

Valkyrie Enterprises 2026-2028 Content Strategy

DRAFT

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Overview

Valkyrie Enterprises, LLC, an ISO 9001:2015-certified engineering, technology, and operational solutions company, employs more than ~750 employees worldwide and has more than 10,000 followers across its social media channels. The ~\$200M revenue company continues to build its reputation as a leading defense contractor with its stable services and solutions. Valkyrie Enterprises supports three core values: integrity, innovation, and inclusion. Valkyrie Enterprises' \$200M 2024 revenue mark places it around the 200th largest defense contractor in the U.S.

This content strategy will serve as an evolving blueprint for Communications to advance Valkyrie's mission, further engrain Communications into business success, build a recognized and industry-leading culture focused on aligned goals, and improve the company's digital presence to match today's environment.

Strategies will be tied to key performance indicators (KPIs) whenever possible.

Communications will seek internal stories, news, information, and media to promote the company, support operations, produce high-level content, and evaluate company brand and reach.

Strength, Weakness, Opportunities, Threats (SWOT) Analysis

Strengths

Valkyrie Enterprises reached several business goals prior to starting a Communications Department. The company's strength lies within its operational organization.

- A large LinkedIn following comparable to other companies, similar to Valkyrie's revenue mark.
- Recent investments in new communication channels: Mailchimp, OptiSigns, and audio-video equipment.
- Hired a Communication Director to spearhead initiatives and leverage experience and contacts.
- A graphic artist who has been with the company for more than a decade. He provides insight into long-standing faults, positives, and history.
- Senior leadership with prior experience of having a communications department and their understanding of its importance.
- Emphasis on more internal communications, promotion of capabilities, and desire to raise internal and external buy-in from stakeholders.

Weaknesses

Valkyrie Enterprises is catching larger corporations when it comes to Communications. DC Capital's 2022 purchase and growth mandate prompted the company to consolidate its brand and extend its messaging reach.

- Acquisition of product-based companies requires further brand planning and decision-making resolution. Valkyrie Enterprises must decide whether to take on individual products, subsidiaries, co-branding, or full integration strategies as it acquires future product-based companies.
 - Service or workforce-related companies must be folded within the full Valkyrie Enterprises brand immediately upon acquisition.
- Key Performance Indicators (KPI). The Communications Director spent significant time during his first year creating communication channels, developing operational procedures, and identifying KPIs. Time to identify new KPIs after establishing baselines is necessary as communication efforts expand.
- The bandwidth of the two Communication employees will be spread thin as the workload increases. Between messaging and graphic development, channel identification, creating and executing marketing plans, and deployment and engagement, the input may loom large against output.
- Valkyrie still has an incomplete demographic overview of its employees. Steps to reconcile data are underway. Additionally, Communications is researching and building employee personas to match communication styles, word choice, presentation preference, or channels to engage internal stakeholders. Communications operates with a general approach that yields some results. The lack of data also lessens the promotional opportunities during customer presentations or new hire marketing.
- Valkyrie Enterprises is modernizing its social media platforms, but its overall digital footprint is outdated, incomplete, or not up to today's standards. This includes a website not built for the new Answer Engine Optimization (AEO) world of AI search, an inflexible content management system that does not match the company's revenue profile, and a non-user-friendly interface that does not fully support the company's message, capabilities, and products.
- An incomplete understanding of marketing in a digital-focused environment and a lack of a dedicated budget line. For product-based sales, strategy and outcomes are the first steps for a successful campaign.
- A need for more investment into monitoring and distribution technology that can create custom dashboards, better analytics tracking, and research opportunities to find targeted media reporters and outlets for earned media. These resources will also help make sure the Valkyrie message is uniform across markets, web, and social media.
- Overall bandwidth of the company and employees. Everyone is pressed in their day-to-day tasks, likely pushing Communication objectives or asks down as they won't be deemed "essential."

Opportunities

Valkyrie Enterprises is in a unique position, having grown its revenue and business model over 18 years. Communications is catching up with that growth.

- Revenue growth should lead to further investment into communication resources, manpower, technology, and equipment.
- Senior Leadership identifies communication as imperative to improve operations and staff culture. Senior leaders show early buy-in and desire to assist.
- Communications has an opportunity to create its workflow. Without pre-built or standard parameters, Communications can customize its operations to streamline steps, create space to grow as resources are acquired, and match processes to current company goals. This agility creates a more responsive Communications team and allows adaptability to emerging trends.
- The recent addition of the Cision Media Outreach service allows the Communications Director to research and establish media contacts in target locations and industry markets. Building a bench of media contacts will grow the company's ability to amplify its successes and targeted messages. Additional support programs to build dashboards, perform brand reviews, competitor analysis, and social listening will be required.

