



Cleatus is an AI-powered consultant that simplifies government contracting for small and mid-sized businesses by offering features such as contract proposals, compliance support, and contract matching. Their key differentiator is the AI-driven *Contract Matchmaker*.

Direct competitors like **SweetsSpot** and **GovDash** focus on proposal writing, while Cleatus focuses on matching businesses to the best federal, state, and local contract opportunities based on your company's strengths, compliance requirements, and associated documents.

Cleatus Value Proposition: Cleatus aims to be the unanimous AI solution for organizations seeking streamlined government contracting processes. By leveraging advanced integrated AI, Cleatus helps companies find, bid, and win government contracts through the entire process.

Agency Value Proposition: Position Cleatus as the leading AI-powered platform in government contracting, establish an additional channel for customer acquisition, and build a community that resonates strongly with small businesses and potential clients.

The Situation at Cleatus: Cleatus has a dynamic team, with a fantastic product that people love. Besides paid Google ads and a small LinkedIn page, email marketing, and scattered social media posts, they have hardly any marketing or media presence. Their primary goal is to develop an organic channel for new customer acquisition by providing valuable content, highlighting pain points, and marketing Cleatus as a solution.

Cleatus needs us to build a loyal social media following, generate engagement, and promote features that demonstrate their core advantages.

Client Market and Target Audiences: The ideal Cleatus clients are small to mid-sized businesses entering or looking to expand in the government contracting space. This audience faces unique challenges, like navigating complex compliance regulations, preparing contract proposals, and identifying contracts where they can be competitive.

The government contract industry is competitive, with significant regulatory and compliance demands that often discourage small businesses from competing.

These businesses often lack the resources for dedicated teams or consultants, and need time-efficient solutions that increase their odds of winning government contracts. It is a niche community that often consists of minority owned businesses and people over the age of 40, but by engaging with this audience through pain-point-focused content, success stories, and industry insights, Cleatus can capture attention and build trust.



By Creating a platform that is as user-friendly as possible, Cleatus is simplifying these barriers and providing real client value.

Cleatus's unique approach to AI-powered consulting positions it uniquely in the market. Our agency's targeted marketing strategy – leveraging LinkedIn, Twitter, content-rich blogs, emails, and creative videos – will focus on portraying Cleatus as an essential tool for small businesses in their government contracting pursuits, driving organic engagement, awareness, and customer acquisition.

Key GovCon Insights: The government contracting space is vast, with billions of dollars allocated across highly specialized categories and subcategories. Navigating these opportunities requires a deep understanding of niche requirements and industry demands. For example, businesses may operate in broader areas such as **transportation, healthcare services, or facilities and construction**, but available contracts are often segmented further into specific needs like **motor pool services, behavioral health, or janitorial services**. These nuances create barriers for small and midsize businesses to enter or expand in the field, as many lack resources for quality proposal and compliance expertise.

[Ex. In **Facilities and Construction**, the *Buy American Requirement* means that the cost of U.S. made components in any given project, must make up at least 55% of the total cost.]

Businesses need help articulating *what* they provide and locating *where* there are quality opportunities.

→ **Health Care Services**

- ◆ The Gov. buys a lot of equipment, accessories, and supplies (Ex. Laptop labeled as medical device/Staffing of medical professionals.)

→ **Information Technology**

- ◆ Cyber security, IT specialists, Department of Ed, and Help desk (Ex. The Federal Gov. is more than willing to pay top dollar for IT professionals and needs.)

→ **Professional Services**

- ◆ Research/Dev, Financial, Business admin, Legal, Management, Marketing/PR, Social services, Technology/Engineering services.
- ◆ Higher ticket contracts - high level individuals with strong credentials.

→ **Facilities and Construction**

- ◆ Includes more than just physically building things (Paving of roads, Facilitating management, Pest control/cleaning, and Janitorial services).
- ◆ Gov. needs talented people that can do things quickly.

The Media Landscape: The government contracting media landscape is incredibly niche, with only a handful of channels that actively cover the industry. Platforms like **LinkedIn** and **Twitter** have pockets of highly engaged audiences, particularly among industry professionals, small business owners, and consultants. Many contractors seek up-to-date information on policy changes, contracting opportunities, and compliance requirements, but there is a noticeable gap in accessible, entertaining, and relatable content. As an agency, we have an opportunity to position Cleatus and its co-founders as a **thought leader** by filling this content gap with valuable insights and problem-solving narratives that resonate with government contractors.

By leveraging existing networks and establishing a unique voice, we can address an unmet demand for guidance and community within the space.

