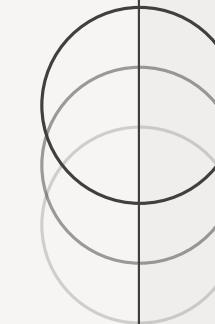


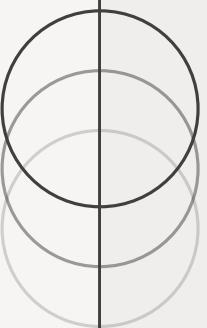
GOVCON GIANTS



JULY 2025

# ENCORE FUNDING MARKETING REPORT

PARTNERSHIP REPORT

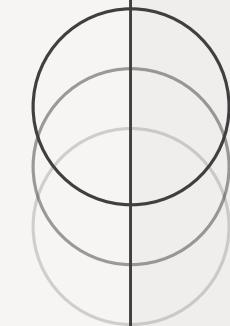


# Youtube

## Introduction

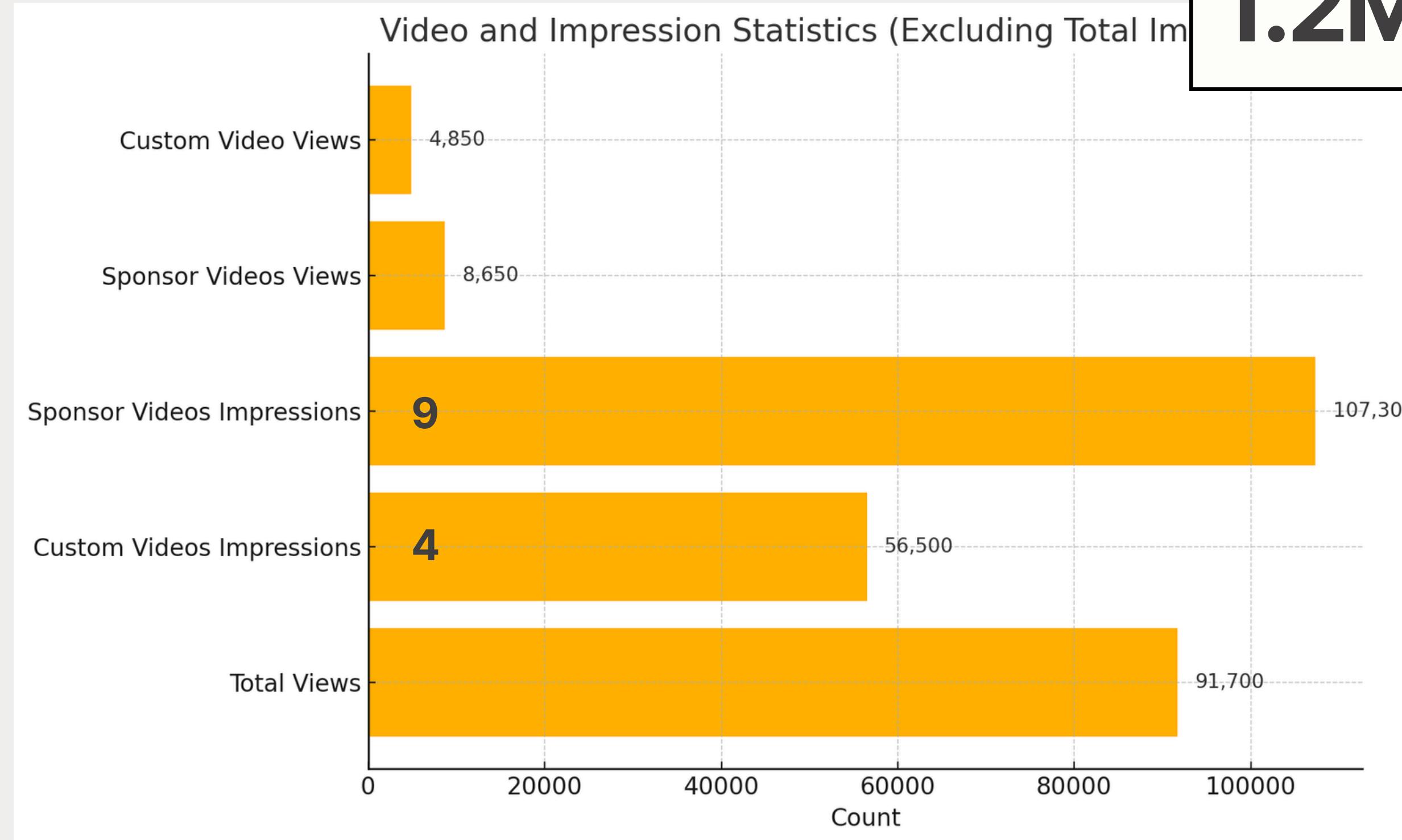
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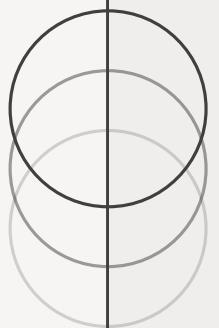
- 2 fully sponsored videos per month (24 per year)
- Logo placement in all video intros
- Sponsor mention in all video descriptions
- 5 custom videos per annum
- Titles and themes related to popular topics



