

Virtara Declares FEDCON's Promotional Services as 'Transformative'

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TAMPA, FL, UNITED STATES, September 19, 2025 /EINPresswire.com/ -- [FEDCON](#), a leader in government contracting support and business development solutions, announced the strong success of its targeted email marketing campaigns, helping small businesses connect directly with federal agencies and prime contractors in record time.

One recent client, Maria Gonzales, described the experience as transformative for her business. "Honestly, I didn't expect much. To me, email campaigns felt like cold calls—something people just ignore," said Maria Gonzales, founder of Virtara. "But I was pleasantly surprised. Not only did I get several responses, I actually landed a video call with a prime contractor. That conversation validated that my business has real value in this space."

The campaign, Gonzales' first-ever structured outreach effort, generated five responses within weeks—far exceeding her expectations. The direct engagement gave her not only leads but also valuable insights into government contracting terminology, processes, and opportunities for teaming.

"That first call gave me confidence," Gonzales added. "It showed me that primes are interested, and it helped me learn the language of this industry. Now I feel like I can take the next steps to compete."

Philip Mazzei, Campaign Director at FEDCON, emphasized that the initiative highlights the



FEDCON

FEDCON, No Nonsense Contract Consulting



Marina Nicola | Project Coordinator

effectiveness of well-targeted outreach. “The results show that traditional marketing is far from outdated when applied strategically in the government contracting arena,” Mazzei said. “By positioning Maria as a woman-owned small business and tailoring her message to the right primes and contracting officers, we were able to open doors that traditional networking often can’t reach.”

FEDCON’s approach goes beyond just marketing—it integrates customized bid support, portal optimization, and prime contractor registration strategies. For clients like Gonzales, who are new to federal contracting, these tools are essential in breaking through barriers and building confidence.

“FEDCON didn’t just help me do promotion,” Gonzales said. “They made sure I understood the responses, guided me on how to follow up, and gave me a system I can rely on as I grow into federal contracting.”

Business owners interested in similar results are urged to contact FEDCON via [FederalGovernment.info](https://www.federalgovernment.info).

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