

**B2G - Business-to-Government** is the sale and marketing of goods and services to international, national, federal, regional, and local public administration.

**Governmentgraphics** is the specific feature-based B2G segmentation.



B2G is a structured, systematic marketing approach, building on already established B2B/B2C methods such as demographics & firmographics.

Public sector is 47-54% of GDP.  
Public procurement: 14-20% of GDP.

Business-to-Government is:

- Relevant, distinct from B2B/B2C
- Huge, opportunistic, undefined
- Plenty of data available
- No repeatable methods or tools



	B2G	B2BigB	B2B	B2C
Project size	Huge	Very large	Medium	Small
Diversification	Low	Low	High	Very high
Fragmentation	Low	Low	High	Very high
Negotiation	Buyer	Buyer	Shared	Seller
Process	Formal	Semi-formal	Semi-formal	Informal
Sales cycle	Long	Long, heavy	Medium	Short