



SheerID

Playbook

The Ultimate Guide for Marketing to Healthcare Workers & First Responders





Healthcare workers and first responders provide critical services. **Brands that recognize their contribution to our communities can win their business and loyalty.**

When healthcare workers and first responders receive an exclusive offer, more than half said they would use it to try a new brand. And 59% of healthcare workers and 80% of first responders are more loyal to brands that reward them an exclusive offer.

42M

Doctors, nurses
and other
healthcare workers
in 14 countries

3M

First responders
in the US

>95%

of healthcare workers
and first responders
would share an exclusive
offer with others who
were eligible for it.¹

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Demographic Insights

Sixty-five percent of firefighters¹ are volunteers, and many firefighters exceed 1,000 hours of overtime² in a season.

More than half of nurses said they are burned out³, and virtually all doctors work more than 40 hours/week⁴, with some surgeons working an average of 59 hours/week.

Rewarding their service with an exclusive offer can make a lasting impression: 62% of first responders and 71% of healthcare workers would feel grateful.

DEMOGRAPHIC INSIGHTS



Age¹

44

YEARS-OLD

average age of first responders and nurses

20–39

YEARS-OLD

47% of firefighters

20–49

YEARS-OLD

72% of emergency medical service professionals



Gender²

FIRST RESPONDERS

88%

Male

12%

Female

HEALTHCARE WORKERS

23%

Male

77%

Female



Average Annual Income³

\$110K

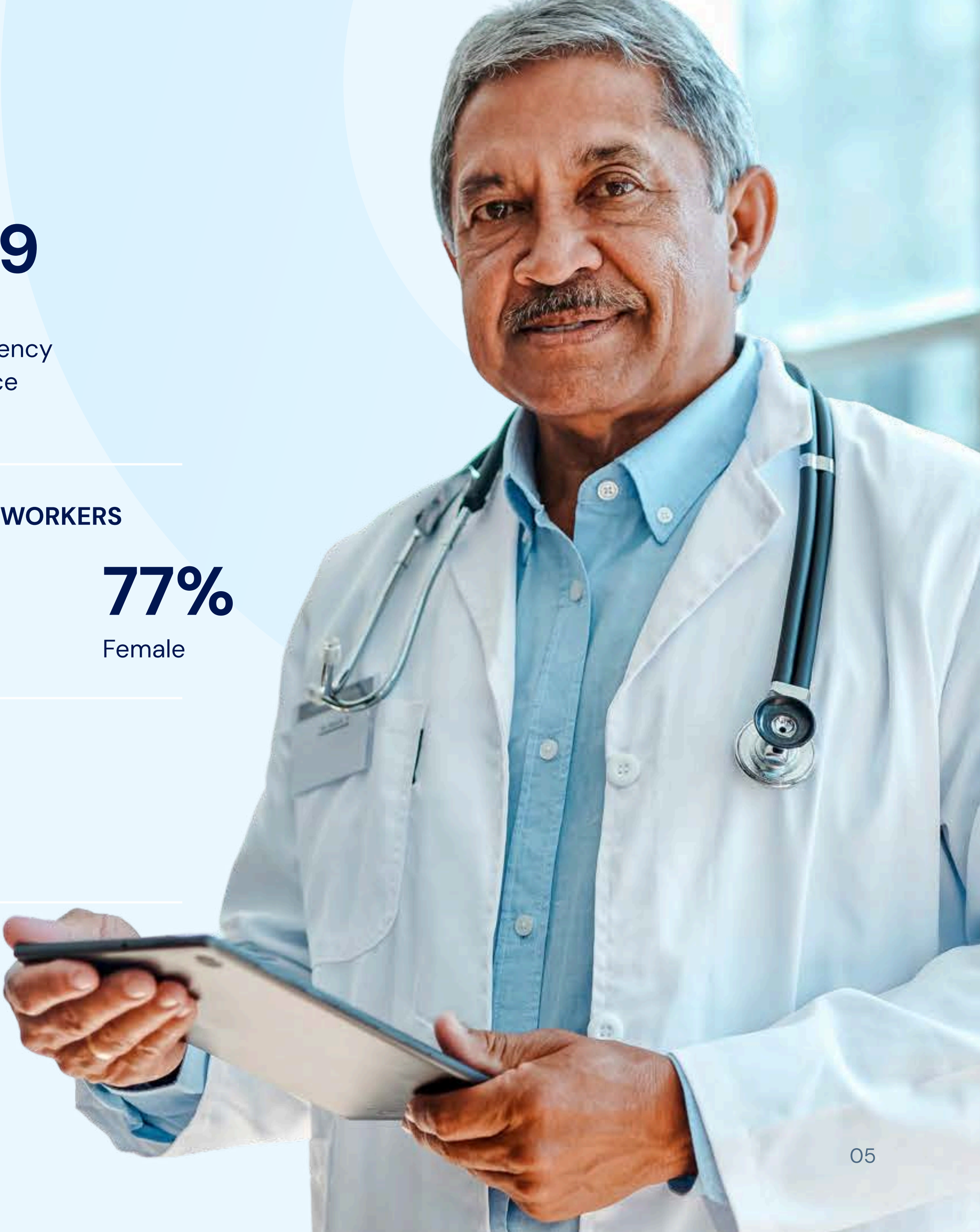
average household income of first responders and nurses



