

# Thrive Amid Funding Shifts:

GovCon BD and Marketing Strategies  
Under EO 14240 & EO 14275:  
Centralizing GSA IDIQ Acquisitions  
and the Revolutionary FAR Overhaul



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**KME**.digital

# 79%

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–2025 GAUGE REPORT

*The 2025 Gauge Report indicates that 79% of government contractors responding to the survey report experiencing issues winning new contracts in 2025 – from agencies with shifting priorities and “increasingly defined by regulatory volatility and changeable funding”. It’s been a rough year – but there’s a way forward.*

For years, GovCon BD and marketing teams—whether internal or agency-supported—have followed a traditional digital marketing and BD/Sales playbook, asking “What specific things can I do to attract attention and visibility from government procurement officials and Prime contractors, for my products and services and prepare my company to win?” The **standard** answer includes:

- 1 Build a website, load some PDFs, load a summary capability statement with NAICS codes, contracts and set-aside designations
- 2 Maintain a LinkedIn presence, perhaps Facebook or X
- 3 Attend conferences, industry events & forums – send intro emails per business card
- 4 Post news or blogs about contract awards, event attendance, new offerings & hires
- 5 Run an occasional paid ad campaign or placement, for broad terms or brand impression
- 6 Tailor a capability statement and offering summaries when a BD lead or RFI emerges
- 7 Monitor expiring contracts, procurement forecasts, agency strategies and RFI’s to determine future opportunities
- 8 Shape upcoming procurements by sending or presenting capability briefings to government personnel and teaming partners
- 9 Develop win themes, teams and solutions in anticipation of a solicitation
- 10 Use ChatGPT to generate commodity content and messaging

Those foundational efforts – if done well and managed for ROI – **still matter, must be done**. We support these all the time, for all GovCons. We also support even more advanced activities to enhance and quantify visibility – if you’re doing these, you’re already ahead of the curve of less mature GovCon firms. If you’re not, give us a call.

**1 For website building:** moving to detailed buyer personas, more mission and government-specific keywords, mobile-responsive F-pattern layouts and compliance touchpoints for better federal buyer attraction and lead pipelines.

**2 For maintaining social media presence:** Optimizing LinkedIn and other platforms with data-driven posting schedules, targeted sponsored and geo ads to agency decision-makers and influencers, CRM integration for tracking interactions, and building niche communities to foster long-term GovCon relationships.

**3 For attending events and following up:** Improve networking ROI by using CRM (like Hubspot) for detailed conversation notes and automated tailored follow-ups, tracking connections to opportunities over time, joining targeted associations for recurring interactions, and pre-researching attendees to focus on high-value contacts.

**4 For posting news or blogs:** Repurposing into multimedia formats, A/B testing for better engagement, “placed” content into very cost-effective, topic-synergized publications, collaborating with influencers for amplification, and measuring ROI via lead attribution metrics.

**5 For running paid ad campaigns:** Retargeting engaged audiences, analytics for conversion tracking, using mission and agency personas, configuring AI tools for bid optimization to maximize ROI and visibility.

**6 For tailoring capability statements:** Strengthening submissions by including quantifiable metrics like CPARS ratings and customer kudos, customized visuals and infographics based on agency research, linked case studies with statistics, and tracking outcomes to refine templates.

**7 For analyzing future demand:** Developing a customized decision matrix that synthesizes and reflects the company’s past performance and strategic goals

**8 To ensure efficient pipeline management:** Utilizing a consistent workflow, data gathering, data analysis, teaming evaluations, forecasting and ROI calculations to ensure the company consistently reaches its revenue and profit goals

**9 To exploit cost-effectiveness and accuracy benefits of using AI tools:** Establishing a portfolio of GenAI prompts and workflow process accelerators within CRM tools, research and QA processes, content and PPC marketing campaigns, at early stages of planning and design.

## But this isn't enough, in the new era of GSA-first, IDIQ-centric acquisition, transformed with AI-driven procurement trends and tools.

