

Playbook

The Ultimate Guide for Marketing to the **Military**



SheerID 



Engaging the military is a win-win for brands. **The military community has tremendous purchasing power and are deeply loyal to brands that understand their specific needs and values.** And supporting the military can generate brand goodwill among everyone who values their service.

Exclusive offers are a highly effective way to win and retain the military and their families. **More than 90% of the military would be more likely to purchase from a brand that gave them an exclusive offer. More than 80% said they are more loyal to brands that give them one.**

39M

Military members
in the US, UK, and
Canada¹

91%

of the military are
more likely to purchase
from a brand that offers
a military discount.²

\$2.2T

Global spending
power³

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Demographic Insights

Shared experiences like frequent moves, stressful working conditions, and having to weather deployments make the military and their families a tight-knit group.

Supporting the entire audience with an exclusive offer is a great way to put your brand at the top of their list.

DEMOGRAPHIC INSIGHTS



Age

43%

25 Years
or Younger

22%

26–30
Years Old

16%

31–35
Years Old

12%

36–40
Years Old

8%

41+
Years Old



Gender
Identity¹

80%

Male

20%

Female



Military
Status²

47%

Active Duty

27%

Reserve &
National Guard

26%

Veterans



Department
of Defense³

46%

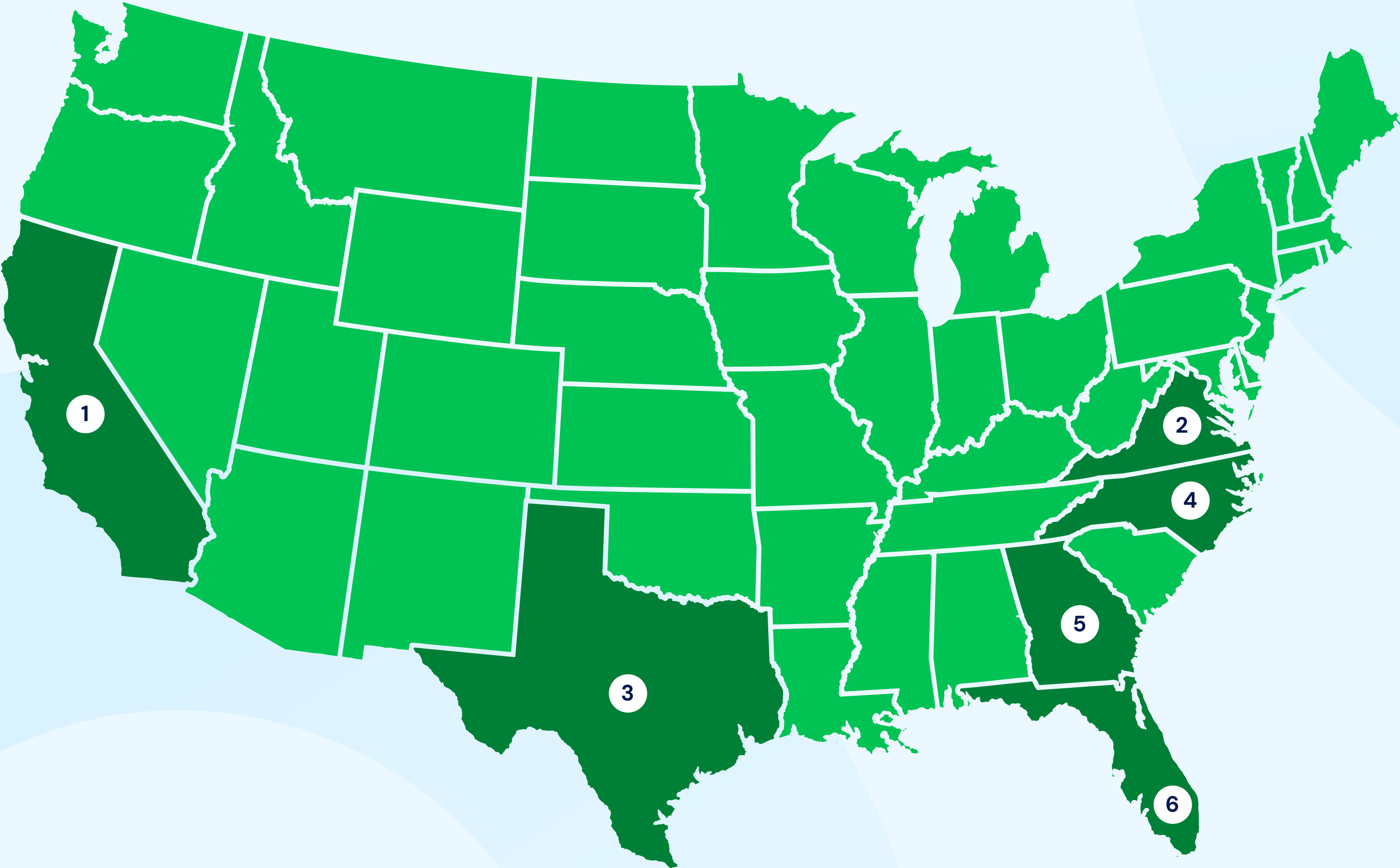
Military
Personnel

54%

Military Family
Members



DEMOGRAPHIC INSIGHTS



Location

More than half of active duty US military live in six states:

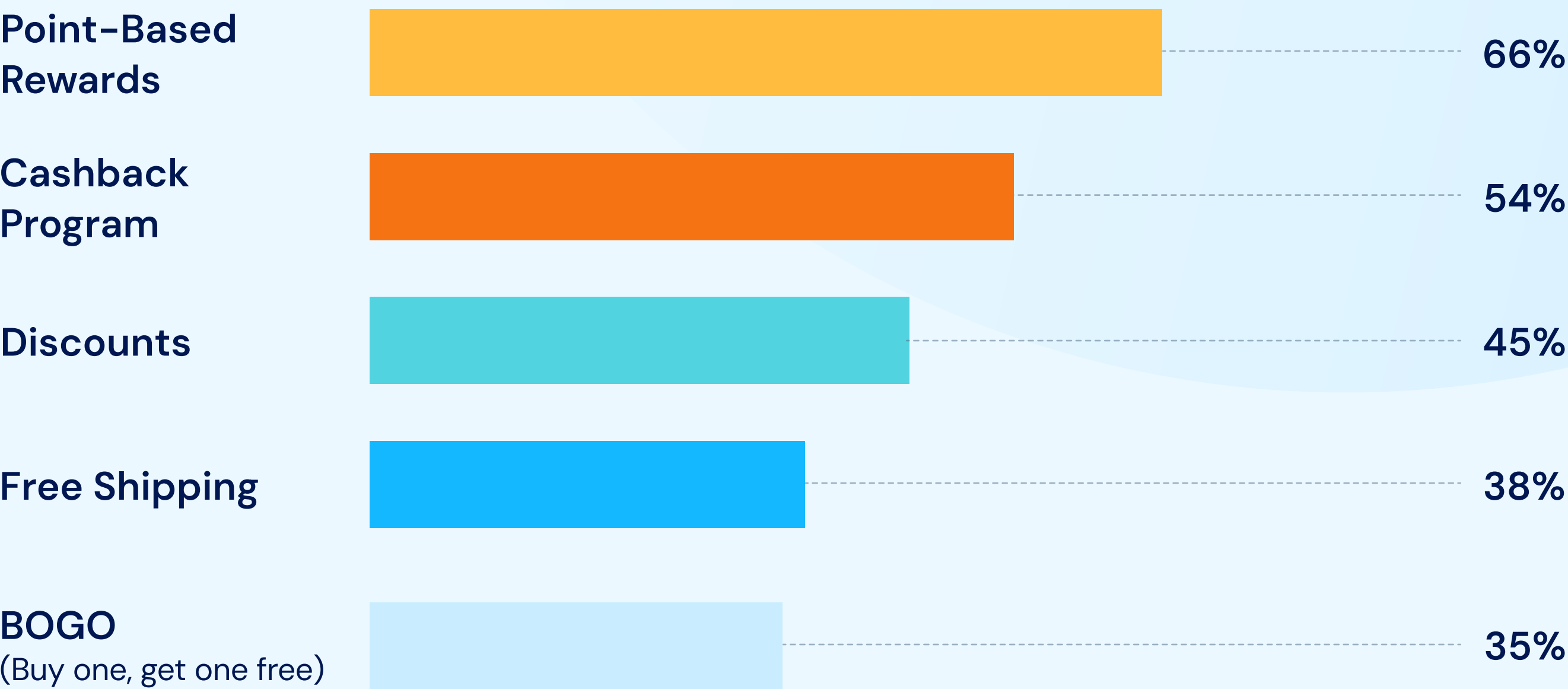
- 1 California
- 2 Virginia
- 3 Texas
- 4 North Carolina
- 5 Georgia
- 6 Florida