Employment Rate⁴

90%

employment rate for healthcare workers and first responders

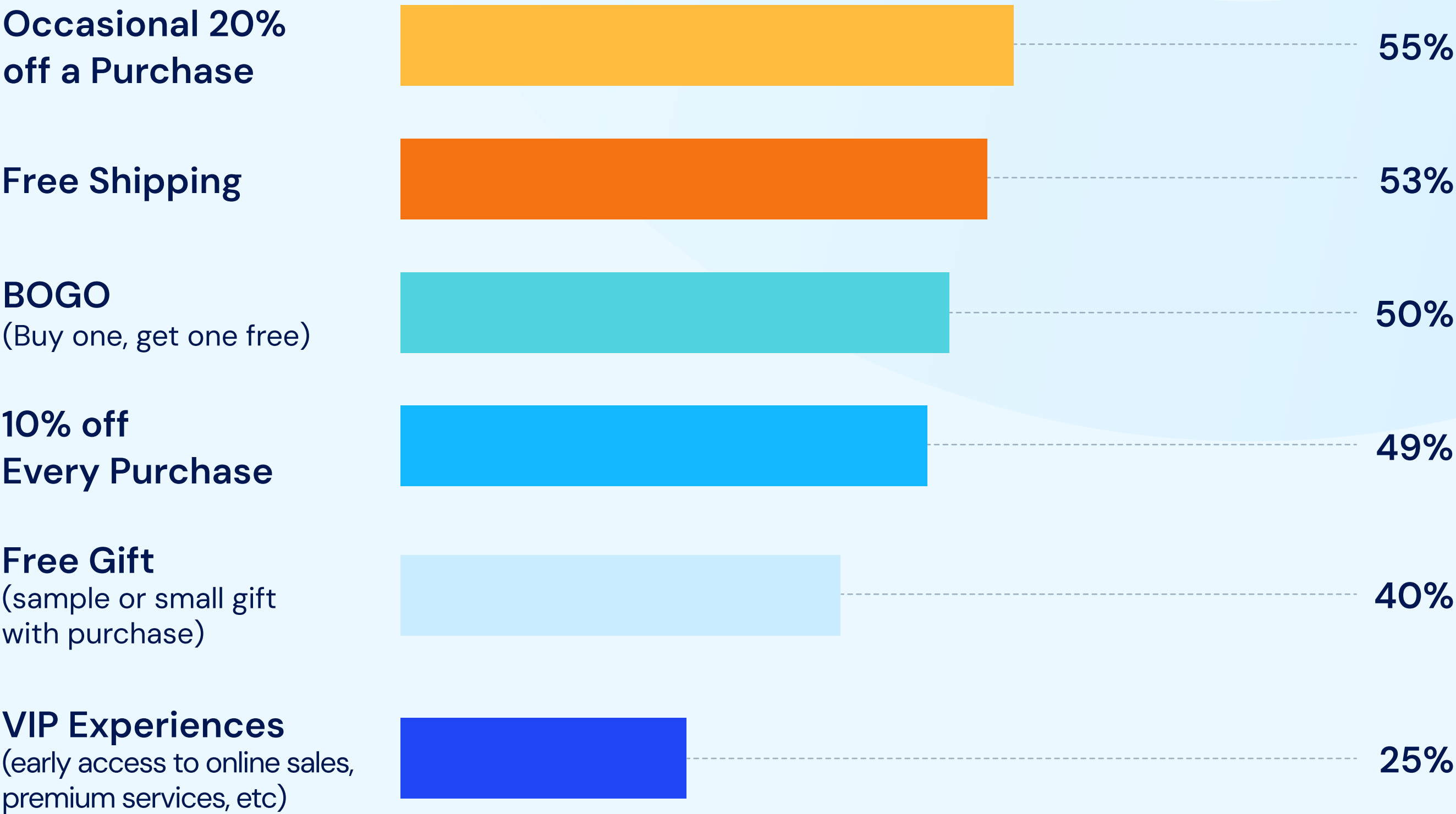


Offer Preferences

When they receive an exclusive offer, 53% of healthcare workers would use it to try a new brand. And 81% of healthcare workers would be more likely to purchase from a brand that gave them an exclusive offer.

Refer to the chart on the right to help create an offer first responders will love. **And be sure to use the permissioned data you collect when you verify them to keep them engaged with your brand.**

