

Market Connections and Merritt Group joined forces to poll federal decision makers and B2G marketers to answer this question—**which marketing content and channels are most effective?**




### MOST EFFECTIVE DELIVERY CHANNELS For Federal Decision Makers

 **83%** Search Engines

 **82%** Corporate Websites  **74%** Email

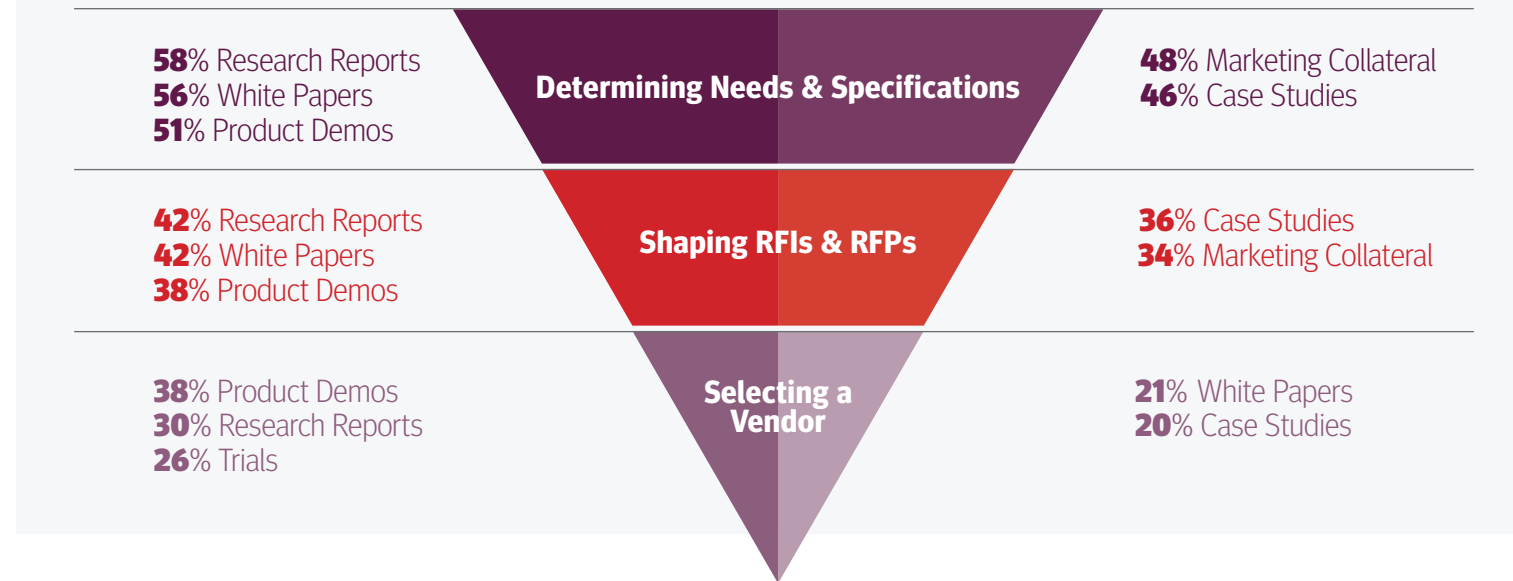
 **70%** Online Communities  **66%** News Websites

### B2G MARKETERS' Top Paid Digital Advertising Methods

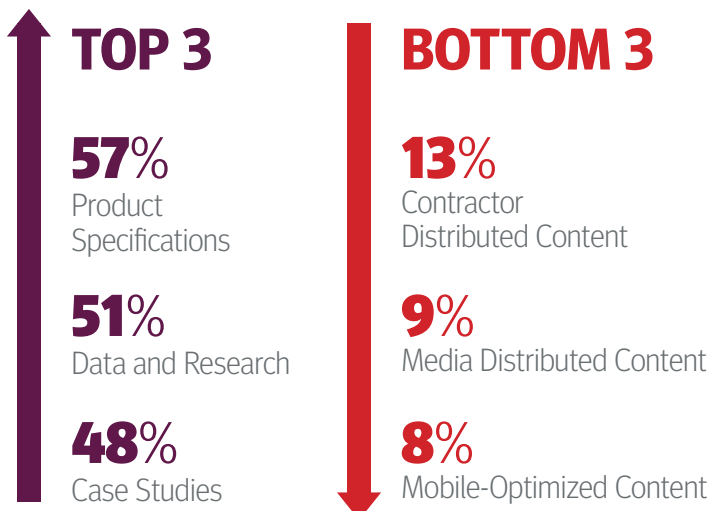
 **60%** Search Engine Marketing  **57%** Online Banner Ads  **52%** Social Ads

## Content Most Valued by Federal Decision Makers

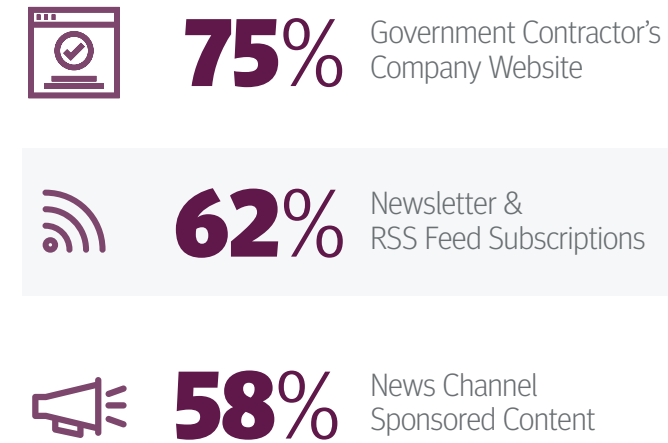
DURING THE DIFFERENT STAGES OF BUYING PROCESS



### FEDERAL DECISION MAKERS Rank Top and Bottom Content Features

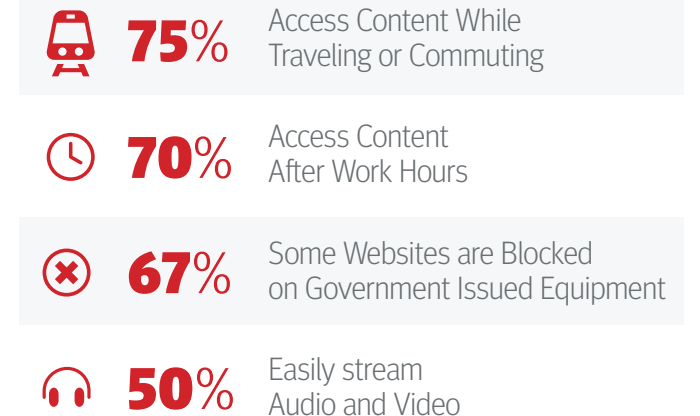


### FEDERAL DECISION MAKERS' Top Three Preferred Content Types



Federal decision makers access work-related content **USING PERSONAL DEVICES**

### REASONS WHY Government Employees Use Personally Owned Devices



### TOP ACTIVITY to Overcome Barriers

 **61%** B2G Marketers Create Content with **Mobile-First Design**