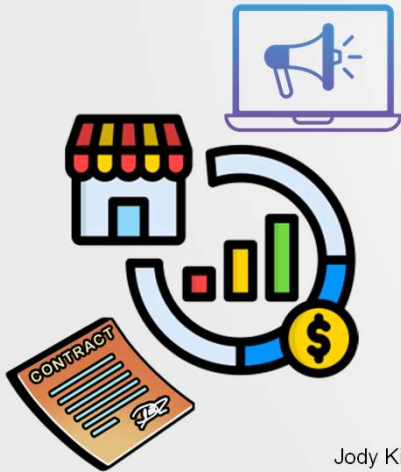




Where Government Contracting Starts



## How to Market Yourself & Your Business

The act of building business  
connections

Jody King, Assistant Director, Alaska APEX Accelerator  
August 7, 2025



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[www.apexalaska.org](http://www.apexalaska.org)

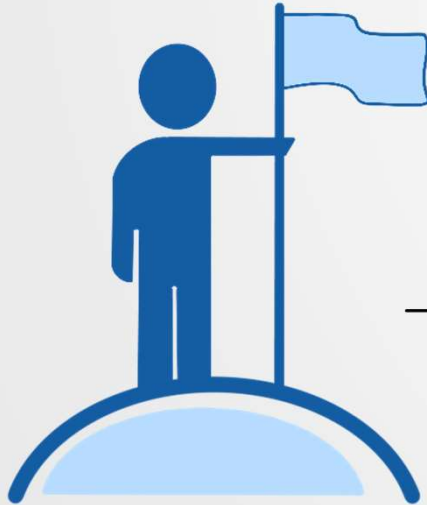


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## Today's Agenda

- ❖ Plant your flag: Define your business
- ❖ Do the Research: The Market
- ❖ Develop your Marketing Plan: To Market
  - Passive & Active Advertising
- ❖ Build the Marketing Tools
  - Logos → building the brand
  - Website
  - Tangibles:
    - Business cards
    - Capability Statements
    - Other marketing materials






## Who are you & what are you offering?

Defining your business goals and needs

## Defining your business

To define your business, you need to **articulate what you offer, who your target audience is, and what makes your business unique**. This involves identifying your target market, defining your brand, establishing your core values, and creating a value proposition. A well-defined business description also includes your mission statement, goals, and how you intend to operate. 

### 1. Define Your Business Offering

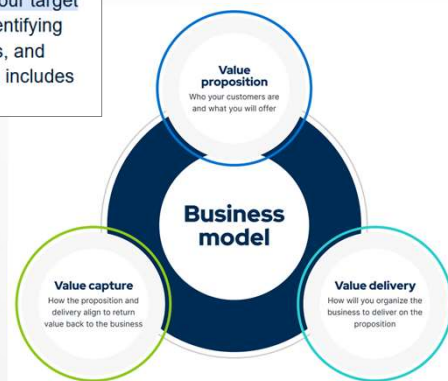
- What do you sell?
- What value do you provide?
- What makes you unique?

### 2. Identify Your Target Audience

- Who are your ideal customers?
- What are their needs and aspirations?

### 3. Establish Your Business Description

- Business Name and Location
- Products and/or Services
- Target Market: Who you aim to serve
- Unique Selling Points: What makes your business stand out
- Goals: What you hope to achieve with your business
- Key People and Expertise



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Resources: <https://www.aha.io/roadmapping/guide/product-strategy/what-are-some-examples-of-a-business-model>

## Becoming a Subcontractor

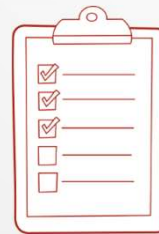
### ❖ Define Your Business Offering to the Prime

- Ability, Capability, & Capacity (Differentiators)
- Past Performance
- Price
- Small Business Goal Value: Small Business Certifications



### ❖ Define your Expectations from the Prime

- Do your due diligence! Investigate their past performance
- What are your negotiation points?
  - Timely payments
  - Clear subcontract terms & conditions
  - How are disputes handled?



### ❖ Establish Your Business Description

- How do you find potential Primes?



