

## A Guide to Agency Based Marketing (ABM)

### *Why It Matters in Business-to-Government (B2G) Marketing*

When most new marketers start out, they're taught to highlight a product's best features. Faster. Cheaper. More secure. That's the traditional way of marketing. But in the business-to-government (B2G) world, product features aren't enough. Agencies don't buy "products" the way the private sector does—they buy solutions to fulfill a mission.

That's where Agency-Based Marketing (ABM) comes in.

### **What Is Agency-Based Marketing?**

Agency-Based Marketing is the practice of tailoring your campaigns, content, and messaging to a specific agency's mission, challenges, and goals, rather than focusing only on product features or generic benefits.

Instead of saying:

- *"Our cloud platform is fast and secure."*

You frame it as:

- *"Our cloud platform helps the Department of Veterans Affairs process benefits faster and protect veterans' personal information."*

See the difference? One talks about the product. The other connects the product to the agency's mission, and that's what resonates with government buyers.

### **Why It Matters in Government Marketing**

Federal, state, and local agencies don't all share the same priorities. The Department of Defense isn't trying to solve the same problems as the Department of Energy. By aligning your message to each agency's unique mission, you show three things that matter to government decision-makers:

1. **You understand them.** You've done your homework on their goals, mandates, and constraints.
2. **You support their mission.** You're not selling a widget—you're helping them succeed.
3. **You're relevant.** Relevance builds trust, and trust is the foundation of government contracting relationships.

## How to Do Agency-Based Marketing

Here are some starter steps for junior marketers to practice ABM:

### 1. Research the Agency

- Read the agency's strategic plan (every agency publishes one).
- Track Executive Orders and large funding bills for mission direction and funding streams.
- Track the agency's budget priorities (what they're funding tells you what they care about).
- Follow news releases and leadership speeches for mission updates.

### 2. Align Your Messaging to the Mission

Translate product features into mission outcomes. Example:

- Feature: *24/7 system monitoring*
- Agency-based message: *"Ensures FEMA can keep disaster recovery systems online even during peak crises."*

### 3. Tailor Campaigns by Agency

- Customize case studies and success stories by referencing agency use cases.
- Run account-based digital ads targeting decision-makers at that specific agency.
- Adjust email and event invitations to speak to their mission priorities.

### 4. Collaborate with Business Development (BD) and Sales

Your BD and Sales colleagues often know the agency landscape inside and out. Ask them what pain points they're hearing. That intel helps you craft campaigns that land.

## Agency-Based Marketing vs. Product Marketing

Here's a simple comparison to keep in mind:

Product Marketing	Agency-Based Marketing
Focuses on features & functions	Focuses on mission outcomes
Generic across audiences	Tailored to a specific agency
Emphasizes speed, price, or specs	Emphasizes impact on agency goals
Often short-term	Builds long-term trust & relevance



### **Key Takeaway**

When you shift your thinking from “what does my product do?” to “how does it help this agency achieve its mission?”, you’ll start building stronger, more credible campaigns that actually influence government buyers.