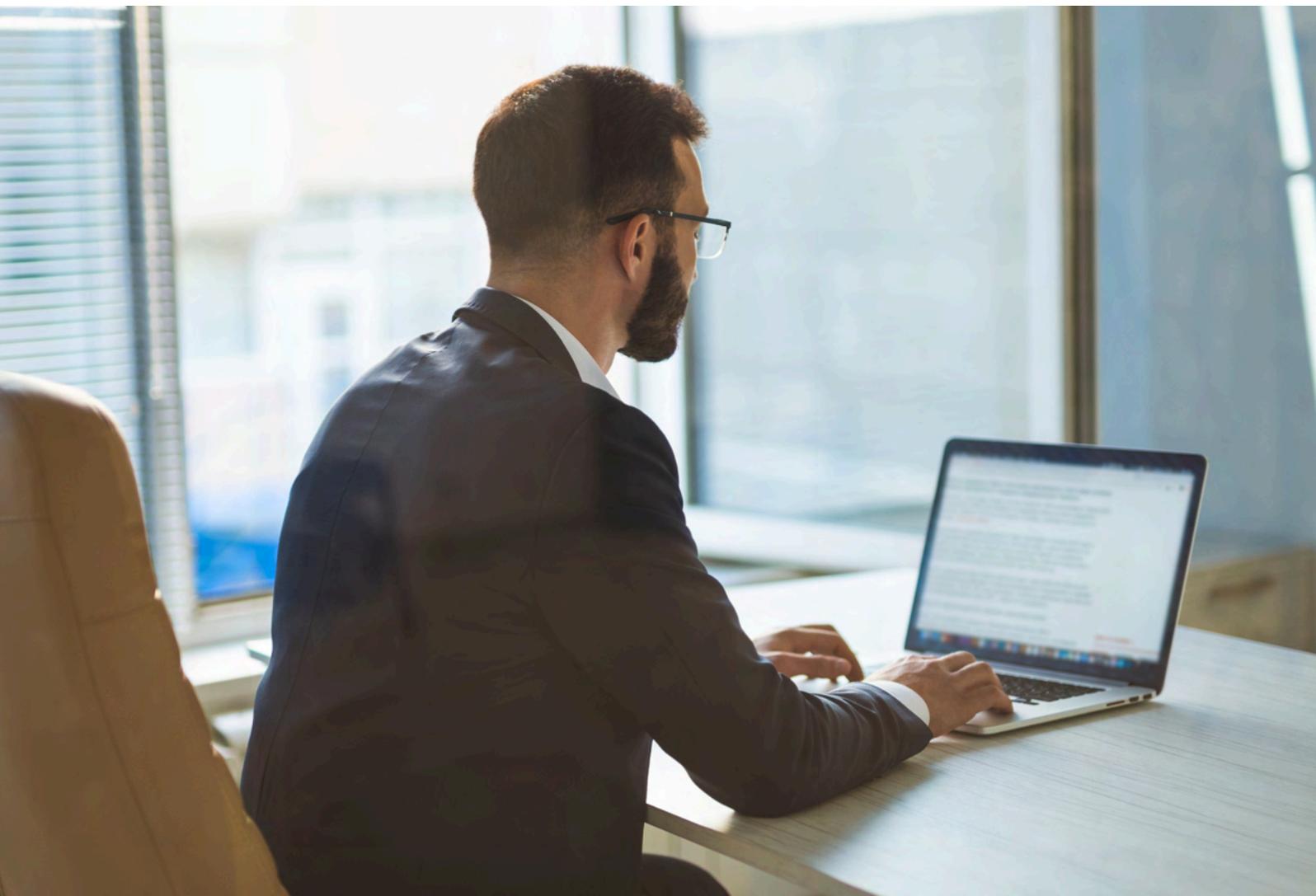
The President's Executive Orders have been codified in the FY2026 Budget. The good news is that spending has increased from \$4.6 trillion last year to \$4.8 trillion this year, and the discretionary portion of the budget is \$1.69 trillion. However, not only is there a boatload of money to be spent, but the manner in which procurements will be made is changing. Executive Order 14240 is driving the government's increasing focus on centralized acquisition through IDIQs, GWACs, GSA MAS, and Best-in-Class (BIC) contracts, with support for additional changes at the Department of Defense including a new Adaptive Acquisition Framework, the Software Fast Track Initiative and procurement related changes embedded in the FY2026 NDAA.