OFFERS HEALTHCARE WORKERS FIND APPEALING

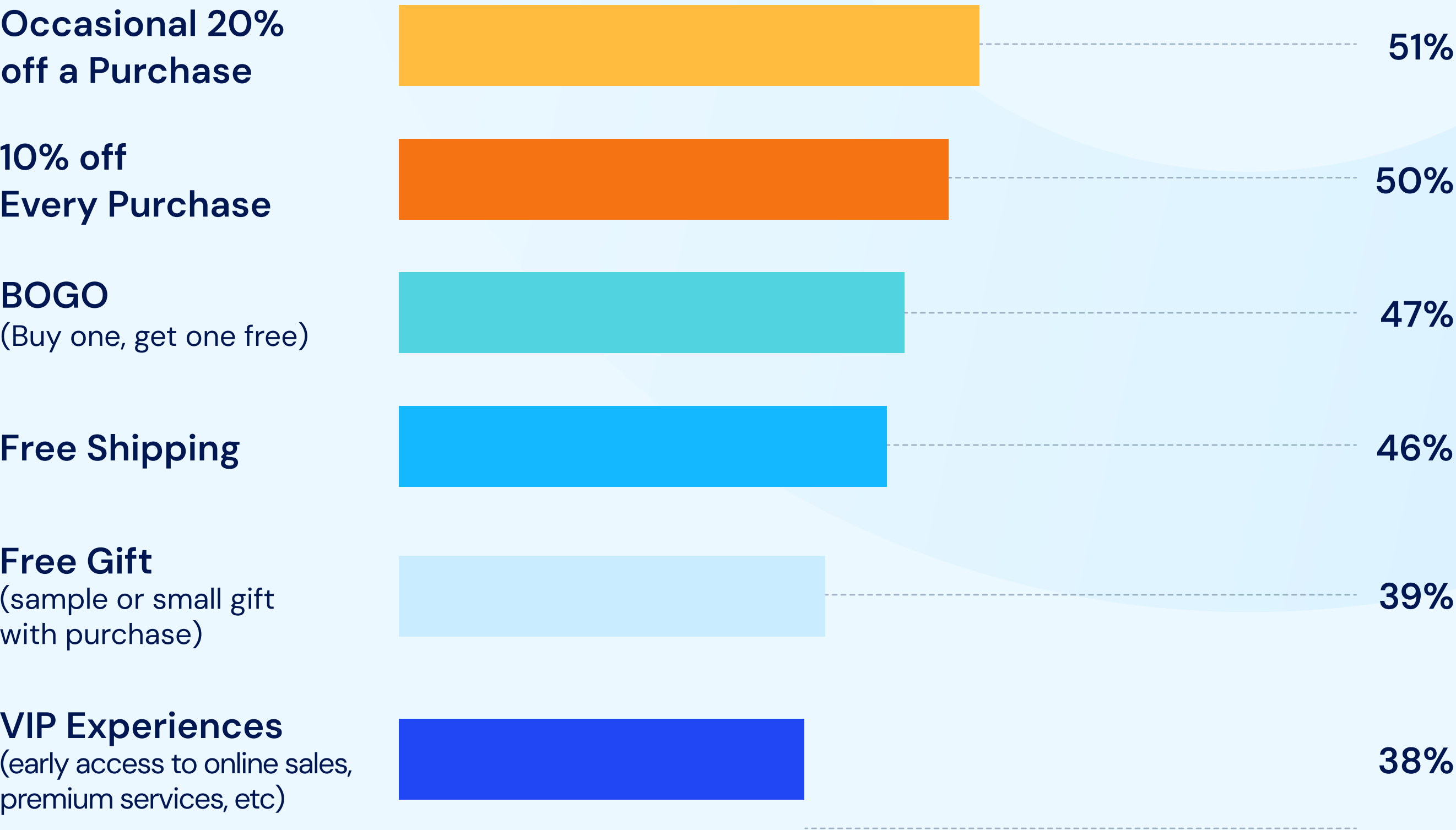


Offer Preferences

When they receive an exclusive offer, 54% of first responders would use it to try a new brand. And 90% of first responders would be more likely to purchase from a brand that gave them an exclusive offer.

Refer to the chart on the right to help create an offer first responders will love. **And be sure to use the permissioned data you collect when you verify them to keep them engaged with your brand.**

OFFERS FIRST RESPONDERS FIND APPEALING



PRO TIP

Promote your offer in places where healthcare workers and first responders go for information and peer support, like the American Nurses Association and the American Ambulance Association.

OFFER PREFERENCES

Customer Example

Cheap Caribbean



When it comes to beach vacations, you want a heavy dose of food, drinks and fun, STAT! Introducing the ER&R Club, featuring all-inclusive deals, exclusively for nurses.

Sign up and you'll get 30cc of beach deals, upgrades and packages injected directly into your inbox.

Because we think every nurse deserves a prescription for sun and sand.

Sign Up Now

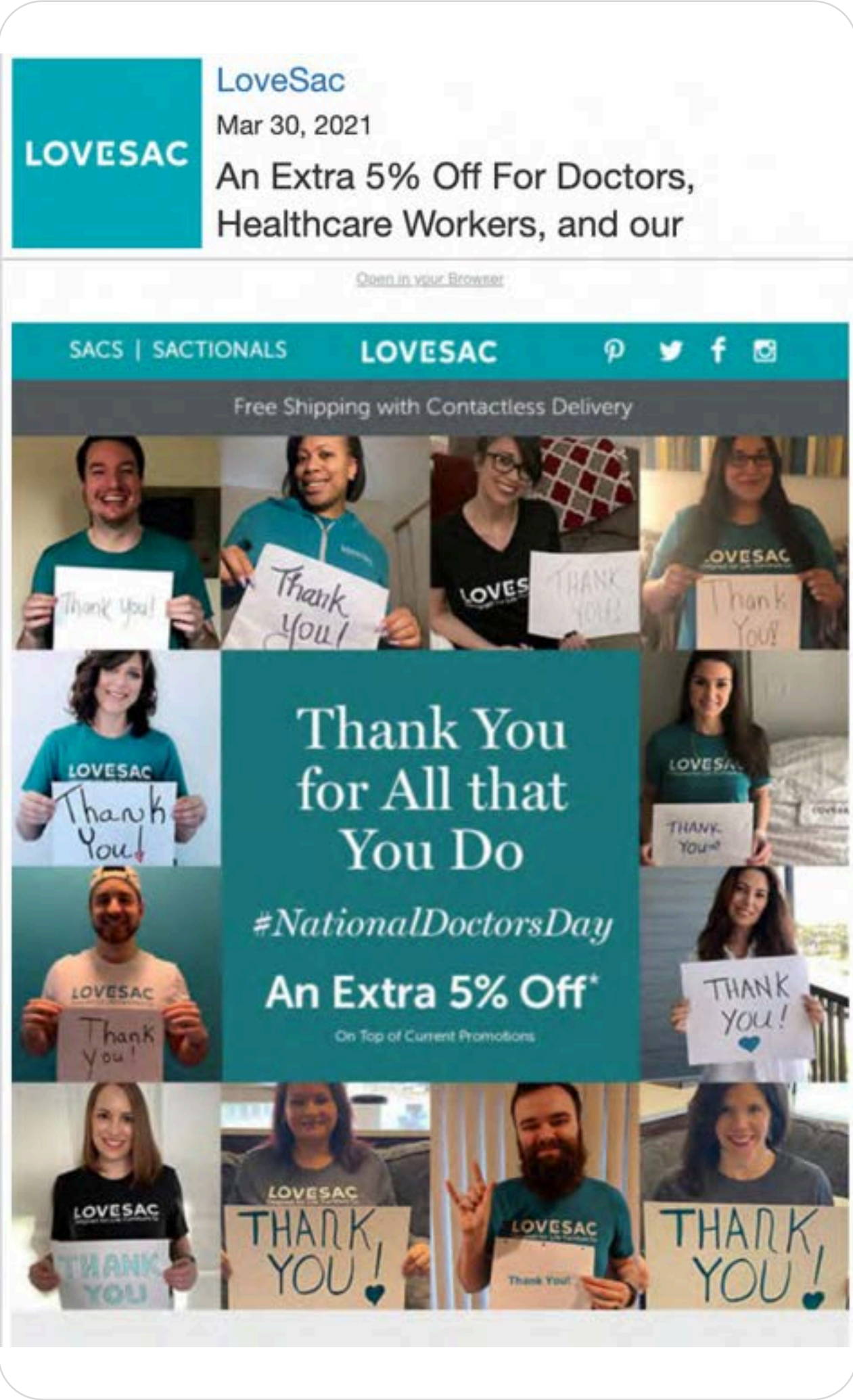
CheapCaribbean’s offer **helps nurses get what they need most**—a vacation.