# Youtube/ Cross Platform

**1.2M** TOTAL IMPRESSIONS





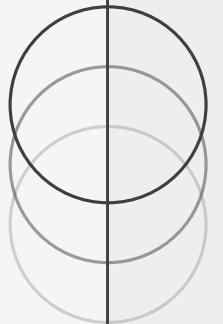
# Youtube

5 CUSTOM VIDEOS PER YEAR

**4.85K** CUSTOM  
VIDEO VIEWS

**56.5K** CUSTOM VIDEOS  
IMPRESSIONS

Youtube Video Title	Impressions	Views	Link
Bank Said NO... Then He Made MILLIONS! (	<b>24.1K</b>	<b>2.2K</b>	<a href="#">Bank Said ...</a>
Millions of dollars in funding for minority e	<b>11.3K</b>	<b>1.0K</b>	<a href="#">Millions o...</a>
How to get unlimited funding to build your	<b>11.2K</b>	<b>770</b>	<a href="#">How to ge...</a>
How I Scaled My Business with Governmer	<b>9.9K</b>	<b>877</b>	<a href="https://youtu.be">https://youtu.be</a>



# Youtube

2 FULLY SPONSORED VIDEOS PER MONTH (24 PER YEAR)

**8.65K** SPONSOR VIDEOS VIEWS

**107.3K** SPONSOR VIDEOS IMPRESSIONS

Video Title	Impressions	Views	
10 Things No One Tells You About Government Contracting	10.3K	766	<a href="https://www.youtube.com/watch?v=XKo6uoedzwk">https://www.youtube.com/watch?v=XKo6uoedzwk</a>
STOP Bidding Blind! \$1B GovCon Expert Reveals Pricing Secrets	12.4K	1.1K	<a href="https://studio.youtube.com/video/wLjAAE3Yaws/edit">https://studio.youtube.com/video/wLjAAE3Yaws/edit</a>
REJECTED 38 TIMES... Then The City Manager Called!	9.6K	780	<a href="https://youtu.be/9lCMcTe-gcA">https://youtu.be/9lCMcTe-gcA</a>
They Thought China Wouldn't Notice...	11.5K	1.2K	<a href="https://youtu.be/nUz3H7bRvRA">https://youtu.be/nUz3H7bRvRA</a>
Her First Contract Came Without Funding or Past Performance - Erica Dobbs	25.7K	2.3K	<a href="https://youtu.be/-zv8RHXN6cE">https://youtu.be/-zv8RHXN6cE</a>
World's Fastest Proposal Writer vs AI proposal writer (not ChatGPT)	14.1K	898	<a href="https://youtu.be/jJrVAr4PuJw">https://youtu.be/jJrVAr4PuJw</a>
Why Most Businesses Stall After \$1M - And How She Broke Through	11.6K	758	<a href="https://youtu.be/70pAKA7HrX0">https://youtu.be/70pAKA7HrX0</a>
David Rosenberg: A Day of Reckoning Is Coming – Nobody's Ready	6.9K	558	<a href="https://youtu.be/AXd1jOJzxa0">https://youtu.be/AXd1jOJzxa0</a>
7 Secrets to Make Your Business Sell for Millions	5.2K	288	7 Secrets to Make Your Busin...