Threats

- External communications continue to pivot towards video production. Quality and creative video creation can be expensive and require specialized skill sets. Further investment in talent and equipment to keep up with modern practices will be required.
- Social media channels and digital platforms continue to evolve on legacy platforms. Large bases are beginning to shrink, and new services continue to launch. Certain legacy platforms, like LinkedIn, are also changing their format, meaning companies are pivoting their approach to those platforms on a regular basis. Additionally, AI integration and processes are changing online practices at a rapid rate. This requires research to stay ahead of the curve and gain traction.
- Outside firms employ medium-to-large Communications and production staff, matching their employee base and marketing goals. Each person in those departments has specific traits, such as video editing, graphic creation, media-public relations, internal communications, digital marketing, and strategy. As the company, communication resources, and business goals evolve, specialized workers are needed. A good rule of thumb is to have a 1:200 or 1:250 ratio of Communication employees to total employees. Right now, the company stands at a 1:375 ratio of communication members to employees.
- Connecting with the deskless employee is the most challenging internal communications threat to overcome. Ten percent of employees do not check their emails every month, do not utilize the Vanguard, and do not have access to in-office communication channels. That means Communications must be creative and find alternative channels and targeted content that will engage them. This may require focus groups and consistent outreach to determine what channels and content they want to use.
- AI Search, also known as Generative Engine Optimization (GEO) or Answer Engine Optimization (AEO) has replaced SEO as the dominant digital practice to drive traffic. Certain best practices that Valkyrie Enterprises can utilize have been identified, though AI search continues to evolve.

Communication Channels

Channels are the medium through which content is delivered to an audience. A video is not a channel. Currently, Valkyrie Enterprises utilizes the following communication channels:

- Mailchimp marketing platform.
 - Monday Morning Update email blast & text messages.
 - Custom landing pages.
 - E-mail marketing for external audiences.
 - Surveys.
- Vanguard SharePoint site.
- Optisigns digital signage.
 - All but three sites are online: Fredericksburg, National City, and Pacific Grove. They will be brought online in 2026.
- Email & distribution lists.
- Teams meetings.
 - Lunch & Learns, Townhalls, etc.
- Physical collateral.
 - Posters.
 - Slip sheets.
 - Catalog.
 - Program.
 - Product sheets.
 - Other marketing materials.
- Digital graphics.
 - Screensavers.
 - Email embeds.
 - Infographics.
- Job boards
 - Glassdoor.
- Earned media
 - Wire services.
 - Targeted media email list.
 - Personal relationships.
- Owned media
 - Blog posts.
 - Social media.
 - LinkedIn.
 - Facebook.
 - Instagram.
 - YouTube.
 - Email newsletters
- Paid media
 - Sponsored content opportunities.
 - Thought leadership participation.

Audiences, Personas, & Objectives

Listless content becomes forgettable fodder, no matter the audience. The goal of any piece of content is to engage and retain. Content must contain an engaging element, whether visual, headline, or conceptual, and leave an indelible mark on a person. That unforgettable piece could be an action, information, or visual that emphasizes a core piece of Valkyrie Enterprises.

With the evolution of AI search, content formatted around a question or problem is proving to be the best way forward. This helps define parameters: overall impact, action we want the recipient to take, and audience selection (broad vs. narrow).

Valkyrie Enterprises has two primary audiences: internal and external, with notable sub-categories to each.

Internal audiences are employees, joint ventures, and current investors. Employee audience levels are senior leadership, operations managers, managers, in-office employees, remote, OCONUS, and deskless employees.

A [2022 Gallup study](#) reveals that desk-less and hybrid employees seek three things: productivity, flexibility, and connectivity. They want flexibility within their position and to be productive when they're on the clock. Working remotely can often be lonely and leave people out of the loop. Not all of these may apply to Valkyrie Enterprises' employees, but these areas can be a baseline for content development.

Senior leadership and operational managers may seek more business development news, managers and other employees may want more task-oriented content, and deskless employees may want to learn more about other people and how they fit within the company's culture. Communications has worked diligently in 2025 to identify these wants and will continue to keep a pulse on employee feedback.

