

Attention Leads to Action

Positioning a GovCon Tech firm for bid success.

VERTICAL

Government

CATEGORY

Government Technology

CLIENT

A GovCon tech firm specializing in helping government agencies modernize their tech stacks, embrace generative AI, and bolster their digital security.

OVERVIEW

With roughly 205,500 government contractors in the US, being able to stand apart in a competitive, fast-paced space is more important than ever.

However, marketing is tough for government contractors, who face unique challenges in comparison to firms in public markets. GovCons work within a highly regulated and complex procurement landscape, and need to bring to the table a deep understanding of agency needs, compliance requirements, and outreach designed to build trust.

The client was 20-year-old GovCon Tech firm with spectacular credentials – but whose branding and social media strategy wasn't driving the results they needed to grow. This ambitious client needed a way to stand out, connect with the right audience, and position themselves as an industry leader.



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APPROACH

AGAINST-THE-GRAIN BRANDING

We ditched the standard GovCon imagery and strategically refined the brand's visual identity by infusing elements of nature, technology, and bold colors. The result? A strong, recognizable presence that resonated with their audience.

AUTHORITY MARKETING

We didn't just promote—we informed, educated, and engaged. By sharing industry trends and knowledge tied directly to their services, we positioned the client as a trusted voice.

DO MORE WITH LESS

The client was on 4 social media platforms. We narrowed their presence to 3, but drove up engagement on all of them through timely, targeted communications.

COMMUNITY ENGAGEMENT

Social media is a two-way conversation. We engaged with the client's partners on social media to boost brand loyalty and build trust.

FOLLOW PLATFORM SHIFTS

Algorithms change, and adaptiveness is key. When platforms began prioritizing video content, we pivoted, integrating video into the strategy to boost engagement.



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RESULTS



IMPRESSIONS

+2,118.6%



ENGAGEMENTS

+6,667.3%



LINK CLICKS

+5,400%



AUDIENCE GROWTH

+63.5%

TAKEAWAYS

There's a vast sea of sameness in the GovCon industry. After our brand positioning, brand identity and social strategy refresh, the client saw massive increases in visibility, engagement, and website traffic—and all-new opportunities for growth. It's a result that proves StellaPop's thesis that a strategic, focused, and bold approach always cuts through the noise, even when you're working within a highly regulated industry.

KEY FINDINGS

- You don't need to be everywhere—just where your customers are
- Engaging, insightful content builds authority and trust
- Don't be afraid to take risks with branding and visuals