# Podcast

## Introduction

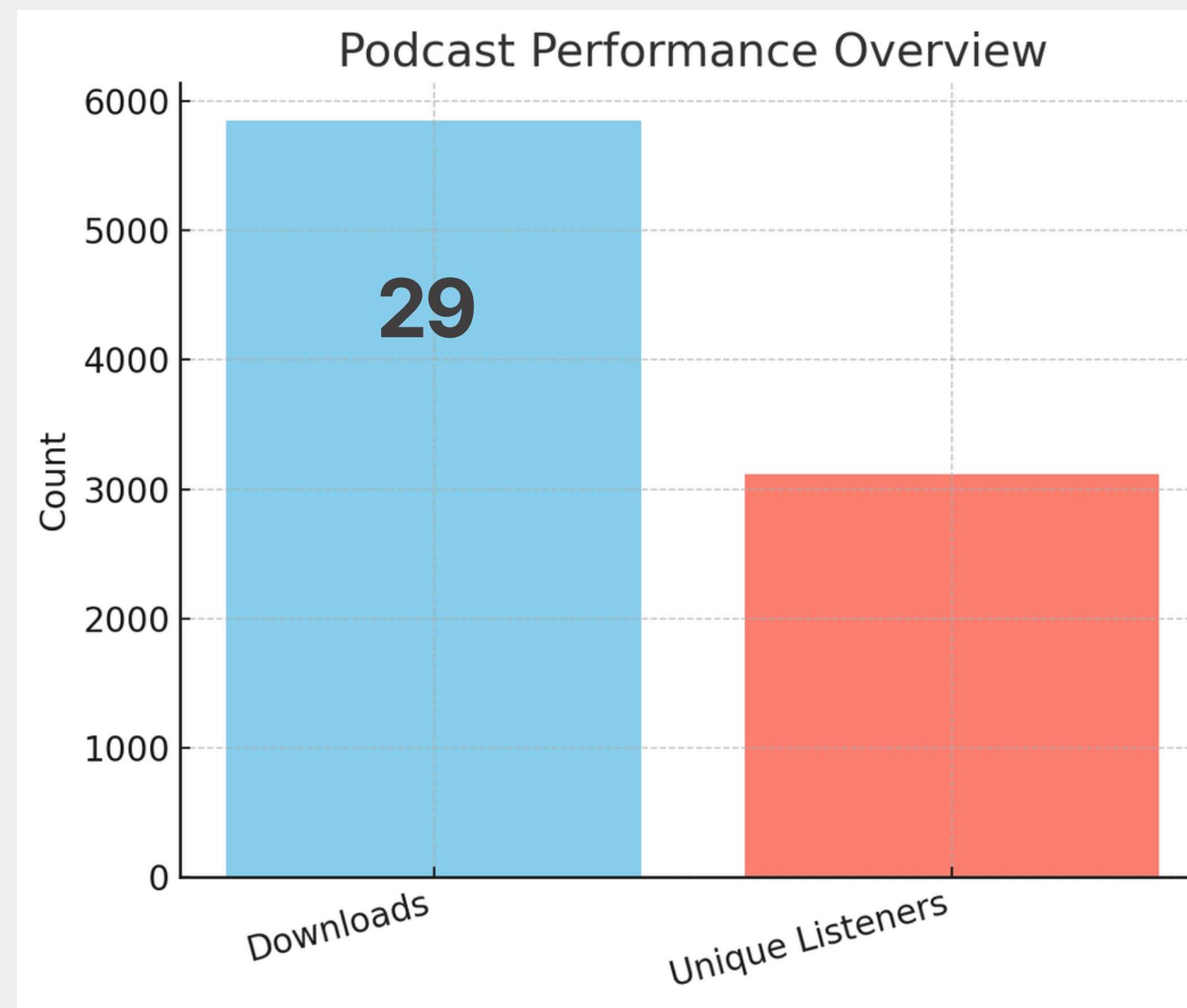
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- 1 fully sponsored episode per month (12 per year)
- 30-second ad spot in all other episodes

