenue.

(PR and Marketing firms that cannot demonstrate their experience with TTM-strategies, Process, and a ROI model in government should be avoided).

While many owners theoretically understand that a solid marketing team can directly impact their company's bottom line, 73% of owners / executives don't believe that government space marketing is focused enough or has the right process tied to results to truly drive customer demand – **and their right!** If the majority of executives think marketing programs lack credibility, it doesn't make sense to bombard them with metrics that don't sync up with top or bottom-line impact or process relevancy to ROI. (This happens all too often in response to generate an ROI).

G4i is a proven, highly qualified and specialized professional services team of experts in the areas of Marketing and Business Development. We are **skilled** in crosscutting measures in response to managements need for optimizing their Marketing, Business Development, Account Sales, Recruiting, and Transitional Operations that will significantly increase the Probability of win (Pwin), resulting in revenue gains and larger ROI rebounds. Our Marketing and Business Development methodology and programs give owners the transparency, accountability and credibility they are looking for when making their opportunity investment decisions by positioning and tracking TTM and performance measurements to ROI.

G4i drives revenue results. G4i's simplifies and focuses by working with Management, Marketing, Business Development, Account Sales, Recruiting and Transitional Operations, using its defined phased-gate approach and methodology to targeted agencies developing key drivers focused on targeted opportunities within defined timelines for proper TTM and positioning against the POAM.



Our Marketing program uses tactically driven marketing campaigns synced to the governments POAM and our TTM drives results through the phased-gate and executive investment decision process (0-2) (3) (4-5). Our program integrates the business development and sales processes delivering metric results against the owners and executives investment-gate decisions. This allows for

proper and accurate reporting with the top and bottom-line impact of our customer alignment, adjacency, relevancy, risk and probability of win; directly calculating and adjusting to the ROI model.

Well-developed integrated teams have Government Relations, Marketing, Business Development, Recruiting and Transition staffing teams and are empowered with the proper experience, knowledge management, process and performance technology to deliver effective TTM-management and campaign tracking, giving them a clear advantage in positioning and pursuit of large and complex government contracts. We make the Business Development and Marketing process enjoyable, easy, and will ensure that our program meets your needs and those needs of your executives and owners.

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