OFFER PREFERENCES

Customer Example

Lovesac

Lovesac’s stackable offer expresses genuine appreciation for healthcare workers’ contributions to our communities.

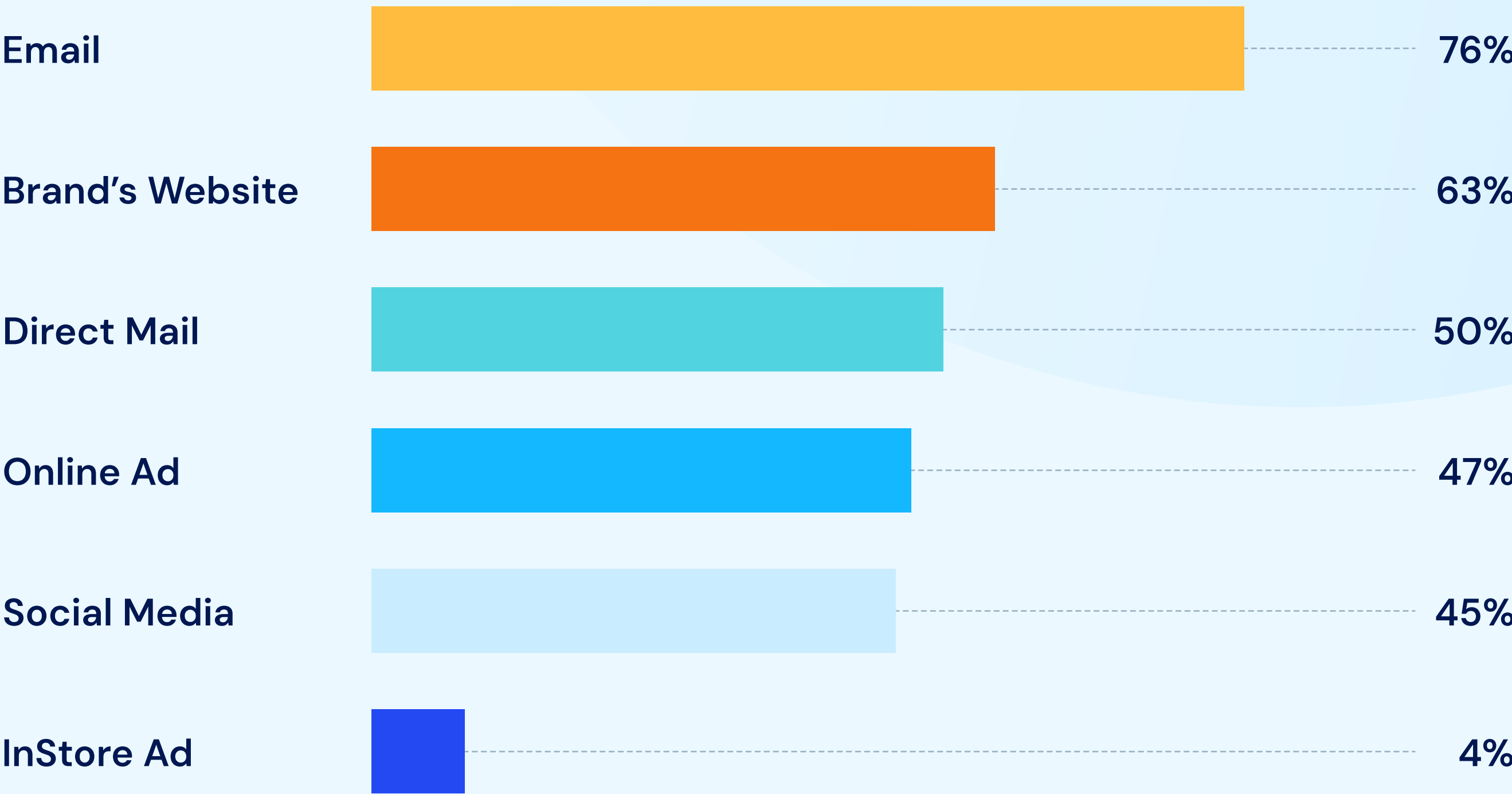


Channel Preferences

Healthcare workers are looking for your offer. **Eighty-one percent of healthcare workers check to see if a brand offers them an exclusive discount before making a purchase.**

Make sure they see your offer by promoting it on the channels they use most often.