Offer Preferences

When it comes to special offers, the military has a preference for structured, long-term value. **Loyalty programs that offer ongoing benefits and cash incentives that give tangible returns on their spending are the most popular.**

Be creative and test a variety of offers to see which ones are most successful for your brand.

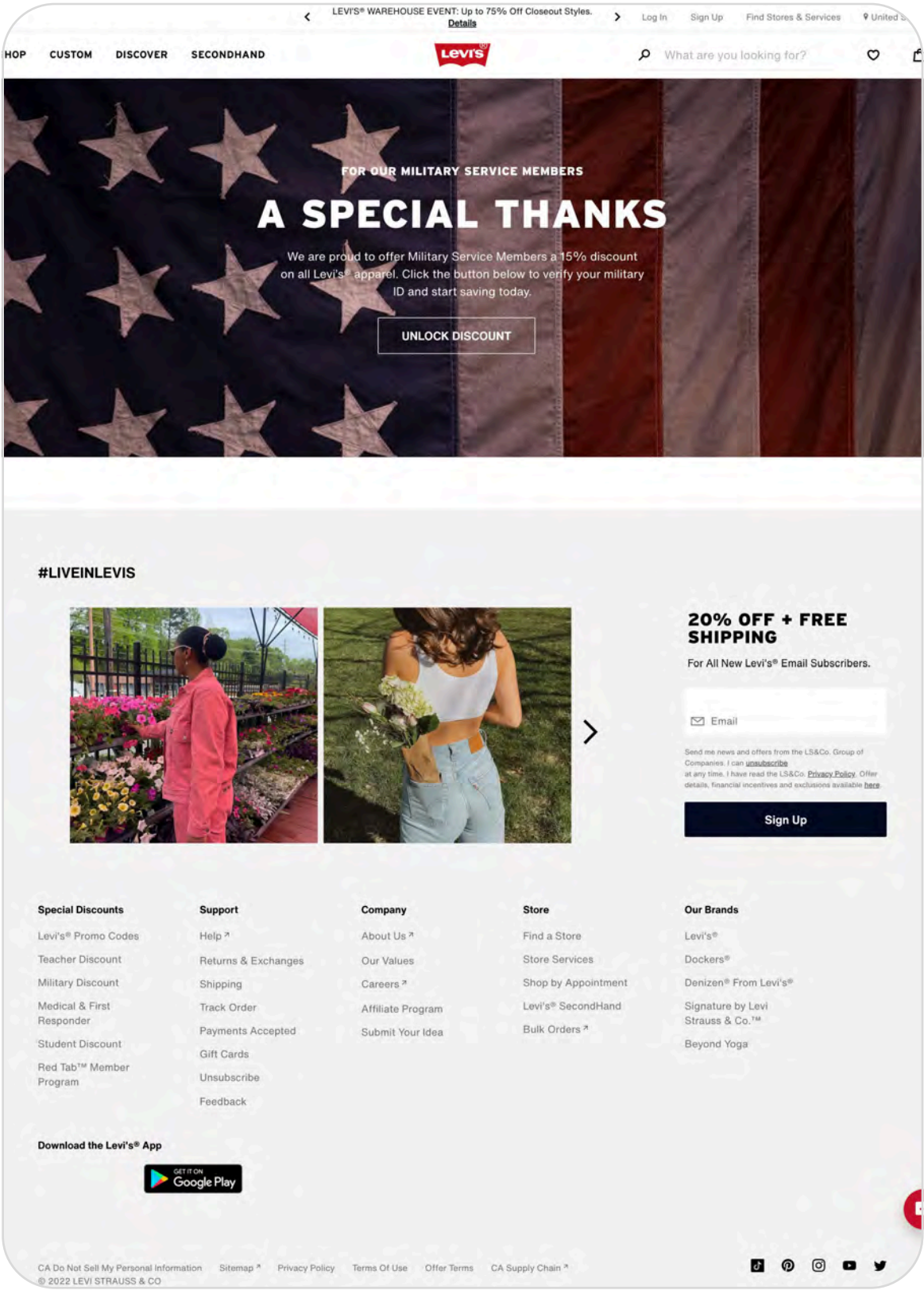
OFFERS THE MILITARY FIND APPEALING



OFFER PREFERENCES

Customer Examples

Levi's



Levi's makes the military feel truly special by **giving them both an exclusive discount and free shipping.**