GOVCON GIANTS

JULY 2025

# Podcast



**5,853** TOTAL DOWNLOADS

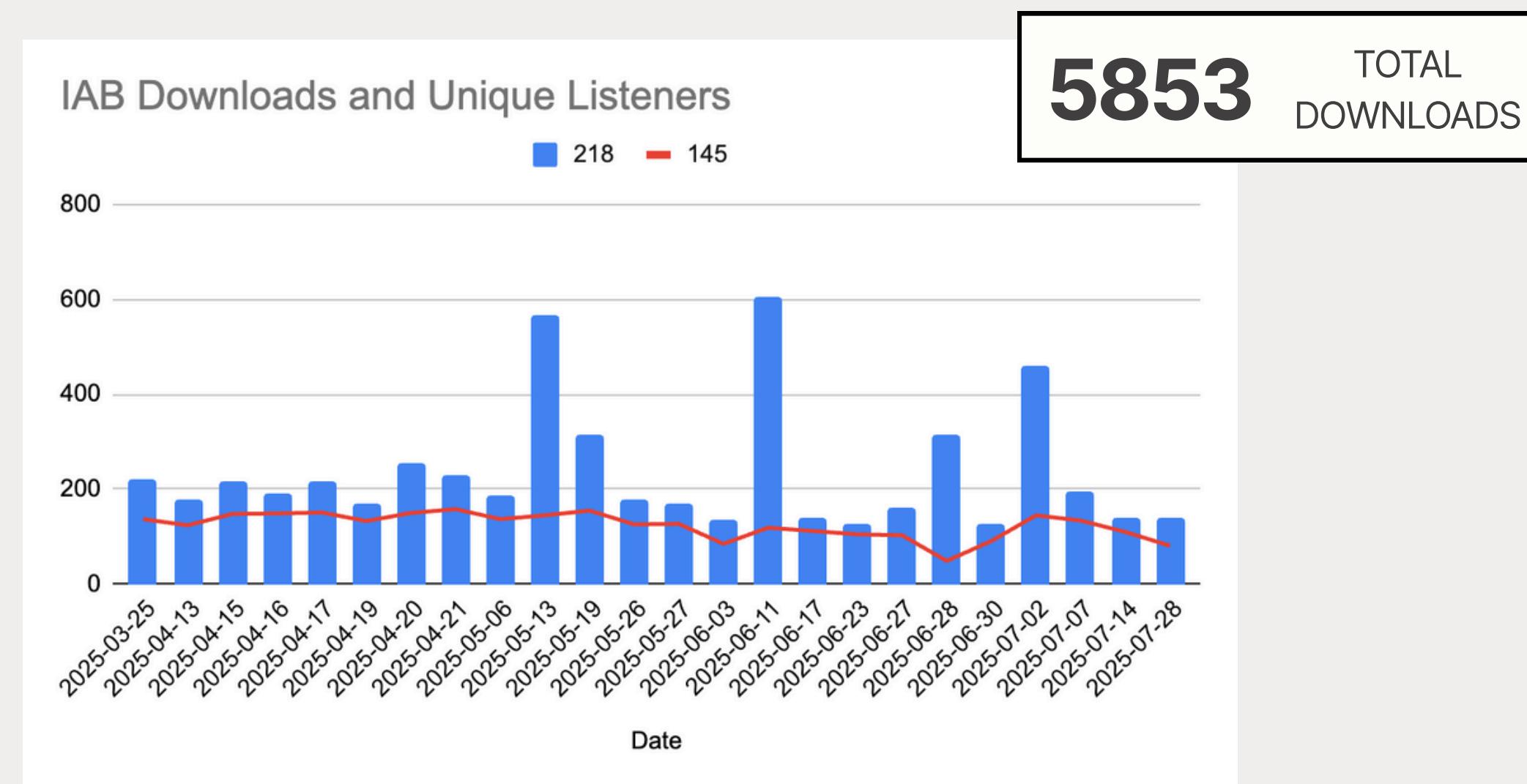
**3,119** UNIQUE LISTENERS



# Podcast

1 FULLY SPONSORED EPISODE PER MONTH (12 PER YEAR)

30-SECOND AD SPOT IN ALL OTHER EPISODES

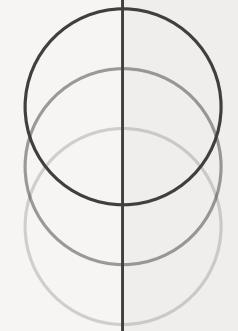


# FHC

## Introduction

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- Exclusive "Presented by" branding on community platform
- 2 sponsored webinars or workshops per month
- Permanent banner ad on community homepage

