

## **Marketing Plan**

CenturyLink Government & Educational Services (GES) marketing will provide one dedicated individual to lead the team to ensure success of TEX-AN NG. The GES Marketing Team has an extensive list of members to assist as needed. CenturyLink has four sales offices that provide eight sales resources dedicated to the success of TEX-AN NG plus the staff of our highly qualified business partners.

In addition, to further promote the success of this program, CenturyLink has initiated the following marketing strategy:

- Create a brand for the contract and Web page.  
Initial mass communication will be completed within 30 days of award to introduce team members and available services. Initially this will be directed to all the State Agency IRM. CenturyLink will work with DIR for content approval prior to any delivery.
- Quarterly service overviews and updates that display usability/functionality, which will be held via Web and Audio Conferencing.
- Partnership events, which will be held in conjunction with CenturyLink Business Partners to introduce new product lines and provide educational/technical overviews as necessary.
- Telemarketing outreach to all agencies through a professional Marketing Team to call on all city, county, and eligible entities. CenturyLink will work with DIR for pre-approved scripts as required.
- Live presentations for end users in both regional and headquarter settings.
- Lunch and Learn type meetings.
- Face to face meetings, which will be coordinated and encouraged for all agencies. As we currently meet with our agency customers we will use that time to educate them about our new services and offerings on our TEXAN contract.
- Promotion of the contract at regional and statewide Government & Education tradeshow.
- CenturyLink is an active participant in TASSCC, TAGITM, and Power to Purchase, as well as regional & national events (ACUTA and NASTD) and will promote the TEXAN-NG contract and services.

### **Training Procedures**

Several CenturyLink services provide self-paced computer-based training. CenturyLink will work directly with customers to coordinate on-site training as necessary to provide administrative and technical training and end user ease of use.

### **Communications**

Vendor will communicate its marketing efforts via monthly email to skip.bartek@dir.texas.gov and tim.eargle@dir.texas.gov.