



Honor the Military and Win New Customers for Life



New Research Provides Insight on How to Market to Military Customers

Being part of the military is a singular experience. Frequent deployments keep military members on the move and separated from loved ones for long periods. Active-duty soldiers can face life or death situations, and veterans share often proud and sometimes harrowing memories.

These life experiences are central to every service member's identity, and create deep connections between everyone in the military community. Companies that recognize and honor the bond military members share can create lifelong brand relationships with this community. But to effectively engage them, companies need to know:

- Does the military align with our brand?
- What are the best ways to reach the military?
- What kind of offers do the military community prefer?

Whether you're already marketing to the military or looking for new ways to engage this [consumer community](#), this guide can help you expand your customer acquisition efforts. New research¹ outlines how to best use personalized marketing to win their business.



¹SheerID and Military Times conducted a survey of 500+ members of the military community, including active duty, retirees, veterans, reservists, guards, and military spouses and dependents.

The Military Is a Lucrative Market—and a Good Fit for Many Brands

The military is a valuable and sizable audience. There are 40.5 million members—including active duty, veterans, reservists, spouses, and dependents—who have \$1.2 trillion in spending power.

As a community, they are as diverse as the country. Many service members are young: [46% of active duty soldiers are 24 years of age or younger](#). But there are plenty of seniors in the community, too: [more than half of veterans are 65 or older](#).

There are also a growing number of women and minorities in the military. The latest available report from the Secretary of Defense indicates that in 2017, [females made up 18% of AC commissioned officers](#)—a number that's been rising for eight

consecutive years. And according to the Pew Research Center, [43% of active duty military were racial and ethnic minorities](#).

The military community is made up of people from all walks of life, and they have above average incomes, likely own a home, and are frequently on the move. Their demographic range and lifestyle offer tremendous marketing opportunities to brands that serve every audience.

\$1.2
TRILLION
in spending power



PRO-TIP

To maximize reach, be sure to also offer your military promotions to spouses, registered dependents, and veterans.