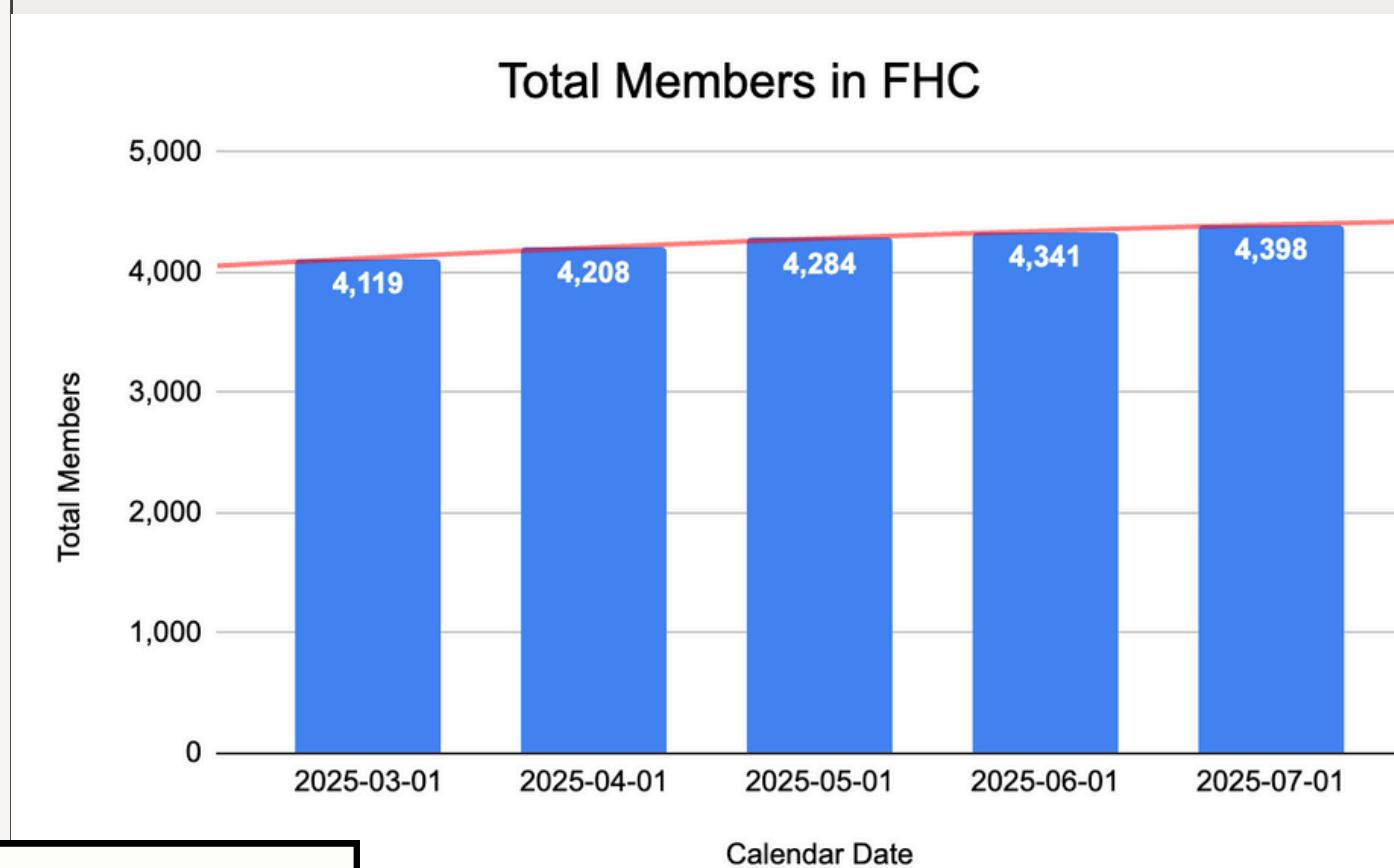


GOVCON GIANTS

JULY 2025

# FHC

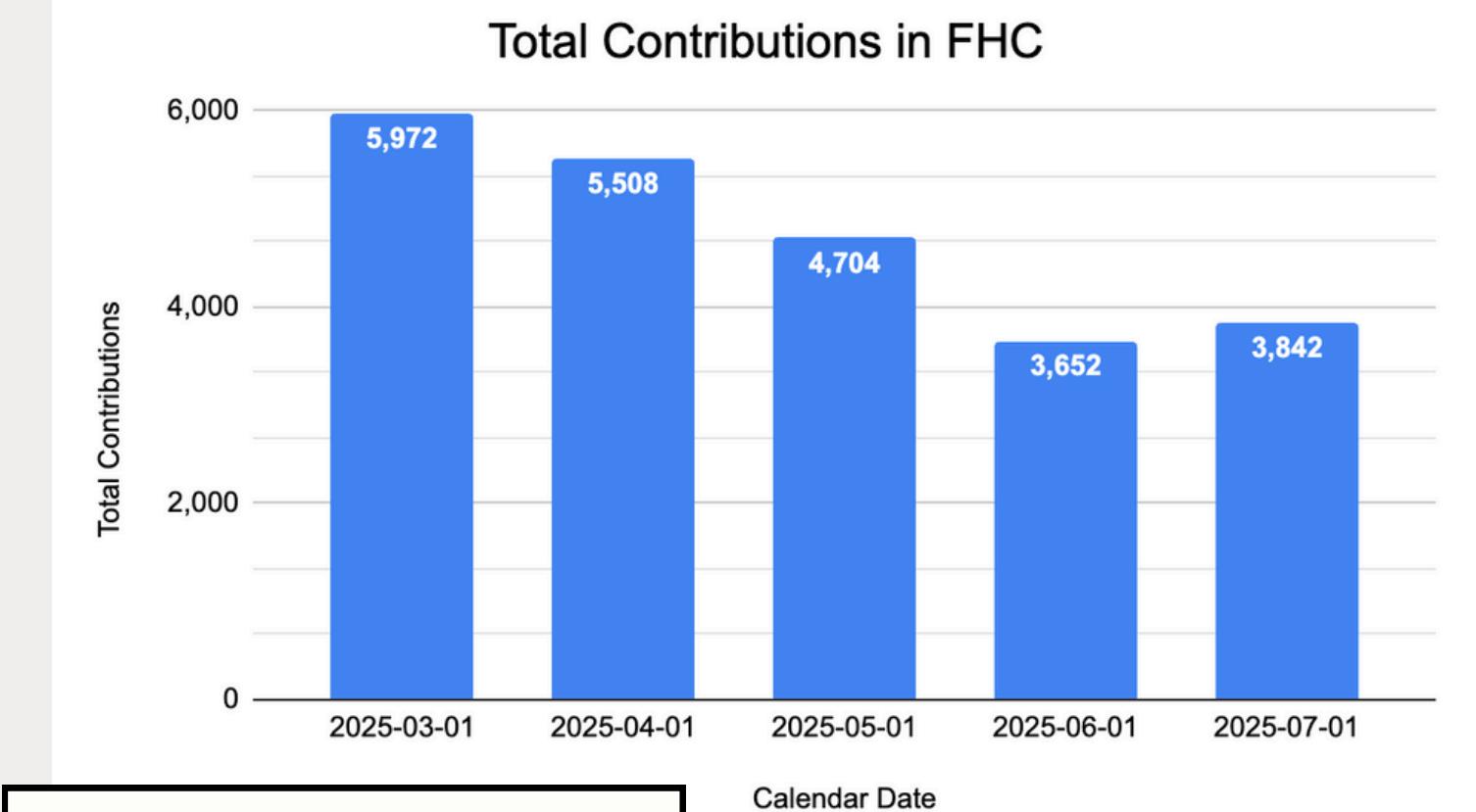
**4398** TOTAL  
MEMBERS



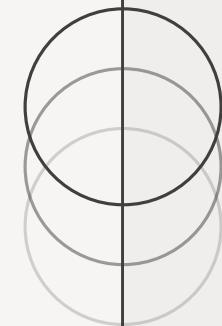
**402** TOTAL NEW  
MEMBER

**86** TOTAL  
WEBINAR  
ATTENDEES

**4** TOTAL  
WEBINARS



**23,678** TOTAL  
CONTRIBUTIONS



# FHC

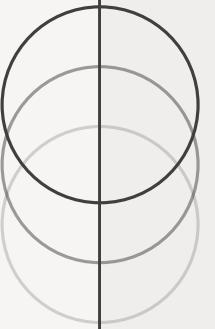
EXCLUSIVE "PRESENTED BY" BRANDING ON COMMUNITY PLATFORM

The screenshot shows a community platform interface. At the top left is the logo "ENCORE FUNDING Federal Help Center". To the right are search, notification, and user profile icons. On the far right, there are "Create" and "Settings" buttons.

The main area features a sidebar with "Create", "Discovery", and "Members" buttons. A "Community Channel by Encore Funding" button is highlighted with a black background and white text. Below the sidebar, a "Community Channel by Encore Funding" section is displayed, featuring a profile picture of a person, the channel name, and a "Share a post" button with various media icons.