BackMarket

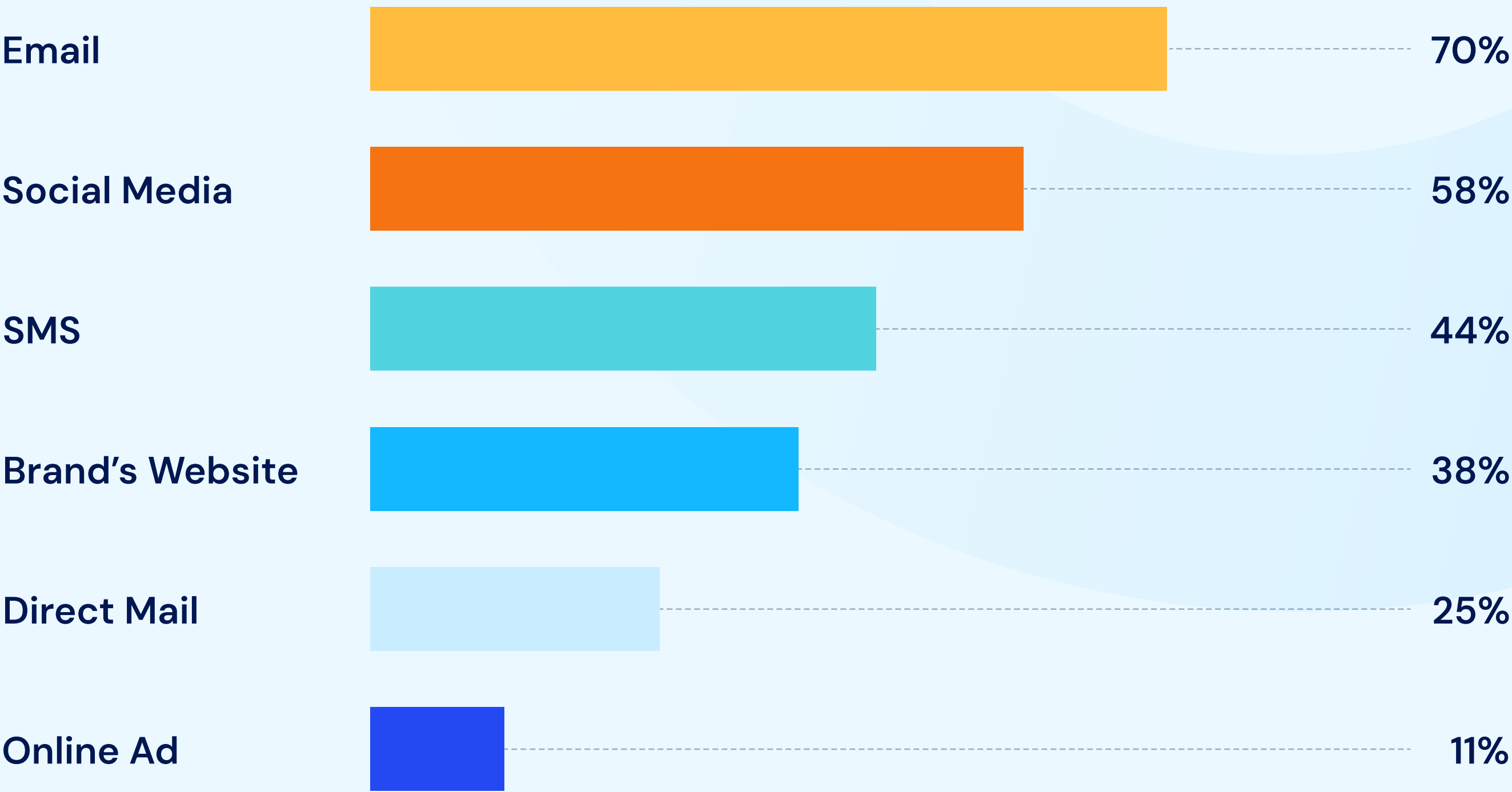


BackMarket stands out with **an evergreen discount** that everyone in the military community can enjoy.

Channel Preferences

More than 75% of military members check to see if a brand offers a military discount before making a purchase from them. **Emailing them directly is the best way to put your offer on their radar**, but you'll increase the odds of them discovering it if you promote it in all the places they're looking.

HOW THE MILITARY WANT TO HEAR FROM BRANDS ABOUT SPECIAL OFFERS



PRO TIP

Consider running targeted promotions in traditional channels where the military still engage, like on-base newspapers, magazines, and billboards near bases.

CHANNEL PREFERENCES

Customer Examples

Purple



Get 10% off with Purple's military discount, and for a limited time, get a FREE Purple product of your choice when you purchase a dreamy Purple® Mattress.

VERIFY ELIGIBILITY

Purple's email perfectly balances **raising awareness of its offer with all the reasons to take advantage of it.**

Customer Examples

Princess Cruises

PRINCESS

Destinations

Explore Ships

Discover Princess

Deals

FIND A CRUISE

Military Cruise Benefit Program



Princess Cruises offers up to **\$250 free onboard spending money** for veterans as well as active, retired or disabled military personnel.



Offer Verification

Verifying eligibility for your military offer is critical to its success. **It prevents discount abuse, which protects your margins and increases your campaign ROI.** And it keeps your offer truly exclusive, which makes it more appealing.

The ideal verification process is instant, reliable, and privacy-friendly. It should occur as a natural extension of your brand experience, and give you full control over the data you collect.

SheerID's Audience Network uses 200K+ authoritative data sources to instantly verify the military as a seamless step in your purchase process. Military members enter privacy-friendly information, like email and branch of service, and you own all the data you collect. Our Audience Network appends it to 400+ martech platforms so you can use it to re-engage the military to nurture their loyalty.

OFFER VERIFICATION

The Impact of Verification Experiences on the Military



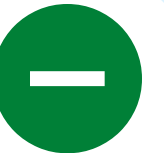
56%

of the military said **being instantly verified and knowing their data won't be shared** with other brands has a positive impact.



60%

of the military said a verification process that **takes longer than five minutes** would have a negative impact.



38%

of the military said **having to create an account on a military deals website** to get verified would have a negative impact.



Messaging Guidelines

To optimize the success of your offer, make sure your campaign expresses sincere regard for their service, is relevant to their experience, and accurately reflects their community.