## Do the Research

Identifying your potential  
Market

❖ **Define Your Market: potential customers**

- Commercial / Residential
  - Electronic plans websites Interested Vendors List
  - Dodge Construction Network (\$) <https://www.construction.com/>
- Federal Government
  - Finding solicitations and/or bid opportunities
    - System for Award Management (SAM) <https://sam.gov/>
    - Federal Procurement Data System (FPDS) *awarded contract data (past)* [https://www.fpds.gov/fpdsng\\_cms/index.php/en/](https://www.fpds.gov/fpdsng_cms/index.php/en/)
    - Solicitation search software
- State of Alaska Government
  - DoT&PF <https://dot.alaska.gov/procurement/>
  - Online Public Notices <https://aws.state.ak.us/OnlinePublicNotices/>
- State of Alaska Municipal and Borough purchasing websites

❖ **Searching for potential Primes**

- Federal websites:
  - System for Award Management (SAM) <https://sam.gov/>
  - Federal Procurement Data System (FPDS) [https://www.fpds.gov/fpdsng\\_cms/index.php/en/](https://www.fpds.gov/fpdsng_cms/index.php/en/)
  - SBA Small Business Search <https://search.certifications.sba.gov/>
- State websites:
  - DBE Directory <https://dot.alaska.gov/cvlrts/directory.shtml>
- Professional Organizations – Networking & training events
  - Associated General Contractors (AGC) <https://www.same.org/anchorage/>
  - Society of American Military Engineers (SAME) <https://www.same.org/anchorage/>
  - National Association of Women in Construction (NAWIC) <https://www.nawic-ak.org/>
  - Construction Financial Management Association (CFMA) <https://lastfrontier.cfma.org/>
  - Society for Marketing Professional Services (SMPS) <https://smpsalaska.org/>





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## Market Research Webinars

### Conducting Targeted Research for Federal Contracting Opportunities

DECEMBER 19, 2024

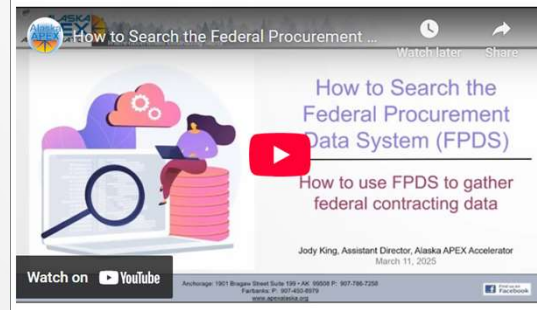


Do you know which federal agencies are buying those goods or services that your business is selling? Do you know where to look for this information? The information is posted for public review - you just need to know which database to look at and how the information is coded. Honestly, it's easier than it sounds!

<https://apexalaska.org/training/conducting-targeted-research-for-federal-contracting-opportunities-2/>

### How to Search the Federal Procurement Data System (FPDS Gov)

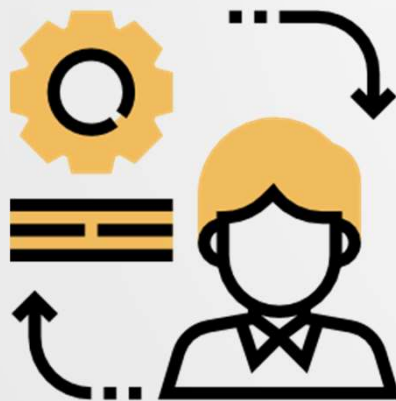
MARCH 12, 2025



<https://apexalaska.org/training/how-to-search-the-federal-procurement-data-system-fpds-gov-2/>



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## Develop Your Marketing Plan: To Market

Passive & Active Advertising






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## Creating a Marketing Plan

### Creating a Marketing Plan

1. Conduct a Situation Analysis for the Marketing Plan
2. Determine the Target Market
3. Define Marketing Goals & Objectives
4. Develop Marketing Strategies & Tactics
5. Determine the Budget & Resources Needed
6. Outline the Marketing Plan Implementation
7. Monitor, Review, & Update the Plan as needed

A well-crafted marketing plan is essential for any business seeking to achieve its objectives and thrive in a competitive market. It serves as a roadmap, aligning marketing activities with overall business goals and optimizing resource allocation. 