GovCons now must also compete inside closed, digital marketplaces—places like GSA eBuy, Acquisition Gateway, and SBA's Dynamic Small Business Search (DSBS) – and against closed GenAI or "Answer Engine" models. (This is in addition to public GenAI use, such as via OpenAI's ChatGPT through GSA's new deal for federal agencies supporting the White House's AI Action Plan – i.e. "[USAI.gov](https://www.usai.gov)".) In the DoD marketplace, this challenge is compounded by gated environments such as SAM's DoD-specific contracting feeds, the Procurement Integrated Enterprise Environment (PIEE), and service-specific portals like Army CHES, Navy Seaport-NxG, and Air Force FAST Data. Additionally, firms must navigate the growing influence of classified or restricted-access innovation ecosystems (e.g., Tradewind, AFWERX, NSIN, and DIU), where visibility and influence often depend on prior insider relationships, secure credentials, or prior contract performance within defense enclaves. Some example DoD GenAI models in use now include NIPRGPT, Tradewind GPT, Advana and DEOS AI Copilots.

Buyers are no longer just "Googling" you—they're filtering, ranking, and shortlisting you, evaluating capabilities fit, compliance, certifications. They're also asking Gemini (Google), ChatGPT, Copilot (Microsoft), Kendra/Bedrock (AWS), NIPRGPT and Grok (X) about you and your competitors. Per Gartner and KME partner [Metric Centric](#), 25% of all organic search traffic will soon go through AI assistants and their Answer Engines. Particularly if the buyers actually met you, at a conference, at the Nationals game.

This new contracting reality demands more than visibility, more than typical B2G or Agency-focused BD and marketing. It requires more intentional adoption of Commercial sales and marketing techniques. It requires strategic planning, precision marketing, strategic messaging, and integrated digital operations that align with the realities of federal (or any public sector) procurement. Across the entire GovCon BD cycle, for example using the Shipley method as a baseline. It also demands exploitation of digital AI tools for commodity analysis, planning and reporting – enabling more focus by BD and marketing on policy and regulatory analysis, relationships, customer intimacy, mission needs and strategic campaign coordination.

Not only your marketing, but also your business strategy must evolve to meet the new contracting reality. The contract vehicles you are on are probably being consolidated with others. Contact your contracting officers! The products and services you offer will need to evolve. Determine if you can compete with low price, high volume suppliers – or even want to be in that game. The pricing you offer must also adjust to the transparency in pricing across the government. How do you truly distinguish yourself from competitors to warrant a price that delivers a decent margin? Which teaming partners are right for your new business strategy? What do you now need from your teaming partners that you didn't 6 months ago? How can you satisfy the government's requirement to seek commercial solutions? Which VAR or OEM relationships will be most beneficial to your success?



# Five New, High-Value GovCon/B2G Sales and Marketing Tactics

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Following are five high-value GovCon/B2G sales and marketing functions to adopt now – alongside insights on how each has changed, and where traditional approaches must now be optimized or reimaged to help land on Prime teams and win contracts in this new era. We're here to help – from very basic attention and delivery of these tactics, to longer-term, more in-depth and complex initiatives. Improvement for any one of these functions is a win – skip to “Immediate Takeaways” below to get going now.

**For smaller, emerging GovCons** and set-aside eligibles (i.e. 8(a), SDVOSB, WOSB, etc.) – This may add up to a lot of work, and many details. But it needs to be addressed, just like the big guys, particularly with this Federal procurement news. KME.digital offers a very tailored, cost-appropriate mix of tactics and outputs to help you cover the waterfront here, continue your growth, while controlling expenses. To move fast and win more.



