



Growing a Small Business...Invest a Little Money and Do Some Marketing!!!

By Ken Beecher, Dynanet Director, IT Solutions

In December 2013, I tendered my resignation at IBM after 17+ years and joined Dynanet, a company that IBM often partnered with while pursuing Federal opportunities. The two main things that attracted me to Dynanet are the high quality of work they consistently perform at agencies such as the Department of Interior, Food and Drug Administration, General Services Administration, the Office of Personnel Management and some smaller Federal government agencies and the professionalism and experience of the Dynanet owners and executive team.

But going from a company that has revenue over \$100b to one that has \$20m was a bit of a shock. For Dynanet, building a name for ourselves by having great relationships, staffing projects with high quality personnel, and performing well on projects can only get us so far. To grow, we need to expand our network, build new relationships with potential partners and clients, and maintain a presence in front of our target audience. When you're at a well-established company like IBM, that's been around for over 100 years, it's easy to get your foot in the door and meet people. At IBM, where their marketing and advertising budget is probably 100 times Dynanet's annual revenue, where they have tons of TV commercials and are main sponsors of major sporting events, everyone has heard of them and is interested in hearing what they are doing in the market place. However, it's not so easy as a small business where there are a plethora of small, nimble, capable, and dynamic companies looking to make a name for themselves. Every small business is trying to do the same thing: meet contracting officers and people in the program office to get the skinny on new opportunities. Unfortunately there's not enough time in the day for the contracting officers and program offices to reach back to you, set up some time to meet, AND get their day-to-day work done. We needed to find a differentiator to stand out in the crowd!

So where do we start? The Dynanet executive team brainstormed and, led by our Director of Marketing and Communication, we decided to conduct our first ever brand audit. This included creating surveys and reaching out to our Employees, Customers, Corporate Partners (i.e. Booz Allen, IBM, Lockheed Martin, and Unisys), and the executive team to get their opinions on identifying our core capabilities, our strengths, what makes us unique, opportunities for improvement, etc. We had

ABOUT DYNANET

Dynanet Corporation has a long history of successfully assisting federal and state governments in accomplishment of their missions. The proof of our success is in the numerous accommodations and awards we have been given and the list of partners who choose Dynanet as a business team member. Our talented and certified professionals are led by a highly experienced and senior leadership team with both private sector and federal experience.

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over 60 respondents and the findings were invaluable! It was clear that our employees, customers, and partners really liked us but our reputation wasn't reaching farther than those individuals with whom we have direct contact. We want everyone to know about our great company, to expand our reputation from our core group and build the base of individuals who immediately consider Dynanet when they have a need for someone like us.

Based on the results of our audit, we decided we needed to focus our message and our efforts to strengthen our brand. Again, led by our Director of Marketing and Communication, the first thing we did was hire a graphic designer to create a new logo and templates for our proposals, PowerPoint decks, letterhead, etc. to provide some pop and sizzle. Additionally, we did the following:

- Modified our tag line to tell a story about who we are,
- Developed 5 goals to keep us all focused on the same message,
- Created a newsletter to regularly update our employees, clients, and partners about what's going on with the company,
- Ensured everyone has business cards, lanyards and Dynanet apparel to display proudly
- Analyzed our website to make it more engaging,
- Developed a LinkedIn page to communicate with the market place, and
- Scheduled team lunches, coffee, and happy hours to build company camaraderie

Further, the executive team now has standing Marketing and Business Development meetings to keep the momentum going and ensure our ever-growing action items are prioritized and completed timely. We have vested a lot of time and a little money to grow our small business. Are we on the right track? I know we are, but execution will determine our success. Follow this link (<http://www.dynanetcorp.com/news/dynanet-publishes-first-corporate-newsletter/>) to read our newsletter and let us know what you think.