Snapshot of the Military²

Employment Status of Active Duty Spouses

Full-Time - 57%

Part-Time - 17%

Average Household Income

Active Duty - \$74,500

Active-Duty Spouses - \$83,600

Post 9/11 Veterans - \$88,038

Other Veterans - \$79,368

Residential Life

Own home - 56%

Rent home - 44%

Average Time Lived At Current Residence - 21 Months

Almost 4 in 5 Have Moved During Military Life

Higher Education

Military Community Members Attending or Planning to Attend School

Active Duty - 88%

Spouses - 72%

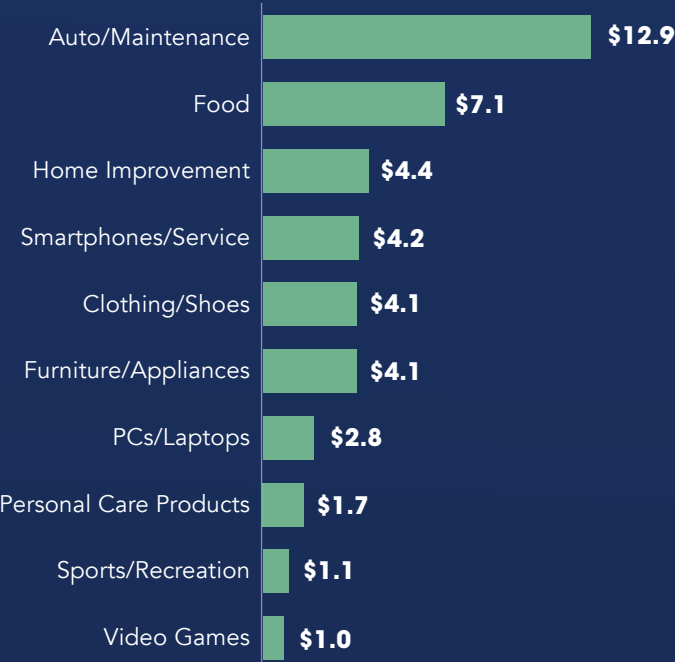
Veterans - 69%

Retirees - 27%

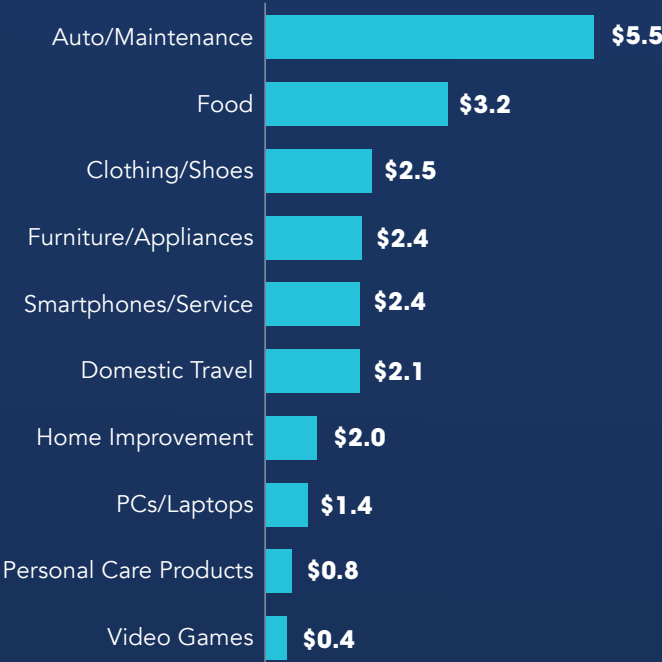


Annual Military Spending

Active Duty/Guard/Reserve \$118B



Spouses \$51B



²Refuel Agency Report: Military Explorer

The Military Really Is a Family

Military identity and the connections it fosters run deep. Military members strongly identify with being part of the military community (85%) nearly as often as they do their family role, such as being a spouse or parent (88%).

Also, two in three military members said being in the military creates an immediate bond with others associated with the military. And more than half say being part of the military influences how they see the world.



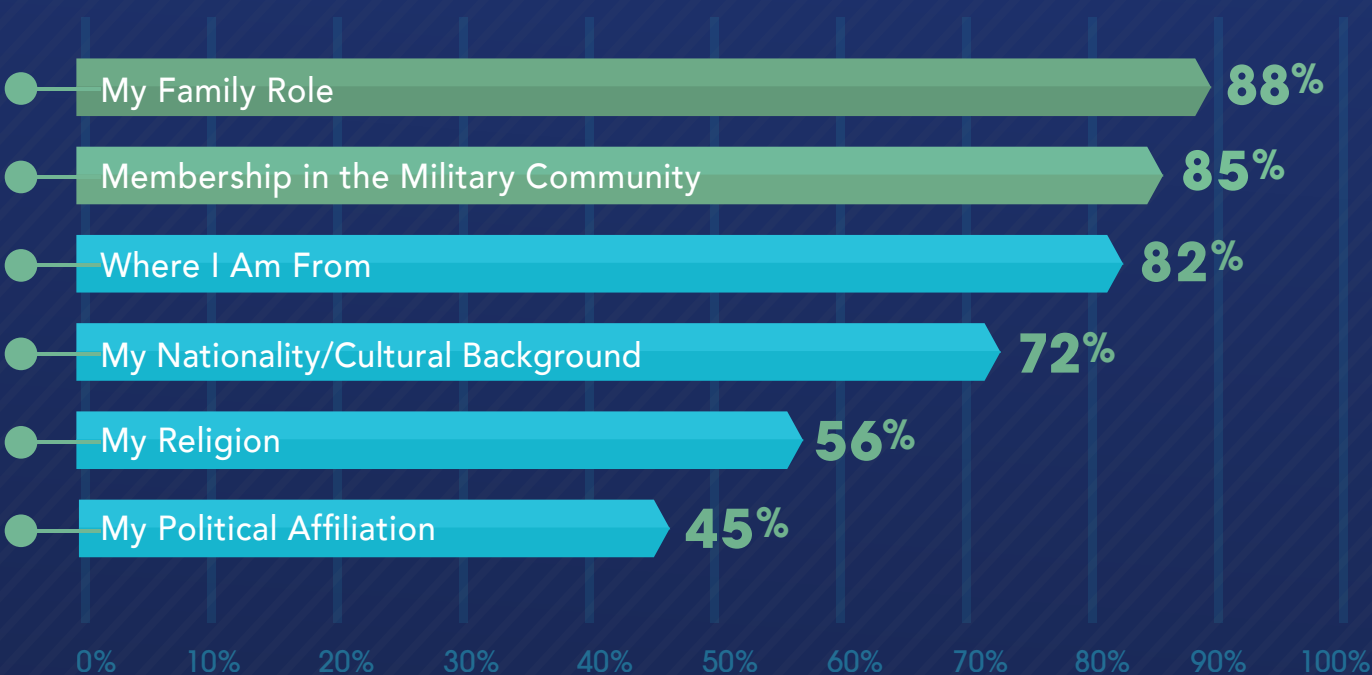
2 in 3

members of the military

said belonging to the military creates an immediate bond with others associated with the military.



