

Case Study Press Package

Past performance is taken into heavy consideration by contracting officers and prime contractors alike. Although a well-written capabilities statement is crucial for marketing your past performance, a contractor should have marketing materials to highlight their abilities and stand out from the competition. US Federal Contractor Registration's (USFCR) case study press package fulfills this need. With a wide distribution press release and case study PDF, your business will have a competitive edge marketing to the government.

MARKETING CHALLENGES

Audience Reach

Small businesses face difficulty ensuring their marketing content reaches a wide audience.

Limits of Past Performance Section

A past performance section on a capabilities statement is limited in length and space on details of a business's previous contracts.

Standing Out From the Competition

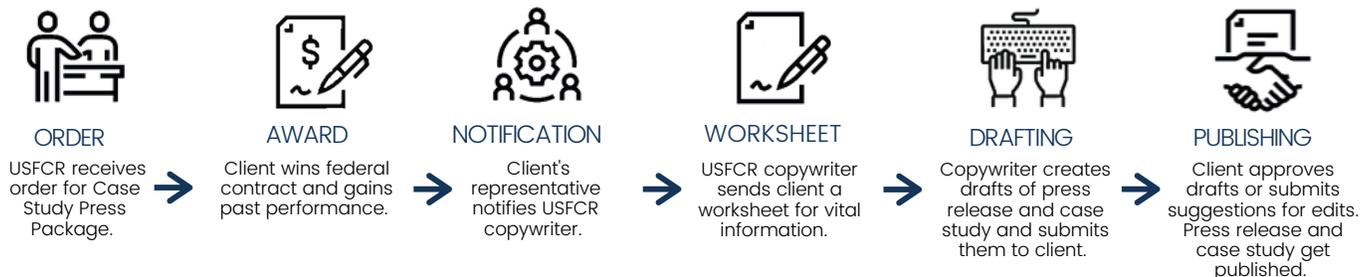
Many businesses lack the resources for creating marketing materials which make them stand out among their competition.

Lack of Verification

Many small businesses lack the resources to get third-party verification of their past performance.

INSIDE USFCR'S SOLUTION

With USFCR's Case Study Press Package, businesses can effectively market their background, abilities, registrations, and certifications.



BENEFITS

Cross Publication Distribution

Your press release will be published across a wide variety of news websites and will show up in Google results.

Detailed Account of Past Performance

The press release and case study provide primes and contracting officers with an in-depth account of your abilities and certifications.

Marketing Materials Simplified

All you have to do is complete a worksheet, USFCR will complete the rest of the process.

Added Legitimacy

Having the press releases written and published by a third-party adds legitimacy and brand trust. It will also be featured on USFCR's website.