Aspect	Marketing Plan	Business Plan
<b>Purpose</b>	Focuses on strategies to promote products/ services, aiming to reach the target audience and achieve specific marketing objectives.	Provides a holistic view of the company's mission, objectives, and strategies for overall growth and operations. Often used to secure funding or guide the company's direction.
<b>Scope</b>	Delves into detailed market research, competitor analysis, target audience demographics, and outlines specific promotional channels and tactics.	Encompasses a broader spectrum, including marketing, operations, management, financial planning, and a comprehensive analysis of the company's industry and competition. This often includes a business strategy marketing section.
<b>Timeframe</b>	Typically short-term, often crafted for the upcoming year or quarter (marketing annual plan), with periodic updates to adapt to changing market conditions.	Envisages a longer horizon, laying out a multi-year vision and strategy, setting the direction for the company's future.
<b>Audience</b>	Primarily designed for internal use, guiding the marketing team and other stakeholders in their promotional and strategic efforts.	Serves both internal strategic planning and external audiences, such as potential investors, banks, or partners, offering a comprehensive snapshot of the company's goals, strategies, and financial health.

Resources: <https://improvado.io/blog/how-to-write-a-marketing-plan>



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## Passive Marketing

**Passive:** information that is waiting to be discovered, evaluated and communication triggered



### ❖ System for Award Management (SAM)

- UEI & CAGE Code
- Contact Data: address, POC information
- Industry Codes: NAICS & PSC Codes
- Socio-Economic information
- Contract Readiness (Reps & Certs)



Small Business Search

### ❖ SBA Small Business Search (SBS)


- Keywords / Search terms
- Capability Narrative
- References: Past Performance
- Industry Certifications
- Website (URL)
- Link to Capability Statement
- Socio-economic certification

Alaska Department of Transportation and Public Facilities  
CIVIL RIGHTS OFFICE

### ❖ SoA DBE Directory

- Vendor name
- Certification Type → Airport Concessionaire Disadvantaged Business Enterprise (ACDBE)
- Work Location
- NAICS Code
- Work Category
- Disadvantaged Business Enterprise (DBE)

## Passive Marketing - Website

A website is crucial for small businesses because it acts as a 24/7 online storefront, builds credibility, and helps them compete effectively in the digital age. It also allows businesses to reach a wider audience, showcase their products and services, and engage with customers in a cost-effective way. 



### Why a website is important for small businesses:

1. It's Your Digital Storefront—Open 24/7
2. A Website Makes You Look Legit
3. Your Website Helps You Get Found Online
4. A Website Makes Your Business Look Professional
5. Your Website Can Build and Nurture Customer Relationships
6. A Website Helps You Stay Competitive
7. A Website Is Easily Scalable

#### Providing:

- Competitive Advantage
- Establishes your brand
- Can reach a wider audience
- Can provide powerful analytics tools that provide website performance insights

Resources: <https://macaronsandmimosas.com/7-reasons-why-having-a-website-is-important-for-small-businesses/>

## Website Content

*What information (content) does your targeted audience need to flip the switch from browsing to buying?*

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>❖ About the company “About Us”               <ul style="list-style-type: none"> <li>• Mission &amp; Value Statements</li> </ul> </li> <li>❖ About the staff</li> <li>❖ What we do:               <ul style="list-style-type: none"> <li>• Industries</li> <li>• Product Lines</li> </ul> </li> <li>❖ Locations / Maps</li> <li>❖ Pictures, Logo, graphics</li> <li>❖ Call-to-Action               <ul style="list-style-type: none"> <li>• Contact Us: phone number &amp; email</li> <li>• Schedule an appointment</li> <li>• Send us an email</li> <li>• Order now</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>❖ Government Data &amp; Projects               <ul style="list-style-type: none"> <li>• UEI &amp; CAGE Code</li> <li>• Industry codes (NAICS, PSC)</li> <li>• Past Projects (past performance)</li> </ul> </li> <li>❖ Socio-Economic Data               <ul style="list-style-type: none"> <li>• Small Business Status &amp; Designations</li> <li>• Small Business Certification(s)</li> </ul> </li> <li>❖ Downloadable Capability Statement(s)</li> <li>❖ Existing Government Contracts               <ul style="list-style-type: none"> <li>• GSA MAS</li> </ul> </li> </ul> |
|---|--|



**Active:** information that sent to a targeted individual with the goal of starting a new business relationship to generate opportunities and cash flow

