



Leveraging the principles of **thought leadership**, our vast knowledge of the **government market** and an ecosystem of **industry relationships**, Virtual Marketing delivers marketing programs that ensure their clients are **successful in marketing** and selling to the US Public Sector.

Why Virtual Marketing?

The real question is “Why NOT Virtual Marketing”? Here are 5 great reasons to maximize your current or future government marketing efforts with Virtual Marketing.

“Lou Anne Brossman of Virtual Marketing is a government marketing leader with an uncanny knack for seeing the bigger picture. At Juniper Networks she spearheaded cohesive thought lead strategies that increased new prospect leads by 500%.”

Tom Kreidler
(former) VP Federal
Juniper Networks

1. We’ve been in your shoes – **we have several decades worth of successful marketing experience** working for some of the world’s top IT companies.
2. We **deliver results and have proven success marketing to the government**. We’ve increased leads by 500% and gained significant thought leadership awareness for clients.
3. We have the “secret sauce” for **public sector marketing success**. This proven recipe leverages thought leadership principles that turn marketing dollars into sales opportunities.
4. **Our team becomes part of your team**. Virtual Marketing fosters an open approach to marketing collaboration with the **best and brightest people** providing scalable, flexible and affordable marketing offerings devoted to **making your company successful** in the public sector.
5. We offer a **breadth of service that is unparalleled in the market**. We have assembled strong creative and strategically sound virtual teams that can lend expertise in every aspect of

integrated marketing from brand positioning and product marketing to social media/web 2.0, promotions, events, advertising and public relations.

Why Thought Leadership?

Today in the public sector it’s not what your company does or sells, but what it thinks and says that really matters. Thought leadership is an increasingly vital driver of public sector success that positions your company for the next level of growth.

Virtual Marketing helps your company promote its expertise and solutions to rise above the competition and educate the public sector on how to solve its top challenges to meet missions and mandates.

When the public sector recognizes your company as a trusted advisor and thought leader that understands its challenges your sales cycle accelerates and your pipeline grows dramatically.

What are the benefits of thought leadership in the public sector?

Public Sector (Federal, State and Local)

Community: Government readily maps your product / solutions to their issues (policies/mandates)

“In my 30+ years serving this niche, I found only a handful of government marketing executives with the vision, knowledge and skills that Lou Anne possess.”

Larry Rosenfeld, CEO, Sage Communications



System Integrator/VAR/Channel Community: Government agencies request system integrators to include your company in solutions and proposals

Media/Analyst Community: The media and analyst community views your company as an expert and quotes your executives on specific issues that are important to the government

Legislative / Public Policy Makers: Your company is invited to the “table” as an expert on particular subject matters of critical importance to the government

“Lou Anne Brossman of Virtual Marketing significantly increased our brand awareness by executing a clear and concise thought leadership strategy focused on the issues that impact data centers today. We've seen a substantial growth in website traffic, qualified sales leads and partner engagements under Lou Anne's creative marketing leadership.”

**Greg McElheran,
President & CEO,
Liquid Computing**

Virtual Marketing Leadership

Virtual Marketing is led by Lou Anne Brossman who has over 25 years of federal and state and local government marketing leadership experience gained while working for some of the biggest players in the industry (Juniper Networks, EMC, immixGroup). She is a sought out speaker on Federal Marketing Best Practices and is well recognized for her ability to drive Thought Leadership campaigns for her clients on relevant federal policies and mandates. She started Virtual Marketing after realizing there was need for an experienced federal marketing consultant who can help companies that want to be successful marketing and selling to the US federal government. By using her vast knowledge of the federal government and network of industry relationships, she is able to provide an economical way for her clients to have marketing expertise to launch successful lead generation, tradeshow/events and brand awareness / thought leadership campaigns without the overhead of a full-time employee.

Virtual Marketing Offerings

- Government Marketing Best Practices
- Virtual CMO, Director & Manager
- Thought Leadership Consulting
- Customer Acquisition & Retention
- Budget Planning, Justification & ROI
- Marketing Plan Development
- Whitepaper, Collateral & Presentations
- Channel Co-Marketing Programs
- Media Communications (Web 2.0)
- Brand Awareness
- Event Planning & Execution
- Survey & Focus Groups
- Customer Case Studies
- Marketing Training & Workshops
- CRM Consulting & Training
- Government Market Research
- Product & Services Messaging
- Public Relations & Analyst Programs

Virtual Marketing: Bringing “Clarity” to the “Clutter”

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