# 1

## STRATEGIC PLANNING, POSITIONING AND MESSAGING THAT ALIGNS WITH PROCUREMENT PRIORITIES

**Your GovCon needs a current strategic plan that reflects the reality of the new federal marketplace.**

*What's changing:* Traditional business development plans were very reactionary, based upon a staid set of policies, rules, players and programs. Today, procurement is faster, with an emphasis on innovation, past performance and cost containment. New suppliers are being actively sought by the government to leverage commercial products.

### Help For You:

1. We help you understand where money will be spent over the next fiscal year, to achieve which administration priorities.
2. We assist in determining which strategies, products and services are most effective to satisfy evolving market demands.
3. Agencies, programs, opportunities, contract vehicles, teaming partners and BD team performance objectives are documented and enforced through operational systems and coaching.

**Your GovCon needs optimized, procurement-ready messaging – not just a brand story or PR sheen.**

*What's changing:* Traditional marketing focused on “about us” language and general capability statements or listings. Today, messaging must be written in procurement-aware language, tied to mission objectives, community and outcomes, socio-economic value, and compliance posture. Visible to AI-assisted tools like Procuresight (confirmed in use across Federal Agencies), ProcurementIQ, Veridion (Scout), Govly, Federal Compass

### Help For You:

1. We translate your products or solutions into language that aligns with federal scoring rubrics and agency priorities, as well as Prime needs for teaming opportunities..
2. We coordinate messaging across your BD and Sales collateral, proposal boilerplate, GSA Advantage entry, DSBS profile, website and social presence.
3. Ask us about our “B2G Taxonomy” for procurement-friendly website content navigation and information architecture.



## 2

## CAMPAIGN ARCHITECTURE THAT DRIVES VISIBILITY WITHIN THE VEHICLE

**Your GovCon needs restructured digital marketing, advertising and outreach campaigns built for the buying paths inside IDIQs and GWACs – not outside them.**

*What's changing:* Legacy campaigns pushed traffic to homepages, PDFs, landing pages and forms. Today's campaigns must target buyers, primes, and teaming partners within the contract ecosystem—not just external audiences.

### Help For You:

1. We build NAICS and TO-focused landing pages, SOC/CMMC compliance alignment, and retargeting flows that support teaming and call-to-action sequencing.
2. We promote visibility where task orders originate—not just on social media and paid ads.
3. We research, tailor and include quals and proof points of existing or past contract performance – community trust signals – into the campaign messaging.

# 3

## SEARCH INTELLIGENCE THAT FUELS BD STRATEGY IN COMPETITIVE VEHICLES

**Your GovCon needs targeted, vehicle-specific search visibility—not broad web SEO or conversational GenAI optimization alone.**

*What's changing:* SEO used to focus on ranking your homepage or blogs. Today, the goal is to optimize discoverability inside portals like GSA Advantage, eLibrary, and SAM.gov, and to align keywords with buyer semantics. Additional tools you must be discoverable within include Procurement Co-Pilot, Market Research as a Service (MRAS), PIEE (Procurement Integrated Enterprise Environment), SPS (Standard Procurement System), PD<sup>2</sup> (Procurement Desktop-Defense), GovSpend, GovSignals.

Procurement Co-Pilot allows federal acquisition professionals to research pricing across all major contract vehicles. In the past, searches were limited only to those contract vehicles currently being used by the agency. They can now see across agencies and contract vehicles. In addition, vendor information from FPDS and SAM has been consolidated to allow acquisition professionals to easily see contract awards and profile information about government contractors.

Market Research as a Service, although it has been around for a while, has been enhanced to allow agencies to quickly issue an RFI, conduct product research and obtain a list of approved vendors on GSA contracts. Currently, it supports the GSA's Multiple Award Schedule, but other contract vehicles are being consolidated under the GSA's authority so we expect this tool to have access to much more vendor information in the near future.

### Help For You:

1. We can conduct competitive keyword research not just for search engines—but for internal procurement engines and associated GenAI tools.
2. We flag positioning gaps and suggest schema, tags, and microdata enhancements.
3. We update your messaging and content to align capabilities with contract vehicle requirements.



