



How To Successfully Market to U.S. Military: Developing & Deploying Essential Direct Marketing Strategies & Tactics (Part 2)

Prof. Cheryl A. Trecoske-Fabrizi

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Learn the essentials of successfully Business to Government (B2G) direct marketing of current and proposed products to the U.S. Department of Defense (DoD) and the U.S. military. While one might make the assumption that direct marketing to the U.S. military should be the simple application of Business to Business (B2B) direct marketing fundamentals enhanced based upon the bureaucratic processes and protocols for product approvals and procurements, this not tried and true. There are truly B2B and B2G direct marketing differences. Learn the differences and how-tos for this multi-billion-dollar market. This is Part II of a two-part series by Prof. Cheryl A. Fabrizi, a veteran direct and interactive marketer of Business to Consumer, Business to Business and Business to Government, and marketing consultant of Fab Idea (www.fab-idea.com).

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