



# The Public Sector Opportunity: Engage earlier to win more



Cadence – a BiP Solutions service



## Make the most out of the public sector marketplace

If you're seeking new opportunities within the public sector, you may wish to reconsider how your organisation currently engages with buyers – and what else you could be doing to build relationships and raise your profile across the marketplace.

Clearly, the Government is eager to engage with the supply chain, but there's growing evidence that suppliers who invest in building relationships enjoy greater success. In fact, in their recently updated Outsourcing Playbook\*, the Cabinet Office championed early market engagement as a means of delivering better public services. This is where Cadence Marketing's targeted, content-led approach – leveraging key insights from our sister service, [Tracker Intelligence](#) – can help.

In our latest guidance, we explore the core themes surrounding the concept of early engagement and explain how establishing relationships can unlock massive opportunities for any business looking to grow their share of the public sector marketplace.



## What is early engagement?

While there are many routes to early engagement, the core concept relies on a proactive approach to establishing relationships, long before a tender notice is published.

The Government has put in place a package of measures intended to promote economic growth when the public sector procures. But it's the early stages of the procurement lifecycle that provide the greatest opportunity for growth. If you miss out on this window of opportunity, all is not lost, however. Many organisations procure in different ways, and we're able to help you identify which opportunities are worth your while.

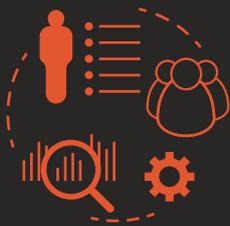
Put simply, early engagement with prospective buyers is permitted and encouraged. So, what are you waiting for? Engage earlier to win more.

\*Source: <https://www.gov.uk/government/publications/the-outsourcing-playbook>

## What are the benefits?

The benefits associated with early market engagement are many. In addition to establishing relationships and building brand awareness, you'll be able to plan ahead, anticipate potential challenges, and better understand the marketplace and your competitors – giving you a competitive edge.

Ultimately, early engagement ensures your organisation is positioned to win more work within the public sector. Below, we've identified three core themes to run you through the concept.



### Plan

Any business working with the public sector must first have a solid plan. By utilising tools that support your ability to plan ahead, you can ensure your business is adopting a more streamlined approach to business development, growth and early engagement.

Pre-market engagement is now specifically permitted by the current Public Contracts Regulations 2015, and indeed there is a lot of published guidance explaining that it:

- Is essential best practice
- Ensures value for money
- Reduces risk by early scoping of tender requirements

But, in order to make the most of early engagement, you must first ask yourself three questions:

- How can we gain an edge on our competitors?
- How can we be sure that we're not missing opportunities?
- How can we improve our win-ratio?

The answers might be more clear-cut than you think.

### Influence

What is your company waiting for? Be bold and reach out to the organisations your business wants to win work with. After all, the public sector is urging suppliers to come to them with their innovations and new ideas. While the Government has said similar things in the past, it is now more important than ever before that businesses act on this advice.

There are a number of misconceptions around public sector engagement, with companies often underutilising their ability to network with buyers to put themselves in a stronger position. Whilst our strategy cannot guarantee successful bids, it can help you prepare much stronger responses and put your organisation at the front of the queue.

The benefit of engaging early is that you will learn more about the requirements and challenges that the buyer needs and faces. Moreover, it also allows you to adjust the specifications and educate the buyer about new developments and different possible solutions available in their marketplace.

It is these conversations with key decision-makers that can enable companies to be innovative in their response or put additional effort into research and development to ensure their goods, works or services are the best option for the buyer – thereby increasing their chances of success.

### Compete

Is your business being competitive enough?

The competitive advantage to be gained from early engagement with buyers is a core driver for companies looking to develop their business – and is more than simply having a compelling USP.