The navigation bar includes "Feed" (which is underlined), "Beginners Course", "Events", and "Chat" (with a "1" notification). Below the navigation, there are "Showing Everything" and "Sorted by Last Activity" dropdowns, along with a filter icon.

At the bottom, there are several cards: "Space Community Channel by Encore F", "FREE Govcon", "ENCORE TEAMED UP", and "The Federal Help Center".



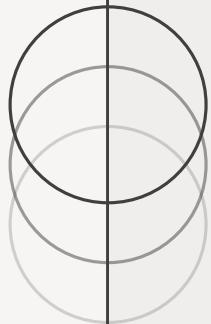
# FHC

## 2 SPONSORED WEBINARS OR WORKSHOPS PER MONTH

Date	Attendees	Chat Count
9 Apr 2025	36	87
30 Apr 2025	26	51
9 July 2025	13	15
14 July 2025	11	8

**86** TOTAL WEBINAR ATTENDEES

ATTENDEES LIST: [LIST](#)



# FHC

## PERMANENT BANNER AD ON COMMUNITY HOMEPAGE

Eric Coffie Mar 18, 2025

 Community Channel by Encore Funding · Get to know the community.

Post your wins, upcoming events and stay up to date with your community!



**ENCORE TEAMED UP WITH GOVCON GIANTS**

To eliminate the barriers to entry by traditional banks and provide alternative payroll funding opportunities.