- Lead with a clear, authentic headline.
- Express gratitude for the military.
- Feature the offer prominently.
- Be sensitive to context. For example, don't wish service members a "Happy Memorial Day." Instead, refer to it as a Day of Remembrance.
- Be mindful of correct capitalization. Capitalize branches and formal titles, but not terms like "veterans," "service members," or "active duty." For guidance, see these [military capitalization rules](#).



Imagery Guidelines

Avoid depictions of the military that show:

- Service members with facial hair or piercings.
- Sleeves that are sloppily rolled up.
- Uniforms that have a flag on each sleeve.
- The top button on a uniform collar buttoned.
- Men's hairstyles longer than 2 inches. Male enlisted hair can't fall past the ears, eyebrows, or touch the collar.
- Women's hairstyles that are trendy. Female enlisted hair should be in a tight, low bun.
- Service members with unnatural makeup or nail polish.
- Tattoos on the wrists, hands, neck, or face.
- Name, rank, or regiment demarcations on uniform(s).

Additional Tips:

- Don't use military insignias.
- Remove numbers, names, or any other designations from military vehicles/aircraft/vessels.
- Watch out for outdated camo patterns.
- Use family-focused images, if they're relevant for your brand.

CREATIVE GUIDELINES

Customer Examples

AT&T

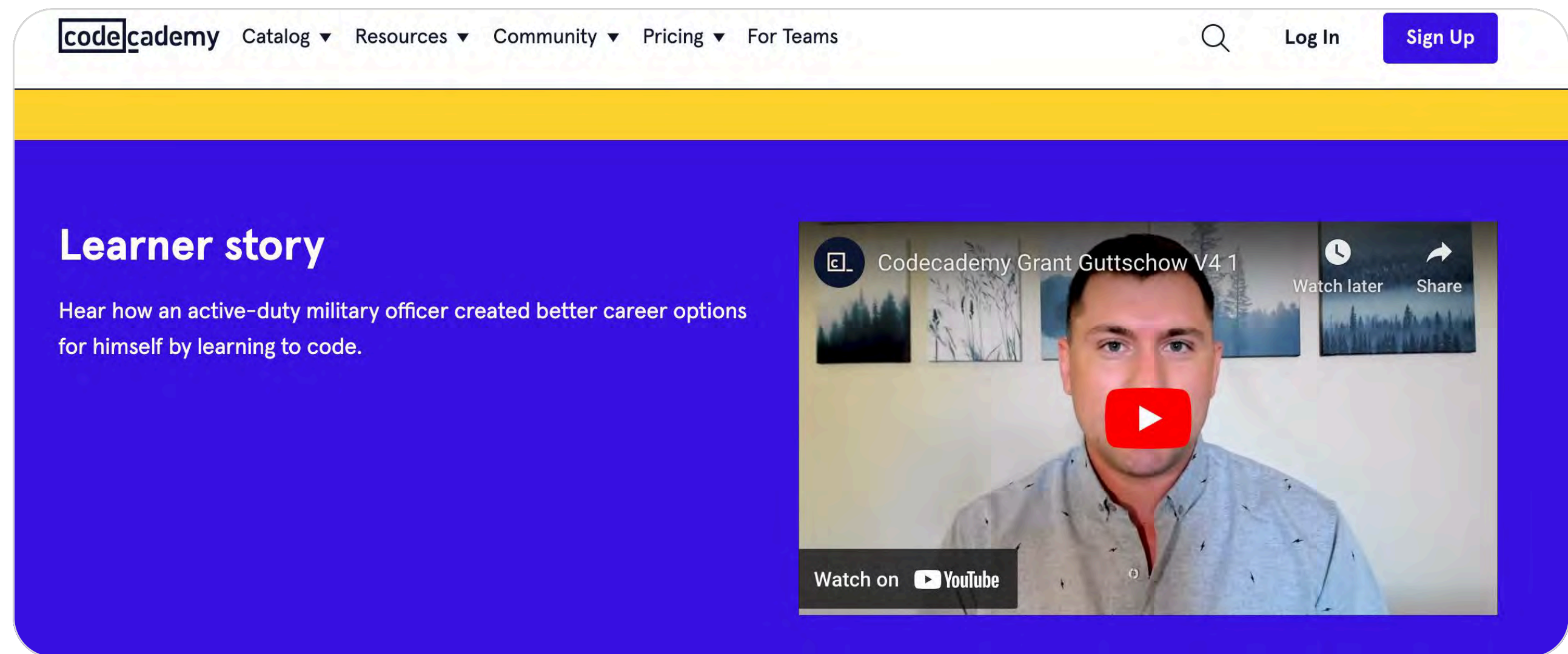
AT&T's campaign expresses gratitude for the military and support for veterans' transition into civilian life.