## 4

### CREATIVE & CONTENT SYSTEMS THAT ACCELERATE TASK ORDER (TO) OR NON-FAR REQUEST READINESS

**Your GovCon needs an agile content system—optimized for task order or non-FAR vehicle speed (i.e. NTAs/AAPs/OTAs/CSOs), not just brand consistency or well-known procurement schedules.**

*What's changing:* Traditionally, content was reactive—assembled quickly for a new opportunity. Now, creative systems must be ready-to-deploy, compliance-aligned, and modular for fast-moving task orders and teaming invites. This is also true of FAR procurement alternatives, which also deserve reimaged digital marketing attention – including Other Transaction Agreements (OTAs), Commercial Solutions Openings (CSOs), Small Business Innovation Research awards (SBIR), Partnership Intermediary Agreements (PIAs), Prize Competitions/Challenges, and Broad Agency Announcements (BAAs).

#### Help For You:

1. We create pre-approved content or press kits, pitch decks, and graphics that reduce response friction. For every stage of the BD, Capture and Proposal cycle – whether you're an 8a/SDVOSB or a large FSI.
2. We maintain consistent, up-to-date “corporate voice”, mission focus and branding across BD, capture and proposal cycles.

## 5

## MARKETING OPS & PERFORMANCE LOOPS THAT MAP TO REVENUE

**Your GovCon needs performance visibility across the procurement lifecycle—not just marketing/advertising campaign stats.**

*What's changing:* Past reporting focused on impressions and clicks. Today, marketing/PR agencies must connect the dots between marketing and communications “touches” (web, social, phone, email, events, etc.) and BD/Sales outcomes—including TO invitations, RFI responses, event contacts, subcontractor interest, and win rates.

### Help For You:

1. We build attribution models and CRM-integrated dashboards (with tools like Google and Hubspot) to track what's really working, visualizing the ROI that matters.
2. We align activity reports with sales velocity, teaming lead volume, and award visibility.

*Marketing today is not just about visibility—it's about positioning, eligibility, and competitiveness inside government-controlled or influenced ecosystems.* You may have a capable website. You may even use AI tools for emails, proposals or LinkedIn posts. But unless your marketing is aligned with this new centralized procurement environment, you're likely invisible where it counts.



# Didn't know we did this?

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## Here's the bottom line for GovCons.

- You are now being **filtered**—by people and algorithms—inside federal contract platforms, and by GenAI tools difficult to influence.
- Traditional marketing tools must **evolve** into integrated, procurement-savvy systems that support actual conversion, at all points in the GovCon BD lifecycle.
- In the new contracting **reality**, your business and marketing strategies must be tightly aligned and informed.
- **Only** agencies like KME.digital with GovCon experience, compliance fluency, and strategic, optimized digital chops – supported by federal business development management firms like [Scale2Market](#) with an understanding of how government contracting firms create value – can bridge these gaps effectively.

## How to Get There from Here

If your GovCon firm isn't already optimizing its digital visibility, lead qualification, and outreach to align with how government buyers now research, vet, and select vendors—you're losing winnable contracts. KME.digital and Scale2Market bring proven, GovCon-specific business strategy, marketing and BD expertise to help small and mid-sized contractors rapidly evaluate, plan, and execute the right strategies for FY25 pipeline growth—without wasting time or budget. [Let's talk now](#) to prioritize actions that directly improve your win rates.

Based on the findings in the [Nzouat 2025 GovCon Marketing Metrics Report](#) – which shows government contractors who track the right metrics achieve 30% higher win rates and 75% more pipeline efficiency – following are key, actionable takeaways for small, mid-sized, and emerging GovCons to implement over the next six months. These focus areas align with the current shifts in federal procurement (like Executive Order 14240) and the fast-evolving regulatory environment. >>>

# Immediate Takeaways: Months 0–6 Priorities (for Small/Mid–Sized GovCons)

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## Takeaway # 1

Review and adjust your strategic plan including your products, services, target agencies, teaming partners and organizational structure to reflect the new federal marketplace

- **Essential Action:** Analyze procurement trends and adjust your strategic positioning.
- **Expected Outcome:** A strategic plan that reflects market realities helps communicate unique capabilities to buyers, influencers and teaming partners, focuses resources on high payoff opportunities, achieves revenue and profit goals and creates market value.
- **Unique Help – Scale2Market:** – Scale2Market has over 30 years of experience helping small GovCon CEO's understand the federal marketplace, develop strategic business development plans and transform their systems, people and technologies to take their businesses to the next level.