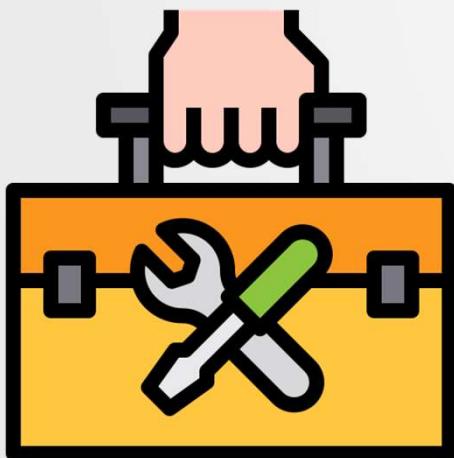
❖ **Direct Email**

- Company email address – not a personal Gmail account
- A good email should contain:
  - ✓ Subject line
  - ✓ Greeting
  - ✓ Body of email: communication & call to action
  - ✓ Signature block with name, title, company information and contact information
  - ✓ Labeled attachments

❖ **Capability Statements**

❖ **Business cards**


❖ **Other marketing materials**



## Build the Tools


Creating your marketing  
material arsenal






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Logos



Designing a logo involves a strategic process focused on creating a visual representation of a brand's identity. This process includes understanding the brand, selecting appropriate colors and fonts, ensuring scalability and versatility, and ultimately creating a memorable and timeless design.




**Key Considerations:**

1. Simplicity: A good logo should be simple, easy to recognize & memorable
2. Versatility: Should be adaptable to various sizes & platforms without losing impact
3. Timelessness: Aim for a design that will remain relevant & effective over time, avoiding trends that may quickly become outdated
4. Color & Typography: Choose colors & fonts that align with the brand's personality & appeal to the target audience
5. Legibility: Ensure the logo is legible & readable, especially in smaller sizes or on different backgrounds

**Tools & Resources:**

- Logo Makers: Canva, Shopify, Wix, Logomaker, & Renderforest offer logo design tools & templates
- Professional Graphic Designers




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Capability Statements


❖ Creating a Capability Statement

- They're like Pringles – you can't stop at just one
- Should be written for a targeted reader
- Should fit the purpose of use
- Can be anything from 1 page to a detailed catalog
- Add them to your website



<https://apexalaska.org/training/creating-capability-statements-2025-update-2/>

## Business Cards

A good business card **effectively communicates who you are, what you do, and how to reach you**. It features essential information like your name, job title, company name, and contact details (phone, email, website) in a clear and visually appealing way. A well-designed business card also reflects your brand identity and leaves a lasting positive impression. 



### Breakdown of what makes a good business card:

1. Essential Information
  - Name & Job Title, Company Name, Contact information, Logo, & Gov't contracting data
2. Design & Layout
  - Legible fonts with a clean & balanced design
  - Use a color scheme that is visually appealing and complements your brand
  - Proof read before printing! Hire a professional printer
  - Leave a blank space
3. Other Considerations
  - Call to Action: A call to action, like a discount code or can encourage recipients to take next step
  - QR Code: provides a quick & easy way to access your website or other online information

Resources: <https://www.indeed.com/career-advice/career-development/business-card-tips#:~:text=1.,large%20enough%20to%20read%20easily>.

## Other Marketing Materials

Important marketing materials include a variety of print and digital items that businesses use to promote their products or services. Examples include brochures, flyers, business cards, social media content, website landing pages, and email marketing campaigns. These materials help businesses reach their target audience, convey their message, and ultimately drive engagement and sales




important marketing materials



Newsletters



Door hangers



Signage



Marketing booklets



Brochures



Catalogs



Flyers



Social Media

Resources: <https://huglondon.com/insights/9-steps-to-creating-effective-marketing-materials-for-your-business>  
<https://brandwell.ai/blog/how-to-write-compelling-marketing-copy/>  
<https://smartblogger.com/marketing-materials/>




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## Local Resources


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Finding the right resource  
to assist with business  
growth




Alaska Small Business Development Center  
UAA BUSINESS ENTERPRISE INSTITUTE

[Getting Started](#)
[Suite of Services](#)
[Success Stories](#)
[SSBCI](#)
[About Us](#)




We grow small business

New to the Alaska SBDC?




**Advising**

We offer no-cost, confidential, one-on-one business coaching. Our advisors assist with pre-launch, growth, recovery, buying & selling.



**Workshops**

We provide free and low-cost business workshops, both as on-demand self-service videos and via live webinars.




**Tools**

Explore our collection of free documents, spreadsheets and templates that our advisors use on a regular basis.

