



Marketing Tips

Register in eMarylandMarketplace

- This is Maryland's online procurement portal – a great resource for finding contracting opportunities. <https://emaryland.buyspeed.com/bs/>

Register in the Maryland Small Business Reserve (SBR) Program

- SBR gives small businesses the opportunity to bid on State contracts without competing with larger, more established firms. This is a race- and gender-neutral program and online registration is required. SBR registration is located on the eMarylandMarketplace website. <https://emaryland.buyspeed.com/bs/>

Identify Your Customers

- What agencies (state, county, city) buy the products/services you sell? Check their website for information about procurements with that agency.

Learn the Process

- Know your NAICS codes and learn the procurement process of each potential customer.

Attend Pre-bid Meetings

- This is where you will meet the prime contractors who are most likely to bid on the contract. Your marketing efforts should be focused on these folks.

Prepare a Capabilities Statement

- Take it everywhere you go and hand it out to everyone you meet. Be sure to include examples of previous work and contact information.

Copy Best Practices

- Talk with other MBEs who are successfully working on government contracts (inside and outside of your industry) and follow suit.

Be Patient and Persistent.

- Developing new business relationships takes time. Don't give up! Be willing to start small in order to build a record of past performance that is relevant to prime contractors.

Social Media

- Social media offers an inexpensive way to connect to potential customers. Research the applications that would best fit your business and learn how to use them effectively.

Ask Why!

- If your bid does not earn you the job, ask why. This is valuable information that can help the next time around.