Members of the Military Strongly Identify with the Following Attributes



PRO-TIP

Accelerate word of mouth by providing the military with real support. More than two-thirds of the military say a brand is military-friendly when it sponsors programs that help their community and provide career support for veterans.

Brands that Honor the Military Win Their Attention

Nearly half of the military said that being part of the military community made them feel distinct from people outside of that group. And brands that recognize this distinction and reward the military with a personalized offer get noticed.

Nearly three in four members of the military said they actively seek out brands that offer military discounts. And 90% of the military said they have used a military discount.



3 in 4

members of the military

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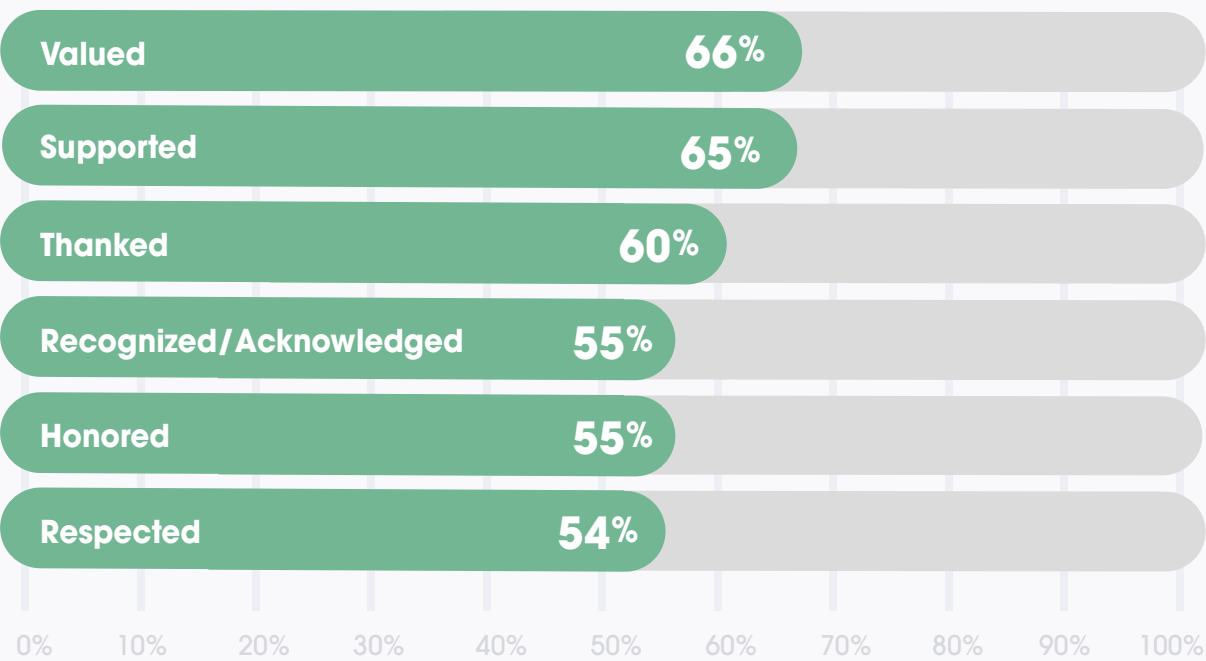
PRO-TIP

Donating to military-related causes generates goodwill and creates brand awareness in the military community and all those who support them.

Authenticity Moves Military Consumers to Act

Personalized offers to the military are powerful because they create a meaningful emotional connection. Military members who receive a personalized military offer report feeling “valued,” “supported,” “thanked,” “honored,” and “respected.” When a company aligns its brand identity with the military and shows it truly appreciates these consumers, it increases their purchase behavior.

How Would You Feel If You Received a Military Personalized Offer?



How Would You Use a Military Personalized Offer?



PRO-TIP

Using language that expresses gratitude for the military’s service makes them feel special and can boost engagement.