Eric Coffie 3mo Awesome

Yvette Wright 3mo Great news! Welcome Encore Funding

Shondella Andre 3mo Thank you Eric! Thank you Encore

Tiffanie Willis 3mo Eric.... You go the distance not only to

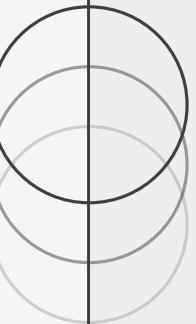
Comment   

# Email Marketing

## Introduction

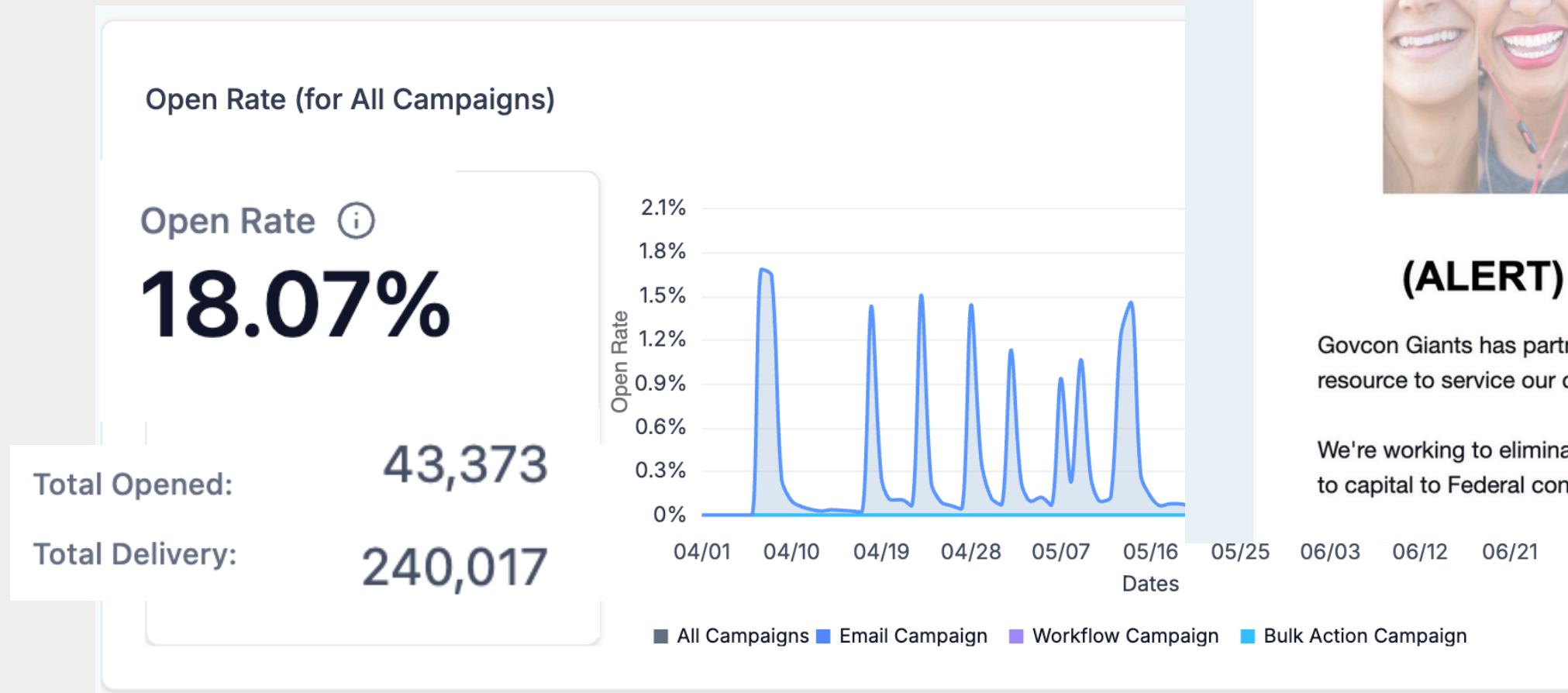
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- 1 dedicated email blast per month
- Logo placement in weekly newsletter



# Email Marketing

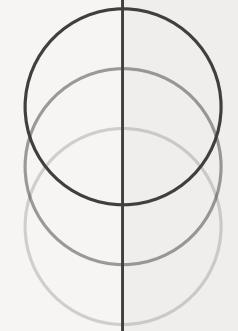
1 DEDICATED EMAIL BLAST PER MONTH  
LOGO PLACEMENT IN WEEKLY NEWSLETTER



## (ALERT) Encore Funding Partnership

Govcon Giants has partnered with Encore Funding to provide an alternative funding resource to service our current members.

We're working to eliminate barriers to entry for funding and provide unlimited access to capital to Federal contractors providing services to the Federal Government!



GOVCON GIANTS

JULY 2025

# LinkedIn

## Introduction

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- 2 sponsored posts per month
- Mention in 1 LinkedIn article per month

