

GovTech Digital Campaign Delivers Success for PAN Communications

PAN Communications, a brand-to-demand PR and marketing agency specializing in B2B technology and healthcare clients, partnered with GovTech to execute a comprehensive marketing campaign for their client in the local government space. The campaign aimed to enhance the client's market presence and develop leads while unifying diverse product offerings into a cohesive narrative.

Introduction

Meghan Kearney, Campaign Manager for Integrated Marketing at PAN, shared insights on how PAN successfully amplified their clients digital marketing efforts within the government sector through a strategic partnership with GovTech.



“GovTech has been an invaluable partner in PAN’s digital marketing initiatives. By partnering with GovTech, we tapped into their extensive reach and established credibility within the government sector, dramatically boosting our clients’ visibility.”

Results



600,000+
impressions in
government reach



2,000+
clicks to
client website



600+
leads
generated

Campaign Objectives

Digital Marketing Program

PAN collaborated closely with GovTech to leverage their expertise and credibility in the government sector. The strategy involved a multi-channel approach, allocating 40% of the budget to awareness-building and 60% to lead generation. GovTech provided specialized insights into audience behavior, access to targeted newsletter placements and content syndication opportunities. “Through our collaboration with the team at GovTech, we were able to gain access to precise targeting and strategic ad placements that directly addressed our desired audience in local government,” said Meghan Kearney, Campaign Manager for Integrated Marketing at PAN.

Strategic Approach

GovTech crafted a customized marketing campaign to maximize reach and impact in the public sector. The strategy included:

- **Topical Banner Takeovers**

A comprehensive branding effort on the Emergency Management plus Government Experience landing pages and all topical articles ensured prominent visibility. The client’s branding and messaging were highly visible to government officials and decision-makers exploring those solutions.

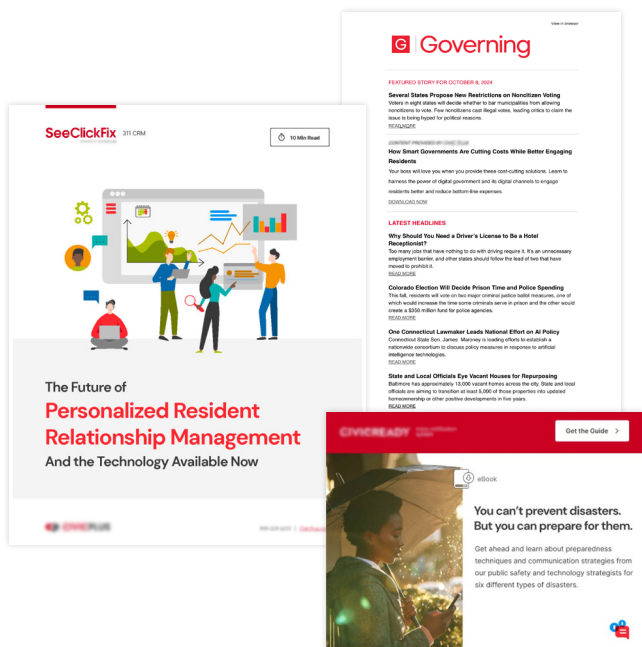
- **Newsletters to Three Key Audiences**

Sponsored spots in monthly GovTech, Governing and Emergency Management newsletters helped maintain a steady engagement stream. Sponsored content spots in these editorial newsletters helped keep the client top-of-mind among government leaders.

- **Content Creation and Lead Generation**

With high-impact webinars featuring industry experts, plus a content syndication plan using essential papers, the campaign offered practical guidance to state and local governments in exchange for registration information to fill the client’s sales pipeline.

By leveraging GovTech’s specialized knowledge and extensive network in the public sector, this comprehensive strategy ensured maximum visibility and engagement with the target audience of local government professionals.



Results

The campaign yielded impressive results, significantly boosting lead generation and engagement metrics:

- Over 600,000 impressions in government reach
- Over 2,000 clicks to client website
- Over 600 leads generated

“Our partnership with GovTech significantly boosted lead generation for our client, producing 631 leads through asset downloads and 73 conversions,” Emma Smith, Account Executive for Integrated Marketing at PAN, noted. GovTech initiatives led to 58 new contacts and 44 site conversions, with newsletters being particularly effective. Notably, 50% of these were qualified leads, with the GovTech Newsletter contributing the highest quality leads at 57%. GovTech traffic also showed an average session duration 45 seconds above the site average.

Let's talk!

Contact us to discuss your digital marketing strategy!

“Our partnership with GovTech significantly boosted lead generation for our client, producing 631 leads through asset downloads and 73 conversions...”

What's Next?

In a rapidly evolving digital landscape, GovTech stands ready to help shape the future of the companies we partner with. Our ability to craft customized, impactful marketing solutions ensures that our clients can navigate the complexities of the government sector with confidence and success. Organizations can unlock new opportunities and drive meaningful engagement with key decision-makers by leveraging our platforms, insights and strategic capabilities. Together, we can achieve remarkable outcomes and pave the way for a future filled with innovation and growth.