## Business Resource

### Alaska Small Business Development Center


- Free confidential one-on-one business coaching. Advisors assist with pre-launch, growth, recovery, buying & selling, funding assistance, and more.
- Provide free and low-cost business workshops, both as on-demand self-service videos and via live webinars.
- Tools: Explore our collection of free documents, spreadsheets and templates that our advisors use on a regular basis.



ALASKA  
**SBDC**  
ALASKA SMALL BUSINESS  
DEVELOPMENT CENTER


<https://aksbdc.org/>

<https://americassbdc.org/>



**UAA Business Enterprise Institute**  
UNIVERSITY of ALASKA ANCHORAGE

*The Alaska SBDC is a program of the UAA Business Enterprise Institute and is funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA).*



[Home](#)
[Getting Started](#)
[Suite of Services](#)
[Success Stories](#)
[SSBCI](#)
[About Us](#)

# Getting Started

*on this page*


- What the SBDC does
- Who we serve
- What the Alaska SBDC cannot do
- We are Business Advisors
- Would you like assistance from an advisor?
- Don't want to speak with an advisor?
- Other recommendations
- Subscribe

**Sign Up Now**

To set up an initial appointment, you must first register on our client portal.

**Subscribe**

Receive our monthly newsletter.



<https://aksbdc.org/getting-started/>

The Alaska SBDC offers three fundamental areas that cover the needs of startups and established businesses:



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# Marketing Your Business

- ❖ Develop a Marketing Plan
- ❖ Social Media Presence
- ❖ Brand and Name Recognition
- ❖ Website development



<https://aksbdg.org>

**Developing a Marketing/Sales Strategy**

- Marketing/Sales | SBIR Support
- No Fee
- Watch Now

**Developing Your Website Marketing Strategy – Part 1: 2023 Digital Marketing Trends**

- Marketing/Sales | Social Media
- \$25
- Watch Now

**Developing Your Website Marketing Strategy – Part 2: Anatomy of Modern Websites**


- Marketing/Sales
- \$25
- Watch Now

**Developing Your Website Marketing Strategy – Part 3: Five Biggest Social Media Myths**

- Marketing/Sales | Social Media
- \$25
- Watch Now

<https://aksbdc.org/services/workshops/>





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HOME GETTING STARTED EVENTS & TRAINING TOOLS NEWS ABOUT

### Answers to Common Questions

Our FAQ area has info on UEI, SAM, GSA, and other government contracting topics.

[see our extensive FAQ](#)

**Are you new to government contracting?**

Government contracting is a more complex, involved business process than what is usually found in the private sector.


**ARE YOU READY**  
for government contracting? >

**THE 10-STEP APPROACH**  
to government contracting >

## Program Introduction

- Free assistance with all aspects of government contracting, from cradle to grave (start to finish) for federal, state and local purchasing activity
- Free one-on-one appointments
- Free workshops (Special events and extended training session may have registration fees)
- The Alaska APEX is one of 96+ other APEX Accelerators across the US, Puerto Rico, & Guam

<https://apexalaska.org/>  
<https://www.napex.us/>  
<https://www.apexaccelerators.us/#/>



**UAA Business Enterprise Institute**  
UNIVERSITY of ALASKA ANCHORAGE

*The Alaska APEX is a program of the UAA Business Enterprise Institute and is funded in part through a cooperative agreement with the Department of Defense Office of Small Business Programs*



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## Questions?

## Alaska APEX Accelerator Staff Contact Information

**Anchorage: Phone: 907-786-7258**

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Jody King, Assistant Director	<a href="mailto:jlking8@alaska.edu">jlking8@alaska.edu</a>	907-786-7270
Contract Specialist II	<i>vacant – now hiring!</i>	
Contract Specialist	<i>vacant – now hiring!</i>	
Lynda Gregory, Program Specialist	<a href="mailto:lmgregory@alaska.edu">lmgregory@alaska.edu</a>	907-786-7258

**Fairbanks: Phone: 907-450-8979**

Pierre Thompson, Center Director/Contract Specialist [pdthompson@alaska.edu](mailto:pdthompson@alaska.edu)

**General email:** [info@apexalaska.org](mailto:info@apexalaska.org) **Website:** <https://alaskapex.org>

To request assistance, sign up here: <https://akapex.ecenterdirect.com/signup?reset=1>





How can the Alaska APEX help you?