# Months 0–6 Priorities

## Takeaway # 2

### Define and Track GovCon-Specific Metrics

- **Essential Action:** Set up dashboards that track traffic from .gov/.mil domains, pipeline-to-win ratios, lead source attribution, and opportunity qualification stages – specifically tailored for government contracting workflows.
- **Expected Outcome:** GovCons who track federal-market-specific metrics achieve 30% higher win rates and 75% more pipeline efficiency than those using generic B2B or other commercial KPIs.
- **Unique Help – KME.digital:** KME has a deep understanding of government sales cycles, and builds customized reporting frameworks that bridge marketing, BD, and capture analytics using tools like HubSpot, GA4, and LinkedIn lead integrations. We've already implemented dashboard strategies for GovCons targeting NASA, DoD, and Virginia state agencies.
- **What to Outsource:** Outsource the dashboard design, tracking architecture, metric strategy, and integration work to KME. These data frameworks are complex and time-consuming to get right – especially if you want attribution to be clean and actionable.
- **What to Keep In-House:** Assign an internal BD or sales lead to regularly review and interpret the data, making decisions in collaboration with KME's advisory team.



# Months 0–6 Priorities

## Takeaway # 3

### Improve Opportunity Qualification to Streamline Pipeline

- **Essential Action:** Apply structured go/no-go filters in your CRM, based on factors like budget alignment, agency fit, contract vehicle access, and past agency relationships.
- **Expected Outcome:** Top-performing GovCons maintain smaller, cleaner pipelines –cutting clutter by half while maintaining or increasing win rates.
- **Unique Help – KME.digital:** KME builds tailored qualification logic into CRM platforms like HubSpot, ensuring seamless collaboration between marketing-generated leads, BD opportunity tracking, and Capture/Solutioning team inputs. We understand how these pipelines align with federal cycles and teaming strategies.
- **What to Outsource:** Let KME design your CRM workflows, build automated lead scoring, and implement dashboards that make BD/Capture decisions easier and faster.
- **What to Keep In-House:** Use your internal BD team to apply final judgment and customer-specific context—but they shouldn't have to build the systems themselves.



# Months 0–6 Priorities

## Takeaway #4

### Target .gov/.mil Audiences with Specialized SEO & Content

- **Essential Action:** Conduct a deep audit of your website, SAM.gov profile, GSA Advantage listings, and LinkedIn pages. Update copy, markup, and metadata to align with federal buyer behavior (e.g. NAICS codes, capability phrases, Section 508 language).
- **Expected Outcome:** With 60% of procurement research happening online, visibility to government buyers dramatically improves with gov-optimized digital content.
- **Unique Help – KME.digital:** With 20+ years of SEO leadership and deep B2G experience, KME crafts keyword strategies, schema markup, and content architectures that mirror how contracting officers, program managers, and primes conduct vetting.
- **What to Outsource:** Outsource the technical SEO auditing, schema design, AI content tuning, and optimization of profile content across SAM, GSA, and LinkedIn to KME. These aren't SEO tactics you can just Google.
- **What to Keep In-House:** You can provide input on agency targets, solution narratives, and differentiators—but the optimization itself is best left to the digital marketing team.



