

### Top 5 Media Sources to Learn About New Products

- 1) B2B Magazines (48%)
- 2) B2B Websites (34%)
- 3) B2B Salespeople (30%)
- 4) Trade Shows (27%)
- 5) Conferences or Seminars (12%)

### Top 5 Outcomes of Advertising in BtoB Publications

- 1) Look for more info about a new product on the web (79%)
- 2) Find out more about a product or service (77%)
- 3) Cut out an article/ad to discuss with colleagues (59%)
- 4) Talk to a salesperson (58%)
- 5) Purchase product or service (57%)

### SBI Program Guide

## Using Print Media as a Thought Leadership Strategy

by Tom Trezza, Jr., President, Trezza Media Group



Over the last 5-6 years, we've read and watched how the internet and online media has changed the way that we now receive information to run our businesses and our personal lives. It's also changed the way that most companies look at their overall marketing and advertising budgets. Most CEO's, CFO's and CMO's are demanding greater return on investment (ROI) on their marketing investment, usually in the form of "lead generation" - the new Holy Grail. This is one of the main reasons behind the explosive growth & investment in media company's online businesses. But not so fast—there are 2 new powerful Media Research Studies from Forrester & Harris Interactive that shows how you effectively influence an executive making a purchasing decision and the media sources behind that decision.

A few weeks back, I was able to attend an American Business Media briefing on these 2 new and highly-respected research studies, and while they were focused on the B2B markets, they are easily adapted to the B2G market of ours. It would take me 20 pages or more to review all the critical data presented in these studies, so I've selected a few executive findings to highlight the strengths and roles that Print Media (B2B Magazines), Online Media and Trade Shows (In Person) have as a strategy part of your marketing plan (I've also used some of my sidebars to show other key findings).

#### Strengths of Different B2B Media

	B2B Magazines	B2B Websites	Trade Shows
Help you become aware of new products & services	73%	65%	81%
Provide information you can trust	70%	59%	67%
Provide objective information	65%	54%	NA
Make you feel like you're a broader part of a community	48%	39%	67%
Are sources of information you turn to first	47%	52%	N/A
Keep you ahead of the competition	35%	28%	35%
Help you find the best companies to buy from	33%	38%	50%
Help you grow your business	32%	24%	42%
Enable you to do comparison shopping	NA	54%	58%

#### Media Used in Decision Making Process

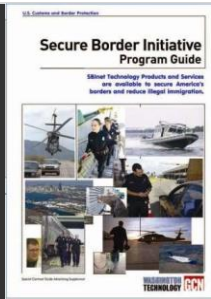
Media Source	Start thinking of purchase	Begin researching options	Narrow down choices	Make final decision	Review after purchase
B2B Websites	57%	66%	51%	32%	32%
B2B Salespeople	51%	52%	63%	64%	42%
B2B Magazines	50%	50%	35%	21%	20%
Trade Shows	42%	39%	31%	21%	14%
Conferences/Seminars	33%	26%	24%	18%	15%
B2B emails/e-newsletters	32%	27%	18%	12%	12%

### Flyzik's "Watch List" Top 5 Infrastructure Consolidation/Modernization Effort Issues

1. Alliant at GSA and
2. Networx at GSA --- these 2 are the core of the future for GSA services.
3. EAGLE Implementation at DHS --- will it have "teeth". Will the components use it or "do their own thing". Will EAGLE be the vehicle that pulls DHS together at the enterprise level?
4. Information Technology Enterprise Solutions (ITES-2s) at Army – how will the Protests finally play out?
5. Integrated Wireless Network (IWN) – How will the next phase competition play out? Will this be the vehicle to pull future wireless programs together and solve serious interoperability issues? Can a program involving 3 agencies (DHS, DoJ, and Treasury) run smoothly?

There's a sixth one evolving that is worth watching --- Seat Management Competitive Sourcing at IRS --- can it be done? Will Unions and Politics interfere?

Source:



The Secure Border Initiative is a comprehensive multi-year plan to secure America's borders and reduce illegal immigration.

We're introducing the SBI Program Guide - a special custom contract guide focused on this mission-critical initiative. Designed to give you targeted, powerful access to the federal technology market, this contract guide offers you thought leadership positioning and powerful access to government and industry leaders.

For an editorial outline and information on the benefits of this SBI Program Guide, [click here](#).

Join sponsors Northrop Grumman, Lockheed Martin, Ericsson, Boeing, Raytheon, Axsys, & GovWorks in this very special custom publishing supplement.

**Upcoming Events**

**Register Now and Get The Inside Scoop From Government!**

**Attend How Performance Goals & Government-Contractor Relations Impact Project Management Success**

**Speakers:**  
Glenn Perry, Vice Chair CFO Council

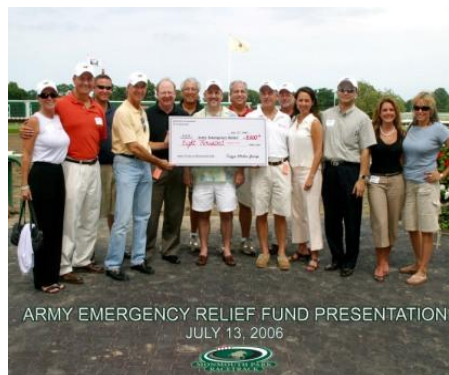
B2B Webevents/Webcasts	15%	15%	12%	8%	7%
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The takeaways for me are that:

- 1) Top Executives take action as a result of B2B or B2G Media Sources
- 2) Each Media Sources has specific roles and strengths, so use them accordingly
- 3) Print Advertising in B2B or B2G Magazines are most effective in providing information on new products and services and building a business
- 4) Advertising and marketing in B2B Media directly helps your sales organization
- 5) The most effective way to influence a purchase and brand your company and products is through advertising in multiple media sources

If you are interested in seeing the entire two research studies from Forrester and Harris Interactive, please [email me](#). My strategic partner, Jeff Erlichman and I will be available to review this information with you and your staff, either in person or by conference call.