Joint Ventures and investors may want more capability development, revenue-related, or key hire information. An investor's wants could be satisfied with a press release, bio, presentation, or another form of content.

External audiences could be other companies, potential employees, current employees and their networks, news organizations, investment firms, and industry-related organizations.

After reviewing website (internal & external) and social media traffic engagement and reach, investigative conversations with employees, and earned media placements, Communications has found these topics drive the most engagement:

- How financially well is the company doing.
- What is the company's reputation amongst industry peers.
- Who are the people supporting the company's financial health with operational achievements.
- Who are the people pushing the company's culture & employee initiatives forward.
- What work is the company performing or contracts its winning.
- What is the company's position regarding trending topics related to its industry.

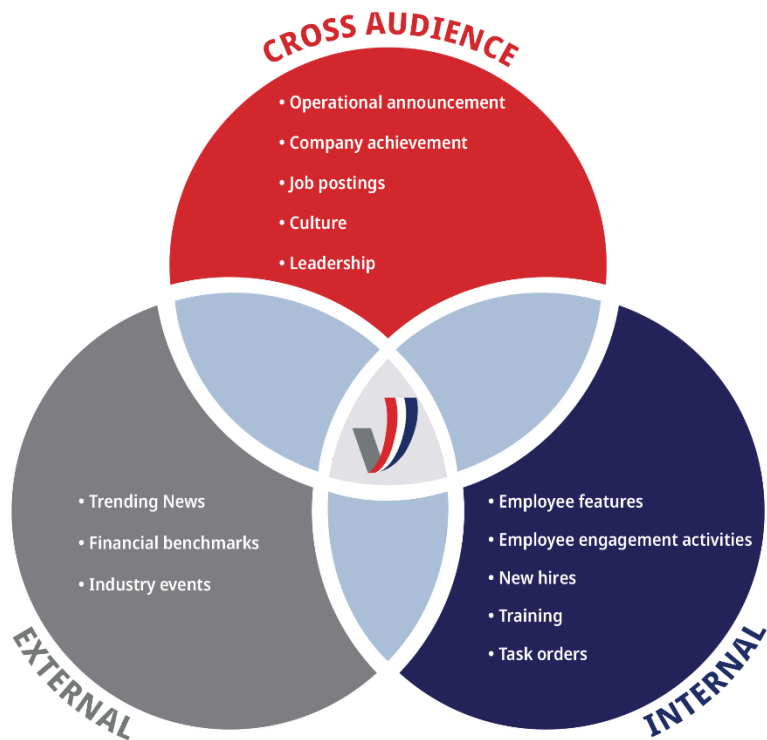
Simply, what is the company winning, how are they winning, and who is driving the wins?

Content Categories

Content is an idea or information written, created, or represented. Content can be a graphic, video, photo, or written.

An idea or information does not have to live in just one form of content. Depending on the elements gathered, one piece of content could become a graphic, a video, or a written document/article. How content is presented is dependent on the audience, elements, and platform(s) being used.

It is also important to highlight when news or content may cross internal and external audiences. Cross-cutting content is especially present for contract wins, operational announcements, and achievements.



KPIs

Quantitative and qualitative KPIs must be identified during the development of a communication tactic. However, a hard goal can’t be determined until there is sufficient data to establish a baseline. A capture period could be a quarter, a full year, or another timeframe.

It is recommended to establish a baseline after six months of performance for all developing channels where quantitative data can be pulled. Those platforms would be social media, external websites, internal SharePoint sites, MMU, and social media.

The baseline will reflect the goal of the company for that specific channel.

Platform	Goal
External Website	To act as an information and attraction hub promoting Valkyrie’s operations, capabilities, and culture.

Internal Website	A digital portal that provides employees with career-related information, work task instructions, support, and a deeper understanding of the company and its operations at large.
Monday Morning Update	Provide employees with a top-line understanding of Enterprise-critical events or news that transpired or will transpire within the previous or upcoming week.
Social media	An external bullhorn to promote and attract current employees and customers, potential employees or customers, to learn more about Valkyrie's operations, capabilities, and culture.

Platform	Key Metrics
External Website	• Total Users. • New Users. • Bounce rate. • Conversion rate for e-commerce. • Newsletter signups.
Internal Website	• Monthly visitors to site. • Monthly visits to site. • Monthly visitors to top three posts. • Monthly visits to top three posts.
Monday Morning Update	• Open rate. • Click-thru rate.
Social media	• Total monthly/quarterly/annual impressions per platform • Total followers gained per month/quarterly/annually. • Engagement rate.