CREATIVE GUIDELINES

Customer Examples

Codecademy



Codecademy promotes its offer with **a real-life example of how it helps the military.**

Social Media

Social media is a great way to connect with the military. Active-duty families frequently move and most report they engage with their closest friends virtually. **Nearly 60% of the military say they learn about new brands through social media.**

Take advantage of this by promoting your offer on the social media channels the military uses most frequently, and encourage them to share it by creating videos, GIFs, and customer reviews and testimonials. **Ninety-seven percent of the military would share a military offer with others who were eligible for it.**

THE MILITARY'S PREFERRED SOCIAL MEDIA CHANNELS



1. FACEBOOK



2. YOUTUBE



3. INSTAGRAM



4. TIKTOK

SOCIAL MEDIA

Customer Example

Levi's

Levi's **uses video** to amplify their military offer on social media.



SOCIAL MEDIA

Customer Example

Lovesac



Lovesac's appreciation for the military **prompts customers to amplify the company's offer.**



Paid Ads

To build the best paid ad strategy for your military offer, focus your spend on Facebook and YouTube where the military community is highly active. **Use demographic, interest, and geo-targeting options to pinpoint active duty, reserves, veterans, and military families.**

Also consider advertising on dedicated military news sites, like [Military.com](#), [Army Times](#), [Navy Times](#), forums like [RallyPoint](#), and apps designed for military communication, like [Sandboxx](#). These platforms offer highly targeted, in-context placements.

Discounts are appealing on their own, but your ad copy will make your offer stronger if it conveys a genuine appreciation for their service and highlights how it supports the military's unique lifestyle needs, such as flexibility and quality that withstand frequent moves.

PAID ADS

Customer Example

Paramount+

Paramount+'s paid ad expresses the company's gratitude for the military with a **generous, lifetime discount**.



