

# **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 thirdparty verification of their past performance.

# INSIDE USECR'S SOLUTION

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



**ORDER** 

USFCR receives order for Case Study Press Package.



**AWARD** 

Client wins federal contract and gains past performance.



**NOTIFICATION** 

Client's representative notifies USFCR copywriter.



WORKSHFFT

USFCR copywriter sends client a worksheet for vital



DRAFTING

Copywriter creates drafts of press release and case study and submits them to client.

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**PUBLISHING** 

Client approves drafts or submits suggestions for edits. ress release and case study get published.

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# **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.











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