



Market Intelligence You Can **Act On**

Aligning Industry with
State and Local
Government

PremierPlus
Marketing Services



CJIS GROUP PremierPlus Marketing



CJIS GROUP speaks directly with IT decision makers at the state and local levels to discuss their upcoming procurement plans, wish lists, funding issues and current technology environments.



We want to help you reach them too!

Weekly Newsletter Vendor Spotlight



Vendor Spotlight includes Company Logo, Company Summary and 2-3 Pieces of Content
(Press Release, Solutions, Events, etc.)

Newsletter

Released Mondays to 16,000+ Vendor Contacts



[View Full Newsletter](#)



Government Technology Update

Released Tuesdays to 15,000+ Government Officials



[View Full Government Technology Update](#)





Monthly Newsletters




What's Happening @ CJIS GROUP

Aligns with editorial calendar and discusses topic or trend of your choice for month.

Released First Wednesday of Month to 16,000+ Vendors and 15,000+ Government Officials

Segmented Market Updates

Highly targeted newsletters designed for vendors and government officials working in the following verticals:

- ✓ [Criminal Justice/Public Safety](#) 
- ✓ [Enterprise](#) 
- ✓ [Health and Human Services](#) 
- ✓ [Communications](#) 

Released second and third Wednesdays of Month.




View Full Newsletter



Webinar Sponsorship



We offer a variety of webinar sponsorship options and work with you to select the right type of event and audience to meet your marketing objectives.



✓ Case Study Webinar

You and your government customer present a case study regarding a business challenge your solution solved.

✓ Partner/Panel Presentation

Participate in a panel discussion and provide industry commentary and perspectives.

✓ Solution Showcase

Present a live demo of your product to a vetted government audience.

Our Marketing Department requires four –six weeks to promote your event, but before that can happen, they work with you to:

- ✓ Craft a message that resonates with State and Local decision makers
- ✓ Discuss the type of attendees you want to attract by Title (CIO, CTO, Business Manager, Acquisition Analyst, etc.)
- ✓ Business Segment (Fire, Courts, Public Health, Public Safety, Human Services, Law Enforcement, Education, etc.)
- ✓ Provide a Lead Guarantee based on scope and webinar topic

[Webinar Library](#)

2015 Editorial Calendar



Q1

January
February
March

Secure Mobility
Citizen Engagement
Wireless Broadband



Q2

April
May
June

HHS
Cloud Solutions
Open



Q3

July
August
September

State & Local Selling
Communications
NASCIO, NAJIS, NASP



Q4

October
November
December

Public Safety/Law Enforcement
Open
2015 Trends/2016 Predictions

Sales/Marketing Strategy Consulting



- ✓ **Inform** your team with a state/local “primer” to understand how agencies buy and how companies sell
- ✓ **Develop** various content types (webinars, live events, white papers) to our audience
- ✓ **Analyze** trends, business segments or technologies at the state/local level
- ✓ **Refine** messaging and content with our marketing team
- ✓ **Source** industry experts and thought leaders for speaking role



Additional Services:

✓ Content Creation

✓ Data Aggregation

✓ Market Overview Briefing

✓ Sales Trainings

PremierPlus Marketing Packages



	Bronze \$5,000	Silver \$10,000	Gold \$15,000	Platinum \$18,000
Marketing Briefing				
Two Features in monthly update				
Four Spotlights in newsletter				
Preferential placement of additional content				
One Webinar Sponsorship				
Ten hours consulting and message refinement				
Analytics Package				

Marketing@cjisgroup.com

Marketing: 703-822-5082