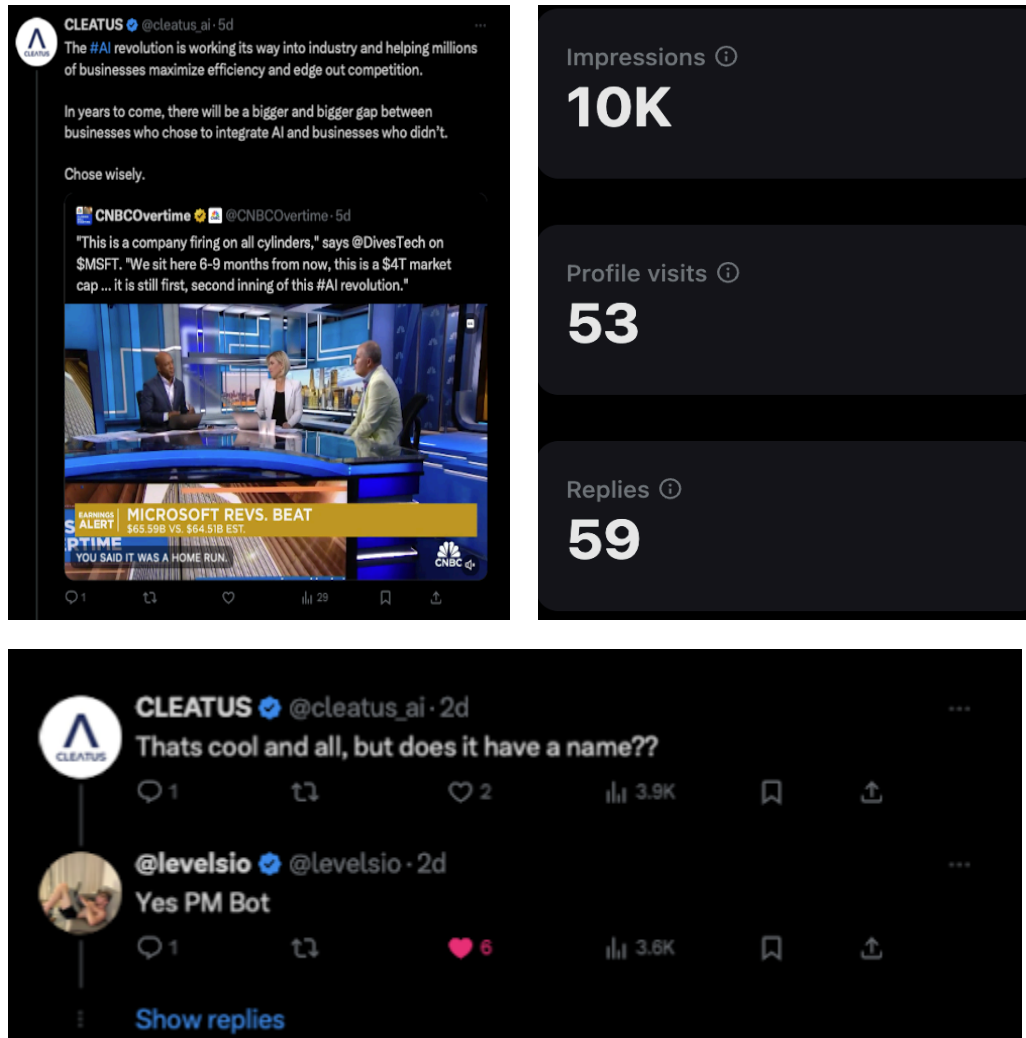
- **LinkedIn** is dominated by written content, testimonials, and professional images (Networking events, industry events, business development, etc...)
 - ◆ Tech/AI start-ups post features/updates, funding milestones, success stories, challenges, and lots of stuff about their **founders**
- **Youtube/Influencers** in the space have a very niche audience and focus primarily on **educational** video content
 - ◆ Highlight specific topics or share stories from their own journey.
 - ◆ Lack of personality, entertainment value, and quality - Videos are often time long and difficult to sift through.
- **Twitter** has a very niche GovCon group, but includes a huge audience for business influencers, software developers, and people interested in AI.
 - ◆ Individuals posting content based on their interests/niche.
 - ◆ Short and easy to read, oftentimes **leading/linking** to a blog or newsletter.
- **Attention V. Retention** describes the two different categories of content that we have seen within the media landscape.
 - ◆ Attention content is meant to hook the viewer and generally includes, **unique videos, short interviews**, and the sharing of **short stories/testimonials**
 - ◆ Retention content is meant to turn a hooked viewer into a loyal customer through **newsletters, blogs, podcasts, or webinars/courses.**

Cleatus/Comm Agency So Far...


We have been working hard over the past month to create valuable content, building a foundation for Cleatus's marketing efforts and developing an additional channel for customer acquisition. We have focused primarily on LinkedIn and Twitter where we've posted numerous feature


updates, reached out to potential customers, and increased engagement through commenting and activity within GovCon groups.


Twitter




LinkedIn


 CLEATUS reposted this



Shauna Weatherly (She/Her) · 2nd
Federal Acquisition SME (35+ Yrs of Federal Service (Retired)), Unlimited CO...
1d · Edited · 

So happy to have facilitated this connection between **SeaHill Consulting Group** and **CLEATUS**. Seahill's **Hillary McNeill**, **Christine Callahan**, and **Emily Roberts** are amazing clients and Seahill is an established business and ready ...more




CLEATUS
126 followers
1d · Edited · 

Hearing from our clients is always a highlight for us a CLEATUS!


We recently received a glowing testimonial from **SeaHill Consulting Gr** ...more


CLEATUS | Your AI Copilot for Finding, Bidding & Winning Contracts

cleat.ai

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Stop Wasting Time Looking for Contracts:

Time is a valuable resource, don't waste it. CLEATUS can help with our new Contract Search Engine—the ultimate tool for finding contracts.

CLEATUS will search through over 300,000 contracts across Federal, State, Local, and Educational levels—automatically adding them to your list so you're ready to bid.

This feature lets you find the best contracts for your company as efficiently as possible. It's also easy to use!

Just input your criteria, then find, bid, and win the best contracts for your business!

Key features of this tool:

- Federal, State & Local: CLEATUS goes through all available sources to find the opportunities you are looking for.
- Advanced Filtering: Customize contract search criteria like type, location, and more for ultimate accuracy.
- Smart Recommendations: Our AI helps you identify the best contracts for you.

Whether you're looking for Federal contracts or opportunities across all 50 states, the Advanced Search Engine is just another way for **CLEATUS** to serve you on your journey to success!

#GovernmentContracting #GovCon
#ArtificialIntelligence #AI
#SmallBusiness #sba

<https://www.cleat.ai/>

Metrics