HOW HEALTHCARE WORKERS WANT TO HEAR FROM BRANDS ABOUT SPECIAL OFFERS

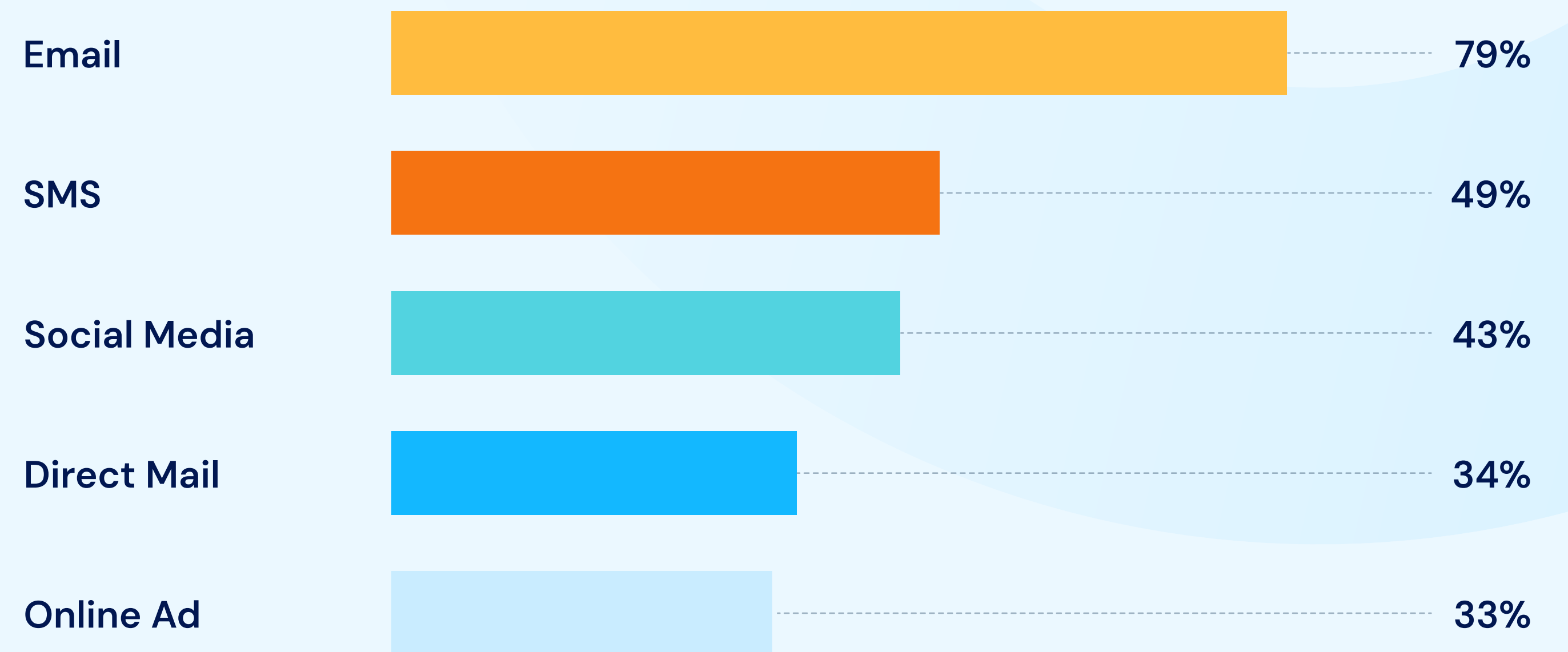


Channel Preferences

First responders are looking for your offer. **Fifty-six percent of first responders check to see if a brand offers them an exclusive discount before making a purchase.**

Make sure they see your offer by promoting it on the channels they use most often.

HOW FIRST RESPONDERS WANT TO HEAR FROM BRANDS ABOUT SPECIAL OFFERS



PRO TIP

Promote your offer in places where healthcare workers and first responders go for information and peer support, like the [American Nurses Association](#) and the [American Ambulance Association](#).

CHANNEL PREFERENCES

Customer Examples

Purple



Purple uses social media to **celebrate healthcare workers and first responders on the holidays** that honor their work.



Offer Verification

Verifying eligibility for your healthcare worker and first responder offers is critical to their 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 healthcare workers and first responders as a seamless step in your purchase process.

They enter privacy-friendly information, like their email and occupation, 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 students to nurture their loyalty.

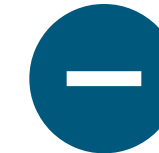
OFFER VERIFICATION

The Impact of Verification Experiences on Healthcare Workers



74%

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



59%

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



21%

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

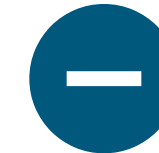
OFFER VERIFICATION

The Impact of Verification Experiences on First Responders



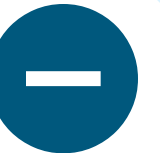
75%

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



43%

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



13%

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



Messaging Guidelines

Healthcare workers and first responders have highly stressful jobs. They will greatly appreciate your exclusive offer, but it will have an even bigger impact on their relationship to your brand if **your messaging includes genuine expressions of gratitude, compassion, and support.**

Some examples include:

- Thank you for caring for our families and communities!
- We appreciate your service.
- We honor your work and the commitment you make to help keep us safe every day.
- Your courage and dedication inspire us. Here is a small token of our appreciation!

To form an even deeper connection, call out your audience's specific occupations when possible. Police and firefighters also recognize they fall under the umbrella of "first responders," so when your campaign includes a group of professions in that category, use the term "first responder."