PARTNERSHIP REPORT

GOVCON GIANTS

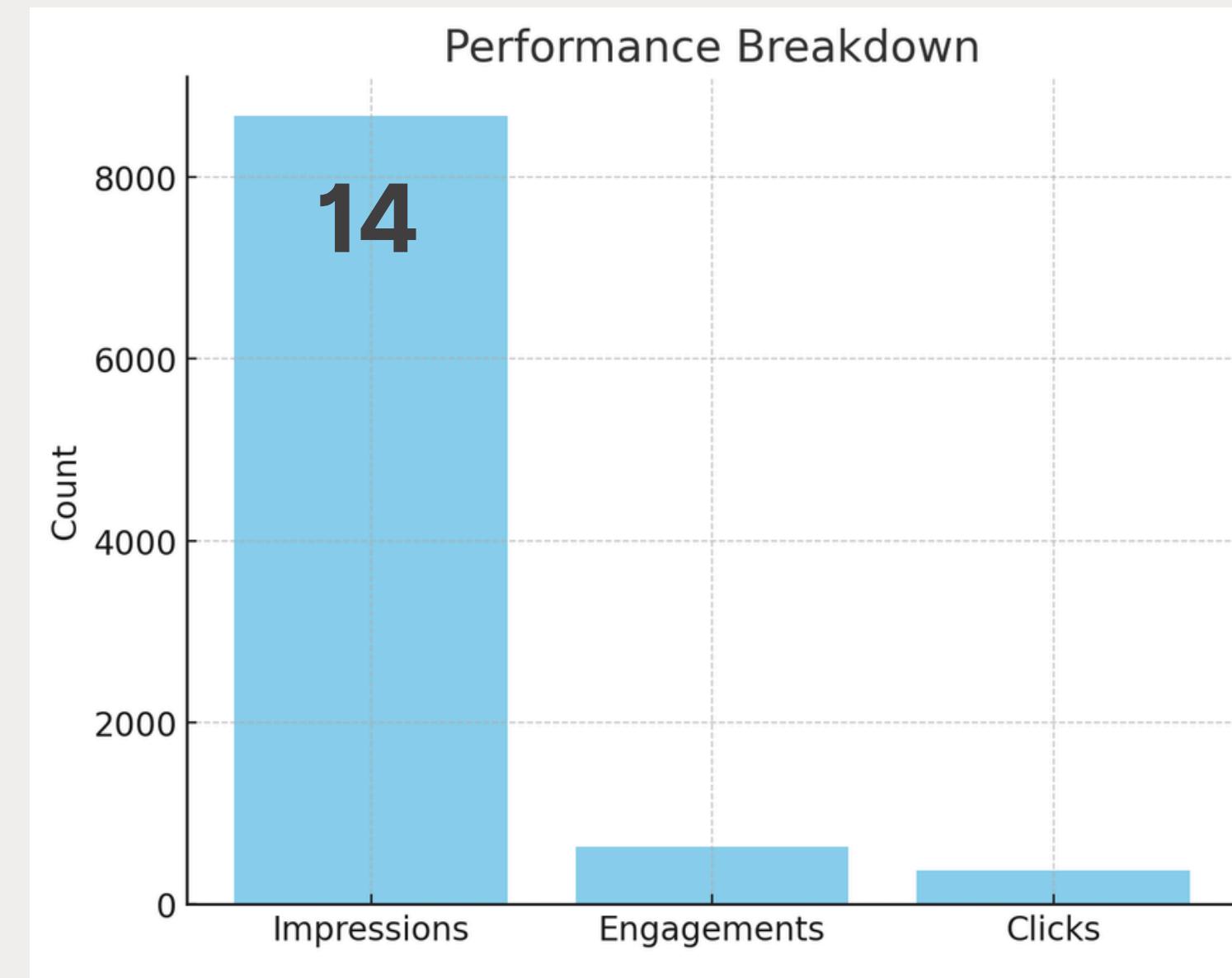
JULY 2025

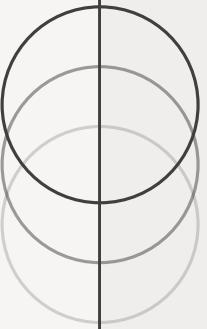
# LinkedIn

**635** TOTAL ENGAGEMENTS

**8,678** TOTAL IMPRESSIONS

**372** TOTAL CLICKS

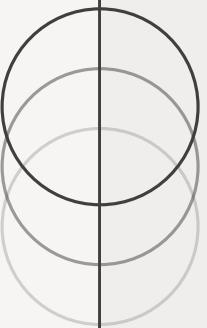




# LinkedIn

2 SPONSORED POSTS PER MONTH

Links	Engagements	Impressions	Clicks
⊕ “You can pay someone a lot... but y...	46	467	21
⊕ Most banks lend money to protect ...	19	354	11
⊕ 🇺🇸 Think small businesses are just s...	8	190	6
⊕ Joel Adelman’s favorite book?   Go...	19	325	11
⊕ Just rolled up to Vets25 here in Orl...	90	2,005	35
⊕ We’re excited to partner with Enco...	44	364	27
⊕ Most small businesses don’t fail be...	46	2,276	24



# LinkedIn

2 SPONSORED POSTS PER MONTH

Links	Engagements	Impressions	Clicks
🌐 🇺🇸 Banks Hate This Secret (But You'...)	46	467	21
🌐 EP 285: The Hidden Contract Claus...	29	351	13
🌐 🇺🇸 Subcontracting?   Govcon Giants	10	237	6
<a href="https://www.linkedin.com/feed/update/urn:li:activity:7353212186363658241">https://www.linkedin.com/feed/update/urn:li:activity:7353212186363658241</a>	29	349	10
🌐 Here's the tough part no one prep...	35	442	10
🌐 Struggling with cash flow delays on...	178	455	162
🌐 ❌ Rejected... Then This Happened! ...	36	396	15