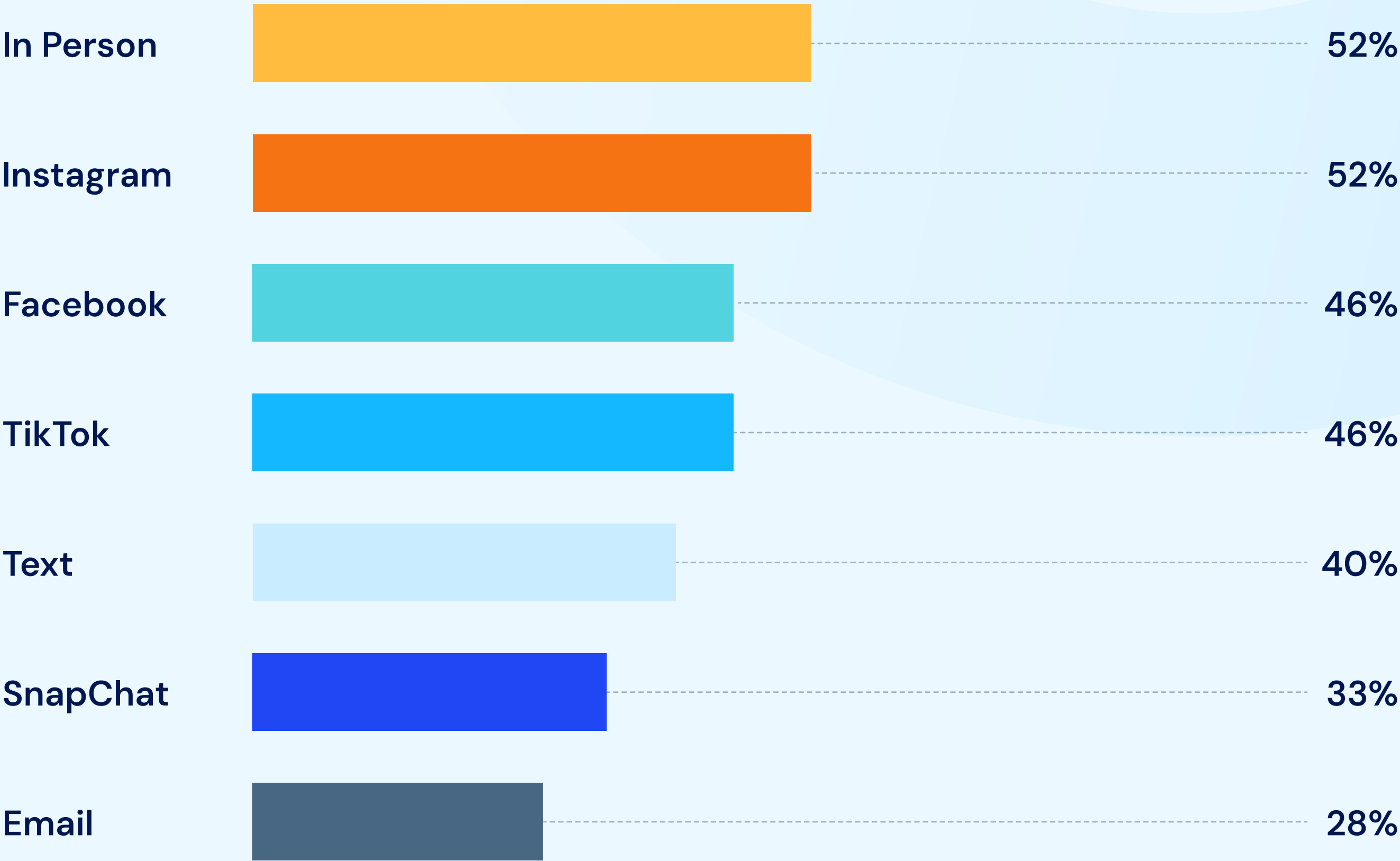
Word of Mouth

The military’s shared experiences deeply unite them, making word of mouth one of the best ways to promote your offer.

Forty-five percent of the military learn about new brands from their friends and family, and 97% of the military would share an exclusive offer with others who were eligible for it.

You can make your offer go viral by leveraging the channels they use most to spread the word.

HOW THE MILITARY WILL SHARE AN EXCLUSIVE OFFER



WORD OF MOUTH

Customer Example

Fox Nation



Fox Nation leverages word of mouth by **using customer videos to amplify its military offer.**



Military Events and Holidays

Rewarding the military with special offers during key times of the year is a great way to nurture their loyalty.

MILITARY EVENTS & HOLIDAYS

2026 Calendar

	January	February	March	April	May	June
United States					Military Appreciation Month Military Spouse Appreciation Day May 8, 2026 Armed Forces Week May 9–16, 2026 Memorial Day May 25, 2026	Service Birthday – Army June 14, 2026
	July	August	September	October	November	December
United States		Service Birthday – Coast Guard August 4, 2026	Service Birthday – Air Force September 18, 2026	Service Birthday – Navy October 13, 2026	National Military Family Appreciation Month Service Birthday – Marine Corps November 10, 2026 Veterans Day November 11, 2026	Service Birthday – National Guard December 13, 2026

Ready to Launch Your Own Military Program?

Contact us and we'll help you strategize for maximum success.

Let's Talk