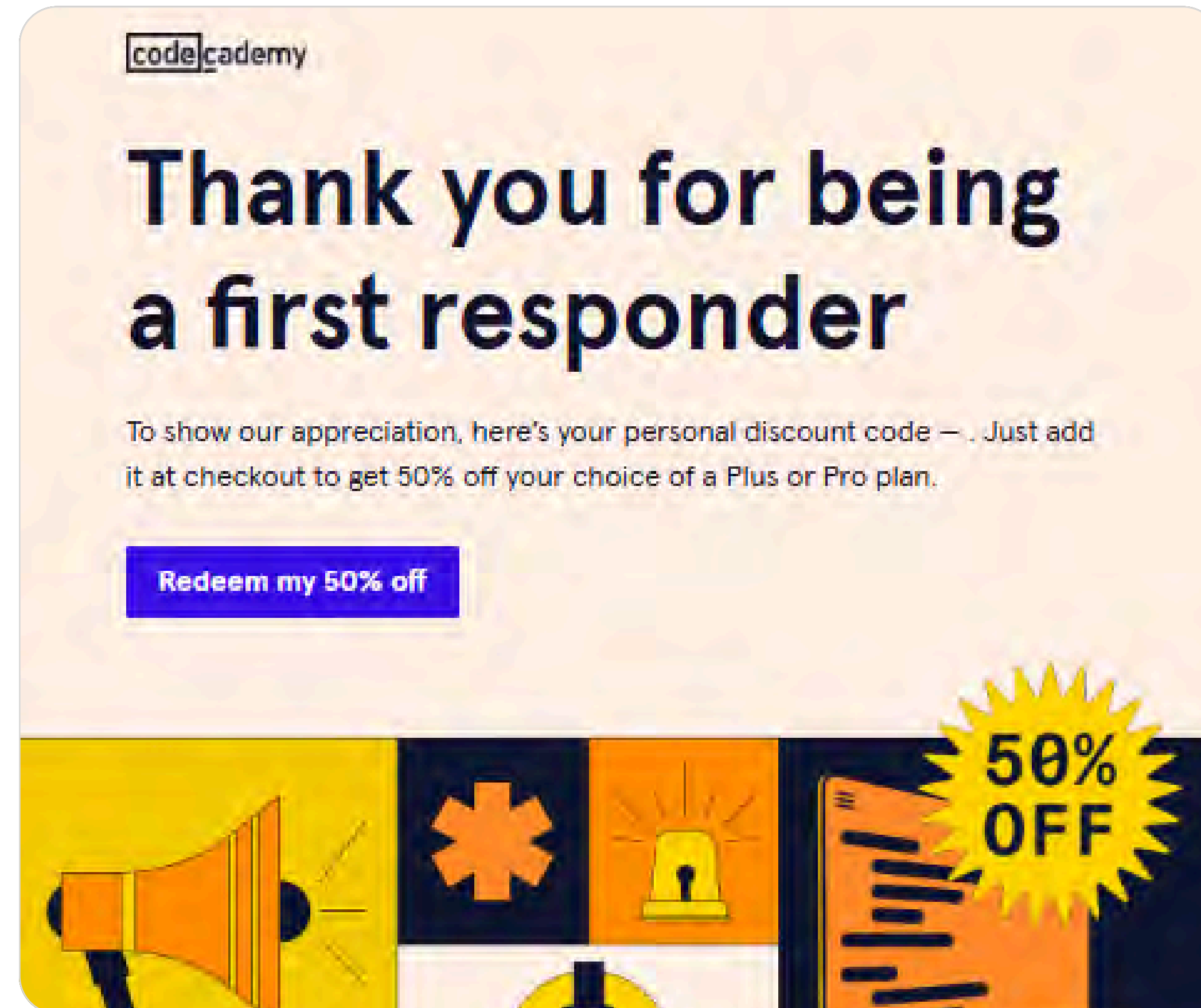
Imagery Guidelines

When choosing imagery for healthcare workers, follow common dress codes, which include close-toed shoes and white or colored scrubs. In some cases, clothing covered with a lab coat is appropriate.

Also, if you use photos of actual patients, remember to comply with HIPAA and patient privacy regulations. Be sure any images selected do not contain personal or identifying information.

Customer Example

Codecademy



Codecademy's first responder offer **combines a sincere expression of gratitude with a generous discount.**

Social Media

More than 95% of healthcare workers and first responders will share an exclusive offer with others who are eligible for it. When you promote your offer on social media, you make it easy for them to do that.

Seventy-one percent of healthcare professionals¹ use social media, and 53% of nurses use it 3+ times a day. And 66% of EMS professionals check social media platforms several times per day.

For the best results, feature your offer on the platforms healthcare workers and first responders use most.

HEALTHCARE WORKER AND FIRST RESPONDER SOCIAL CHANNEL PREFERENCES



1. INSTAGRAM



2. FACEBOOK



3. TIKTOK



4. LINKEDIN



Paid Ads

Like most consumers, healthcare workers and first responders appreciate personalized content, so targeted paid campaigns are a great way to engage them. **Use the permissioned data you collect to create lookalike audiences on ad management platforms and expand your reach to similar individuals.**

You can also directly target your audience by location, interests, behaviors, followed pages, or specific occupations within your advertising platform.

For healthcare workers, target job titles like Registered Nurse, Licensed Practical Nurse, Health Care Provider, Physician, or Doctor. Additionally, you can target individuals who follow relevant groups like "Nursing memes" or professional communities such as ["Nurse.com."](https://www.nurse.com/)

For first responders, you can target Firefighter, Fire Chief, Law Enforcement, Emergency Medical Services, Paramedic, EMT/Paramedic, or Public Safety Officer. You can also target users who follow pages related to the International Association of Fire Fighters (IAFF), the National Association of Emergency Medical Technicians (NAEMT), and the Fraternal Order of Police (FOP).