# Months 0–6 Priorities

## Takeaway #5

### Publish Thought Leadership to Shape Early Procurement Thinking

- **Essential Action:** Harvest (from your SMEs), write and distribute agency-relevant white papers, blog posts, or technical insight briefs before the RFP drops. These should align with your target agency's mission trends, RFIs, or strategic initiatives (e.g. JADC2, VA modernization, climate resilience).
- **Expected Outcome:** Up to 80% of buyers shortlist vendors pre-RFP. Thought leadership gives you a voice in that early market shaping.
- **Unique Help – KME.digital:** KME's content team builds capture-aligned content ecosystems that include SEO-tuned blogs, ghostwritten white papers, GovCon landing pages, and nurture sequences that resonate across your federal pipeline.
- **What to Outsource:** Outsource the content planning, editing, formatting, and publication cadence. KME turns your insights into polished, strategic pieces.
- **What to Keep In-House:** Provide the core technical or mission expertise to inform the content—then let us take it from there.



# Months 0–6 Priorities

## Takeaway #6

### Launch Targeted PR and Digital Visibility Campaigns

- **Essential Action:** Secure PR placement in trusted GovCon publications, and run LinkedIn or Google SEM campaigns aimed directly at federal acquisition roles, program offices, or teaming partners.
- **Expected Outcome:** 60% of procurement decisions are influenced by brand and digital visibility. Companies with consistent presence in the GovCon ecosystem generate up to 500% ROI on well-targeted awareness campaigns.
- **Very Unique Help – KME.digital:** We bridge commercial PR tactics with GovCon strategic targeting—placing content in Federal News Network, National Defense, and GovExec, while building high-converting ad funnels on platforms that agency personnel actually use.
- **What to Outsource:** Outsource the strategy, targeting, ad buying, and placement of these campaigns to KME. The targeting precision and compliance nuances require expert handling.
- **What to Keep In-House:** Your team can help approve final messaging and ensure brand alignment—but shouldn't manage ad logistics or media buying.



# Months 0–6 Priorities

## Takeaway #7

Develop structured business development processes, coach and hold the BD team accountable for milestones as well as revenue and profit outcomes

- **Essential Action:** Develop job descriptions, workflow, actions, artifacts and decision making criteria to ensure the marketing, business development, capture and proposal teams are operating at peak performance
- **Expected Outcome:** Achievement of the company's targeted ROI
- **Unique Help – Scale2Market:** We bring deep experience and understanding of managing a federal business development function.
- **What to Outsource:** Outsource the development of the performance tools and processes and initial coaching of the BD team to Scale2Market
- **What to Keep in House:** You utilize the tools and processes to guide, evaluate and compensate the BD team.



# Tactical Roadmap: Next Six Months

## Months 0–2

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1. Conduct market research, update and tailor the strategic plan
2. Create marketing/outreach strategy, goals, investment priorities
3. Baseline assays: audit metrics, SEO terms
4. Identify government keywords and update SAM/GSA profiles
5. Set up dashboards (.gov traffic, pipeline ratios)

## Months 3–4

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1. Implement CRM qualification workflows
2. Publish 1st white paper or case study
3. Monitor pipeline health metrics

## Months 5–6

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1. Launch thought-leadership pieces tied to upcoming agency RFI cycles
2. Pitch articles to GovCon media + amplify with ads
3. Institute new workflow and performance objectives; coach BD team
4. Measure impact: changes in pipeline speed, RFI responses, organic gov traffic

# Why These Actions Matter in the EO14240 Era

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- Centralized procurement under GSA-managed vehicles means agency buyers increasingly rely on trusted, consistent, searchable digital profiles—not cold outreach—to identify vendors.
- Vendors optimizing visibility within GSA, SAM, and Acquisition Gateway platforms are more likely to be shortlisted—even before active capture starts.
- Early thought leadership and performance transparency align with capture and solutioning priorities: 40–80% of customers choose their vendor early in the procurement cycle.
- Understanding the changes in the federal marketplace, pivoting strategy and transforming your organizational structure, people and systems to support new marketing imperatives will position your company to grow and thrive.

## Authors and GovCon Subject Matter Expertise

This research and expertise provided by:



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Shirley Collier, President of Scale2Market, is a seasoned expert in federal acquisition and government contracting strategy. She brings decades of experience helping GovCon businesses navigate procurement, strengthen capture strategies, and achieve sustainable growth.



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