2026-2028 Communications Roadmap

With clear roles, responsibilities, and processes in place, a directive from the Chief Executive Officer, and continued need to support operations, Communications has created a three-year roadmap to achieve measurable goals.

These projects align with the CEO's priorities.

2026

Strengthen Valkyrie Brand & Story

- Building a 2026 content planner around business development, capture opportunities, and tradeshow or event participation. Content will highlight Valkyrie capabilities, the "winning difference," and feature cross-channel opportunities.
 - Infographics
 - Video testimonials
 - Articles related to trending news
 - Direct to capability link backs.
 - Earned media strategy

- Begin Operations & Business Development check-ins to build customer demographic: location, media activity & engagement, event participation, and identify their questions we are trying to solve.
- Completion of product sheets, product catalog, and company program that provide a rich detail of the solutions Valkyrie provides.
 - Content will match or align closely with the larger Valkyrie website redesign.
- Build a list of subject matter experts to present to media outlets for earned media campaigns.
 - Perform media interview training class to identify SMEs.
 - Review the 2026 Congressional schedule to identify topics that we can comment on.
 - Find speaking events and a sponsored content strategy for CEO placement.
 - Execute where possible and when the budget allows.
- Enact Strategic Content Plan processes to increase news and highlights to Communications for proper promotion.

Expand Digital Engagement

- Complete redesign of the Valkyrie External website through Linchpin SEO vendor.
 - Incorporate AEO strategy based on Business Development & Ops input about the questions customers are trying to find answers to.
 - Create more videos or incorporate more interactive graphics to increase user engagement.
 - Establish content flow based on domains and products instead of business areas.
- Hire a Digital Marketing Specialist (DMS) with a dedicated social media ad budget to improve Shopify engagement and sales conversions for S2S product line, while maintaining performance tracking.
 - DMS will create and deploy a quarterly customer-focused marketing e-mail blast. Content will align with the 2026 content planner, including upcoming events, and any industry-related news or earned media placement.
 - DMS will manage social media channels, provide feedback on improvement paths, and create content to drive engagement, follower growth, and website traffic.

Strengthen Internal Coms & Culture

- Update the quarterly town hall meeting format to more accurately reflect the information employees want to know and tighten the details. This will be a collaborative process between Coms and the CEO.
 - Focus on the wins, the influencers, and where we're going.
 - Provide direction on the actions people should be performing for the next quarter.
 - Include a Human Resources component focused on a cultural touchpoint.
- Align with HR and build a 2026 cultural content calendar focused on major topics or initiatives they want to promote throughout the year.
 - Updated HR-focused evergreen content for MMU and digital signage.
 - Defining Valkyrie Voices & Valkyrie Victories series with clear qualifiers, format, and submission processes.
- Perform the 2026 Employee Engagement Survey to remain eligible for Inside Business and USA Today Top Workplace awards.
 - Assist HR with the Veterans Affairs Gold Medal award as appropriate.
- Complete digital signage installation with Fredericksburg, Pacific Grove, and Camarillo.

- Launch a company-wide quarterly digital newsletter that follows the month after each town hall. This will provide richer details and directions for employees so they can better connect with and understand the company.

Build Strategic Media Relations

- Gather input from Business Development and Operations about customer demographics to identify critical media outlets for news distribution.
- Build a list of subject matter experts to present to media outlets for earned media campaigns.
 - Perform media interview training class to identify SMEs.
 - Review the 2026 Congressional schedule to identify topics that we can comment on.
- Perform competitor analysis of media placement to identify the outlets and reporters that we should be targeting.
- Attend media-driven events for networking and information gathering opportunities. This includes the Washington Press Club, the Public Relations Society of America (PRSA) ICON, the PRSA Public Affairs & Government Summit, and others as identified.
- Leverage PRSA contacts to find new media members to pitch.
- Build a sponsored content strategy for high-profile placement in high customer engagement outlets.

Data-drive Communications

- Onboard Critical Mentions or upgrade the Cision media monitoring and distribution tool.
- Create custom AI-driven dashboards and automated reports that identify trend lines, KPIs, and real-time analysis of necessary actions.
- Perform brand and AEO optimization analysis through regular use of the tool.
- Establish the RPIE (research, planning, implementation, and evaluation) model from PRSA in designated coms plans.