

# COMMUNICATIONS AND PROMOTIONS OVERVIEW

Orientation Presentation

August 10, 2017

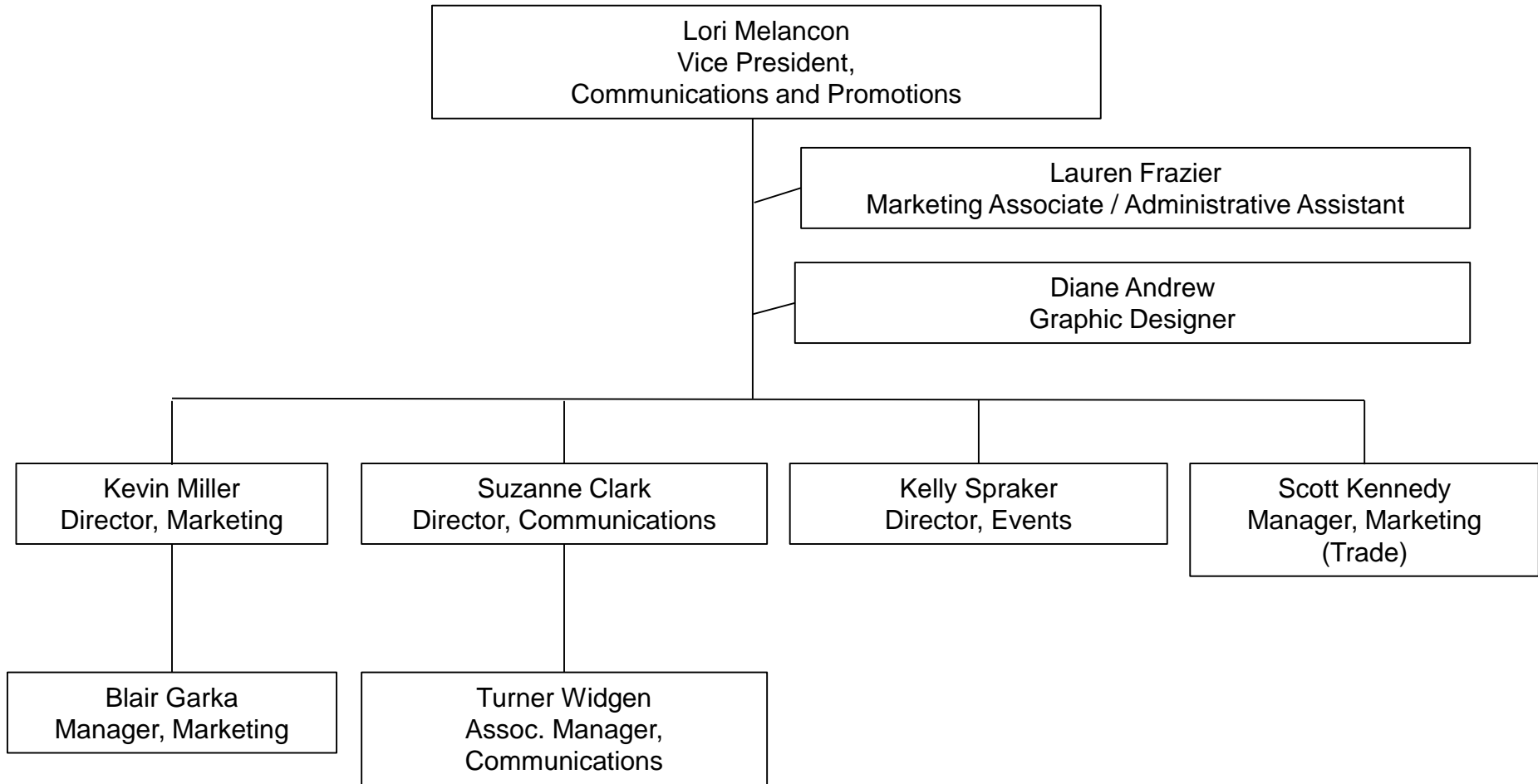


**VIRGINIA ECONOMIC  
DEVELOPMENT PARTNERSHIP**

# COMMUNICATIONS AND PROMOTIONS MANAGES A MULTI-FACETED MARKETING PROGRAM

- Creating compelling messaging about Virginia as a premier business destination
- Developing and managing VEDP's brand image and identity package
- Implementing targeted advertising to improve perceptions about Virginia for business
- Developing and deploying press releases and handling media releases
- Creating social media content and managing VEDP's social media channels (Twitter, LinkedIn, Facebook)
- Developing collateral and marketing materials to support VEDP's internal and external objectives and activities
- Developing and managing VEDP's websites and content
- Planning logistics and providing support for trade shows and events for VEDP and partner organizations
- Developing and managing a robust site consultant cultivation program in partnership with VEDP's business investment team

# COMMUNICATIONS AND PROMOTIONS INTERNAL STAFF



# MAJOR INITIATIVES FOR FY18

- Develop a strategic marketing plan and a legislative proposal to fund it
- Develop a brand positioning strategy for both the Commonwealth of Virginia and VEDP
- Develop a new brand identity for VEDP
- Develop a comprehensive suite of identity and collateral systems to provide the foundation for all of VEDP's marketing efforts and stakeholder communications
- Launch a new VEDP website that best reflects the Commonwealth's thriving business climate and opportunities for business success as well as the organization's professionalism and partnership that also tracks on-site activity and transfers leads in a sophisticated way
- Stand up a marketing assets management system that is accessible for VEDP staff and allies on the new VEDP website
- Develop a national and international public relations and earned media strategy including pitching stories, media FAM tours and social media
- Based on marketing strategy, develop a paid media plan and creative to be implemented as budget is available
- Oversee implementation of VEDP's trade show exhibition and event marketing program