PAID ADS

Customer Examples

L.L. Bean

Ad · www.llbean.com/ ▾

L.L.Bean Discount - Shop L.L.Bean

Save on L.L.Bean Products. Free Shipping With \$50 Purchase. Unbeatable quality. Legendary service. Great gear. Types: Outerwear, Flannel, Bean Boots, Slippers, Outdoor Gear.

Just For Medical Workers

Enjoy 15% Off As A Token Of Our Appreciation For Your Vital Work.

Military Discount

Enjoy 10% Off Your Order As A Thank You For Your Service.

Up To 50% Off

Shop Our Summer Sale Event. Save On Clothing, Gear & More.

Shop Outdoor Furniture

Shop Adirondack Chairs, Umbrellas, Dining Tables & More This Spring.

Vineyard Vines

Ad · www.vineyardvines.com/ ▾

15% Off For First Responders | Official vineyard vines®

Find Out If You Are Eligible For Our First Responders Discount & Shop Our Latest Styles! Bring The Good Life Back To Your Wardrobe In vineyard vines®. Don't Wait Another Minute. Shop More Women's Sizes. Shop Big & Tall Sizes.

Teacher Discount

See If You Qualify For 15% Off Treat Yourself & Teach In Style.

Spring New Arrivals

Refresh Your Wardrobe With Our New Arrivals For The Spring Season.

See vineyard vines student...

Sponsored



Vineyard Vines St. Joseph's Whale Logo T-Shirt (College Maroon) (Size: Medium) (100% Cotton)

\$21.99

Vineyard Vines

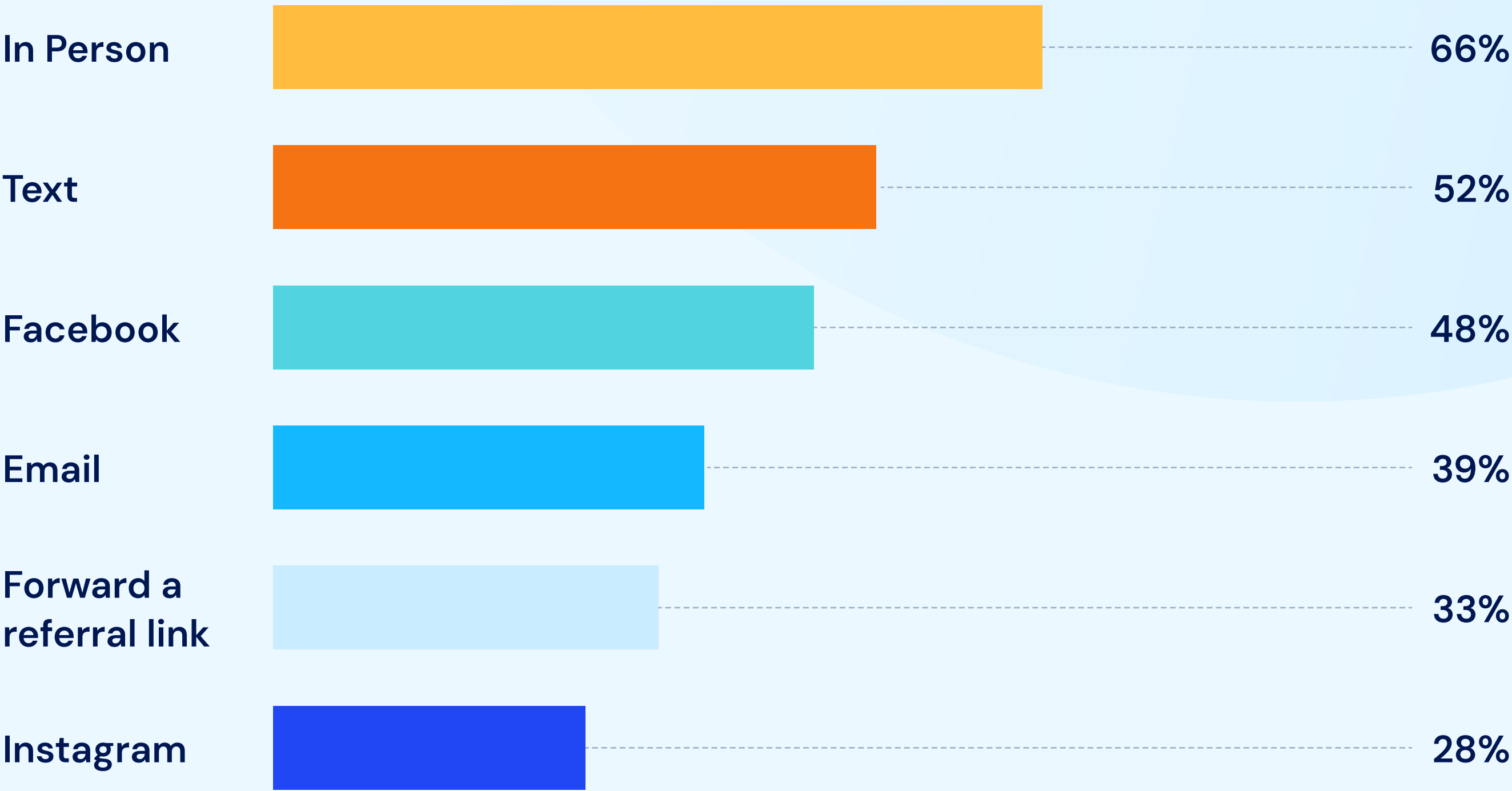
→ More on Google

L.L. Bean and Vineyard Vines run paid ads that **explicitly call out their offers for healthcare workers and first responders.**