**ARMY IT DAY AT MONMOUTH RACETRACK-JULY 13<sup>th</sup>**



On Thursday, July 13<sup>th</sup>, I hosted a fun networking event at one of the premier thoroughbred racetracks in the country: Monmouth Park, Monmouth NJ, which is just a stone's throw from Fort Monmouth Army Base. Kevin Carroll-PEO-EIS, FT Belvoir, and other Army executives were joined by some of the leading government contractors, resellers and technology vendors to enjoy an afternoon of horseracing, while helping to raise money for the Army Emergency Relief Fund.

Thanks to our Winner's Circle Sponsor-CDWG, and our Race Day Sponsors-Apptis-Apogen-BAH-Blue Ridge Networks-CACI-Citrix-EPS-FE1.com-General Dynamics (double sponsorship)-Nortel Government Solutions-Qwest-&-STG, we were able to raise \$8,000 to this extremely important charity. [See the day in pictures here](#).

**FEDERAL EXECUTIVE FORUM ON IT INFRASTRUCTURE CONSOLIDATION**



Trezza Media Group and The Flyzik Group held its 6<sup>th</sup> Federal Executive Forum on June 28<sup>th</sup> with another outstanding lineup of government and industry leaders, including:

Jim Flyzik, President, The Flyzik Group  
Chairman, Information Technology Association of America, Homeland Security Committee  
[jflyzik@theflyzikgroup.com](mailto:jflyzik@theflyzikgroup.com)  
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**Top 5 Media Sources To Build Your Business**

- 1) B2B Magazines (41%)
- 2) B2B Websites (37%)
- 3) Networking/Word of Mouth (21%)
- 4) Trade Shows/Conferences/Seminars (18%)
- 5) General Business Magazine (16%)

**EAGLE Program Guide**

**EAGLE**  
**Enterprise Acquisition Gateway for Leading Edge Solutions**

DHS announced on June 29<sup>th</sup> that it had awarded IDIQ contracts to 25 companies for Enterprise Acquisition Gateway for Leading Edge solutions.

The publishers of Government Computer News and Washington Technology introduce a custom publishing supplement focused on EAGLE.

**Benefits**

**Reggie Brown, Bureau of Business Transformation**

**Tuesday, July 25, 2006  
Half-Day Session  
9 Am - 12 Noon**

**Professional Services Council  
2101 Wilson Blvd., Suite 750,  
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- Charlie Havekost-CIO, HHS
- Hord Tipton-CIO, Interior
- Mark Day-CTO, EPA
- John Johnson, Assistant Commissioner, GSA
- Steve Picot-Cisco Systems
- Mary Ellen Condon-SRA

To see or listen to any of our 6 prior programs, please go to our [Program Page](#) on [Federal News Radio](#). For a look at the morning recording of our program, [see photos of the taping here](#).

**Our 2nd Half 2006 Schedule Includes:**

- Border Security-(Sold-Unisys)
- Net Centric Warfare (1 spot available)
- Identity Management/HSPD-12 (1 spot available)
- Health IT (2 spots available)
- Emerging Technologies (5 spots available)
- Open Source Computing (2 spots available)

For information about being one of the sponsoring industry companies, please [click here](#) for more information.

**EXECUTIVE SI ROUNDTABLE WITH DISA**

Trezza Media Group and The Flyzik Group hosted our 4th Executive SI roundtable with DISA on June 13th. Our guests were John Garing-CIO and Jack Penkoske-Dir. Security and Manpower.

For a look at the evening cocktail reception & dinner discussion [click here](#).

Our planned roundtables for the 2nd half of 2006 include Ira Hobbs-Treasury (July 19th), DHS, Navy, VA, Air Force, and GSA.



*Trezza Media Group & The Flyzik Group's Executive SI Roundtable with DISA in June*

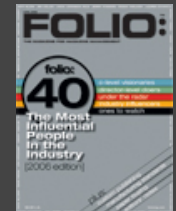
- Visibility and premier thought-leadership positioning during the government buying season
- Mindshare with top decision-makers in government and potential systems integrator partners
- Increased online presence through article downloads
- Promote viral marketing through distribution of extra copies of supplement and downloadable online articles, as well as direct mail lists

**Issue Dates:**  
GCN – November 20th  
Washington Technology – November 27th

For more information, contact Tom Trezza at 201-670-8153 or via [email](#).

**TMG In The News**

**Trezza Media Group's President, Tom Trezza, was recently featured in *Folio Magazine's* Top 10 People to Watch.**



Read the article [here](#).

[See more photos here.](#)

I look forward to sharing my thoughts with you on positioning your brand or company around these mission critical issues and about sponsorship opportunities around our Federal Executive Forums and Executive SI Roundtables in 2006.

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For more information about Trezza Media Group, this article, or our offerings, please contact Tom Trezza at [ttrezza@trezzamediagroup.com](mailto:ttrezza@trezzamediagroup.com) or visit us at [www.trezzamediagroup.com](http://www.trezzamediagroup.com)



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