

# Unmanned Systems Marketing in Virginia

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# Marketing Process

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- Conduct comprehensive research regarding UMS in Virginia and across the U.S.
- Create a succinct, compelling message
- Develop a long-term marketing strategy
- Create materials to support our marketing strategy



# What questions are we asking?

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1. What attracts unmanned systems-related businesses?
2. What states are attracting UMS businesses, and why?
3. How is Virginia currently competing for UMS business?
4. What can be done to improve Virginia's ability to attract UMS businesses?



# Next Steps

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- Complete research on UMS industry in Virginia and how to improve its competitiveness in the industry
- Create a value proposition statement for Virginia
- Develop messaging and a marketing plan from our research
- Create materials in support of our messages and planning