Through early engagement with buyers, as we have already highlighted, you can plan ahead and even influence the shape of the final contract – which in itself provides you with a competitive edge. In addition, by really taking the time to network and ask buyers the right questions around their views on their current suppliers for active contracts, you can identify your competitors and understand what works for the buyer and what doesn't.

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## Cadence supports early engagement

Part of the BiP Group, Cadence is a full service B2B and B2G marketing agency with an unwavering commitment to delivering results.

Our portfolio of digital marketing services is designed to support companies with a defined growth strategy, while our unrivalled database of public sector contacts enables you to engage with buyers in a precise, targeted way. While our sister service [Tracker Intelligence](#) helps you identify opportunities, Cadence helps you build relationships with the people behind them.

Cadence constantly updates its contact databases, guaranteeing that you will be engaging and building connections with the right buyers and influencers. Within the public sector space, no one is better at helping businesses realise the Government's ambition of early market engagement with prospective suppliers.

## What Cadence can do for you

At Cadence, we manage and maintain our own purpose-built databases, which – combined with our ever-growing collective of digital communities – ensures you're able to target and engage with key decision-makers. Each of our public sector databases is hand-researched by analysts who understand the complex structure of the marketplace.

In order to kick-start conversations with the public sector, Cadence offers a variety of proven buyer engagement strategies including:



Content-led email campaigns to drive inbound enquiries and book appointments with potential buyers



Online market research to create evidence-based collateral to inform the market and better position your business



End-to-end virtual events to engage directly with buyers, often leveraging key market information generated through research



Gap analysis of all key organisations, sectors and people - providing complete access to your addressable market

All our Intel comes courtesy of our sister service, [Tracker](#) – a unique business growth and tender intelligence solution. Furthermore, our best-in-class market research ensures that you're able to fully appreciate and understand the wants and needs of your target market – and we'll create bespoke marketing collateral and survey reports which appeal directly to them.



## What our clients say

Below, you'll find a selection of recent success stories detailing how our solutions have enabled very different organisations to engage early with public sector stakeholders - to great effect:

### Client Success Story: **Cranfield University**

In order to generate registrations for a degree apprenticeship webinar from Cranfield University, Cadence proposed a marketing campaign utilising one of our most trusted neutral brands – InsideEducation.

Our content marketing experts were able to create a concise, personalised email invitation, and, following discussions with the client, we were able to target and engage with a relevant and responsive public sector audience. The results speak for themselves:

- **150 webinar registrations**
- **Direct replies from a number of recipients**
- **A pipeline of engaged prospects**
- **ROI for Cranfield University**
- **A happy client and ongoing partnership with Cadence**

**“Cranfield School of Management Master’s student recruitment team have been working with Cadence for the last 4 years and have been really happy with the service and support we receive from the team.”**

**Cranfield University**



## Client Success Story: **Print Management**

In order to understand the specific challenges facing their customers, and position themselves as the natural solution to those problems, this print management specialist opted for our research solution, allowing for the creation of bespoke surveys.

Working in concert with the client, we drafted questions that precisely targeted the knowledge they sought about their audience. Additionally, our in-house content team designed a research survey and participation email covering key questions on print security and associated strategies.

This research formed the basis of a brand new survey report, written on the client's behalf, which positioned them as thought leaders and experts within the sector. The entire campaign resulted in:

- **164 fully completed surveys**
- **484 users viewed the finished report**
- **£1.2 million of pipeline opportunities generated**
- **£400,000 deal closed, representing a ROI of 33:1**

**“We’ve worked with Cadence for nearly 3 years [...] The service is always very responsive and helpful, and they are always sharing new ideas to help our marketing stand out from the crowd.”**

**Print Management Client**



To find out more about how Cadence Marketing can help your business get on the front foot when it comes to public sector procurement, contact [our expert team](#) today on: 0845 557 1324 or email: [info@cadencemarketing.co.uk](mailto:info@cadencemarketing.co.uk)

[www.cadencemarketing.co.uk](http://www.cadencemarketing.co.uk)

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