Word of Mouth

Healthcare workers and first responders are **tight-knit and love to spread the word about a good deal.**

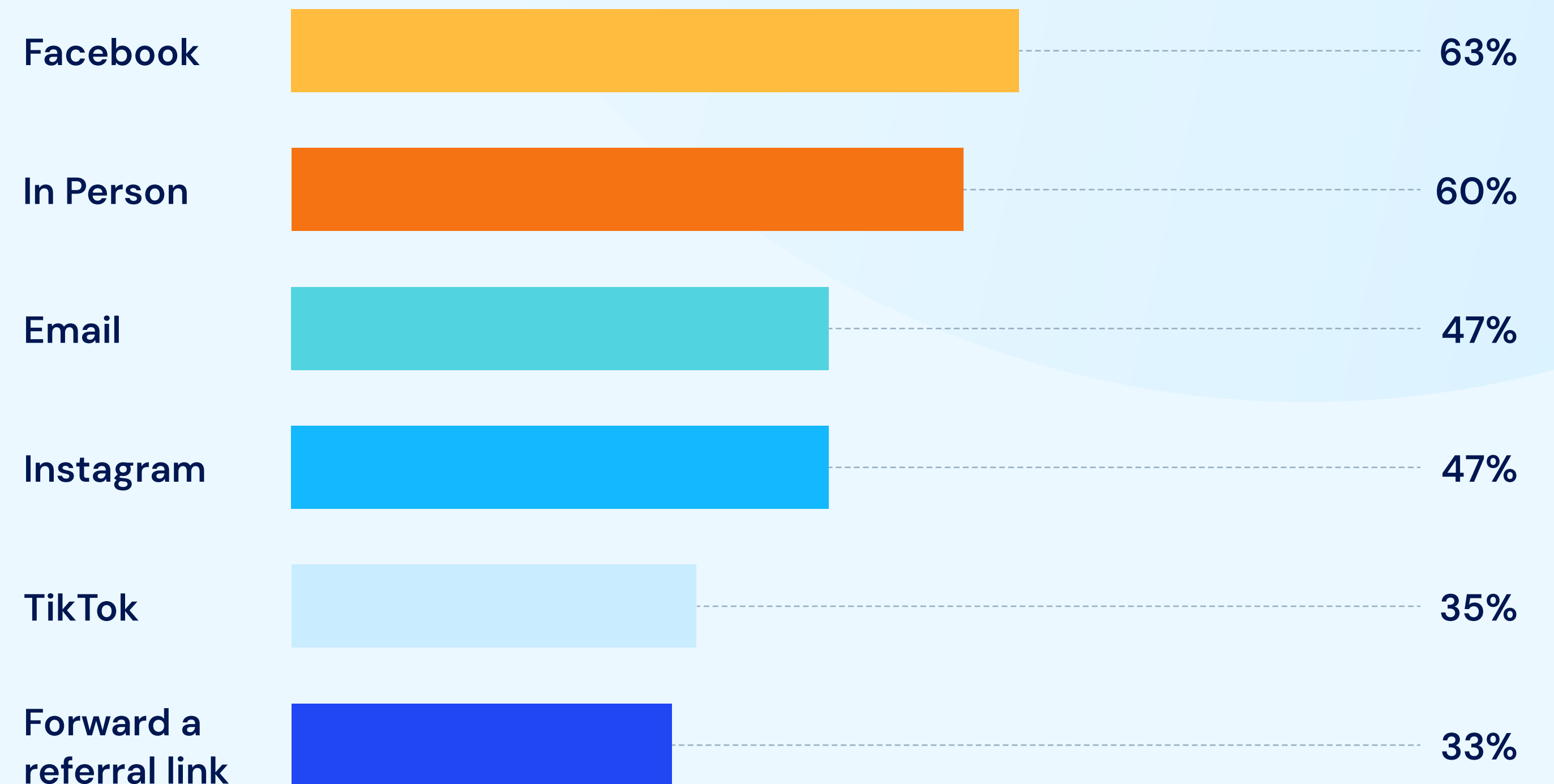
HOW HEALTHCARE WORKERS WILL SHARE AN EXCLUSIVE OFFER



Word of Mouth

You can help your offer go viral by **promoting it in the channels they're mostly likely to use to share it.**

HOW FIRST RESPONDERS WILL SHARE AN EXCLUSIVE OFFER





Healthcare Workers and First Responder Events and Holidays

Rewarding health care workers and first responders with **special offers during key times of the year** will keep your brand top of mind.

2026 Calendar

	January	February	March	April	May	June
United States				National Public Health Week April 6–12, 2026	National Nurses Day May 6, 2026 National Nurses Week May 6–12, 2026	
Europe				World Health Day April 7, 2026	International Nurses Day May 12, 2026 International Nurses Week May 6–12, 2026 World Family Doctor Day May 19, 2026	
Canada					National Physician's Day May 1, 2026	

	July	August	September	October	November	December
United States				National Health Education Week October 20–24, 2026		
Europe						
Canada						

2026 Calendar

	January	February	March	April	May			
United States	National Law Enforcement Appreciation Day (L.E.A.D.) January 9, 2026				International Firefighters Day May 4, 2026	National Police Week May 10–16, 2026	Emergency Medical Services Week May 17–23, 2026	
Canada								
Europe								
	June	July	August	September	October	November	December	
United States					Firefighter Appreciation Week and Fire Prevention Week October 4–10, 2026			
					National First Responders Day October 28, 2026			
Canada					Police and Peace Officers National Memorial Day September 27, 2026			
Europe								

Ready to Launch Your Own Healthcare Worker or First Responder Program?

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

Let's Talk

