

Mission Marketing Methodology

The Federal Market Growth System for GovCon

A proprietary 5-phase methodology that synthesizes the top 10 B2G marketing frameworks for mission-driven growth

1 ALIGN
Mission Fit & Stakeholder Mapping

Identify which agencies' missions align with your capabilities. Map decision-makers, influencers, and gatekeepers.

KEY ACTIVITIES

- Audit agency strategic plans & budget priorities
- Map stakeholder tiers: SES, CO, COR, end-user
- Align company mission narrative to agency mission
- Identify NAICS codes, set-aside categories
- Build target agency pipeline (FISMA tier, size)

OUTCOMES

- ✓ Agency target list ranked
- ✓ Stakeholder map complete
- ✓ Mission alignment doc

Mission Alignment Framework · Stakeholder Mapping

2 CREDENTIALIZE
Trust, Compliance & Past Performance

Build the trust infrastructure government buyers require: certifications, clearances, and proof of delivery.

KEY ACTIVITIES

- Curate past performance library (CPARS + write-ups)
- Obtain & maintain relevant certifications (ISO, CMMC)
- Develop GSA Schedule & GWAC vehicle presence
- Build compliance communication assets
- Secure agency reference letters & testimonials

OUTCOMES

- ✓ Past performance library
- ✓ Compliance badge inventory
- ✓ Reference network built

Trust & Compliance Framework · Past Performance Show

3 POSITION
Capabilities Positioning & Thought Leadership

Become the recognized expert in your federal niche before the solicitation hits the street.

KEY ACTIVITIES

- Produce capabilities statement (1-pager & deck)
- Publish federal-focused white papers & reports
- Speak at govtech conferences (ACT-IAC, AFCEA)
- Write agency-specific solutions briefs
- Position leadership as subject matter experts

OUTCOMES

- ✓ Capabilities statement finalized
- ✓ Thought leadership published
- ✓ SME visibility established

Capabilities Positioning · Thought Leadership Framework

4 PURSUE
Procurement Lifecycle & Teaming

Navigate the federal procurement process strategically. Win with the right team on the right vehicles.

KEY ACTIVITIES

- Monitor SAM.gov, FPDS & beta.SAM for signals
- Submit RFI responses & engage pre-solicitation
- Identify teaming partners for capability gaps
- Execute capture planning & win theme development
- Manage proposal process end-to-end (color teams)

OUTCOMES

- ✓ RFI responses submitted
- ✓ Teaming agreements in place
- ✓ Proposal submitted

Procurement Lifecycle · Teaming & Partnerships

5 PROVE
Impact Measurement & Digital Presence

Demonstrate mission impact clearly. Maintain a digital presence that reinforces trust and authority.

KEY ACTIVITIES

- Build impact dashboards tied to agency KPIs
- Publish program success stories & metrics
- Optimize govtech digital presence (LinkedIn + web)
- Present quarterly mission impact reviews to CORs
- Leverage data for re-compete & expansion bids

OUTCOMES

- ✓ Impact metrics documented
- ✓ Digital presence optimized
- ✓ Re-compete positioned

Digital Presence · Impact Measurement Framework