The Military Will Spread Your Offer Like Wildfire

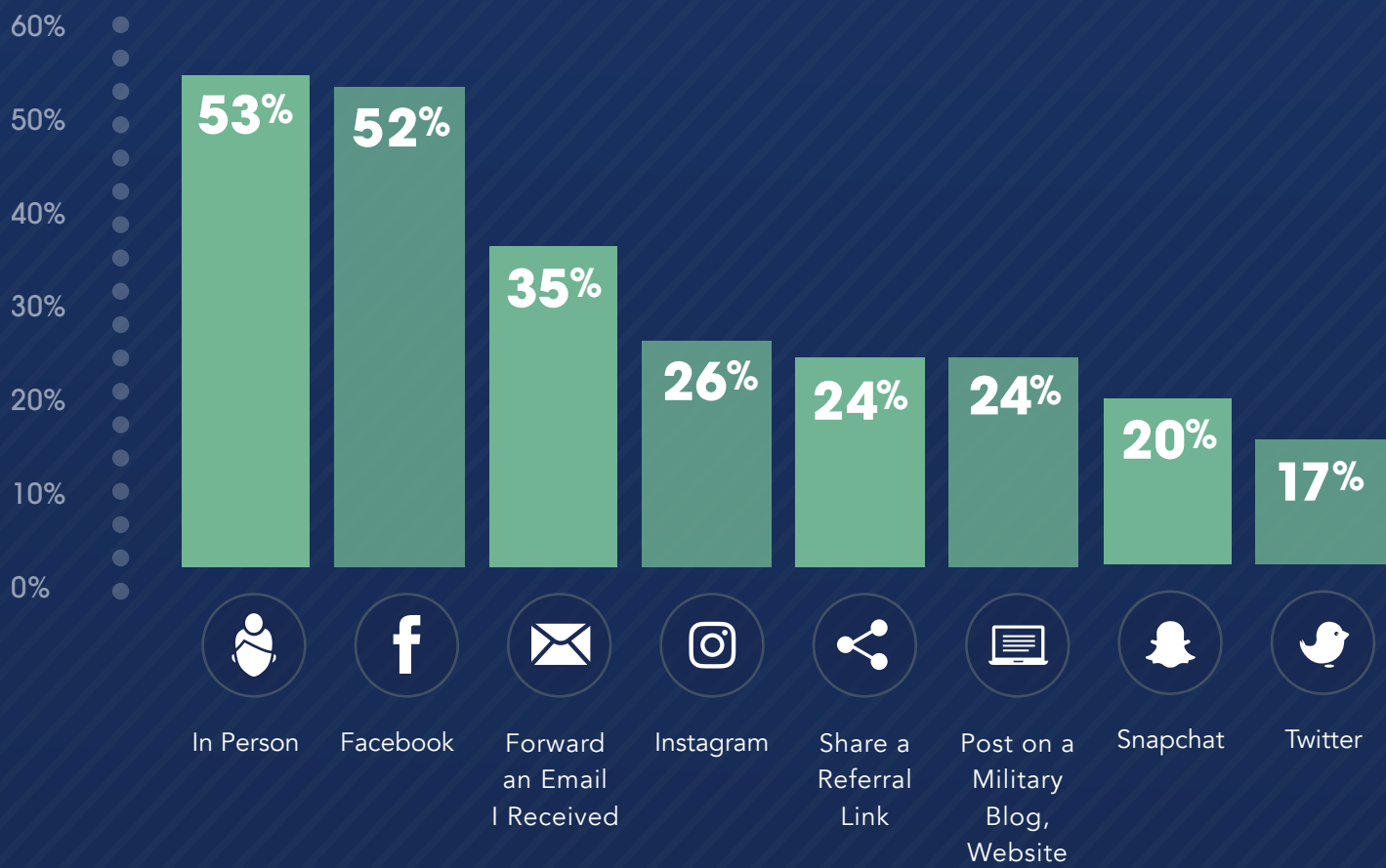
Military consumers have a lot in common. And because members of the military know and support each other, when something good comes their way, they pass it along.

Brands that leverage this connection see their personalized promotions go viral in a way that universal discounts simply can't. Ninety-six percent of the military would share a personalized offer with others in the military community.

In person is the most common way the military will spread your offer, but one in three will also forward an email promotion. And while more than half will share it on Facebook, only one in five will share it through Snapchat and even less will share it on Twitter.



How Would You Share a Personalized Military Offer?



PRO-TIP

You can help your offer go viral by:

- Providing a referral card in-store to facilitate personal sharing.
- Skipping Snapchat and doubling down on Facebook.
- Including emails with referral links as part of your campaign.

Marketing to the Military Buyer

Identity marketing is a new approach to personalization that is rooted in engaging consumer communities based on their deep-seated attributes, such as belonging to the military community. Brands can use identity marketing to win their business and loyalty with personalized offers.

How Identity Marketing to the Military Works

01

Invite

Create a personalized offer for the military and invite them to redeem it.

02

Verify

Secure your offer by digitally verifying prospects' military status. Consumers provide basic information to opt in to your brand.

03

Re-engage

Leverage the customer data to nurture long-term loyalty.



PRO-TIP

Identity marketing campaigns respect military consumer privacy because they are consent-based and require minimal personal information to participate.

Digital Verification Seals the Deal

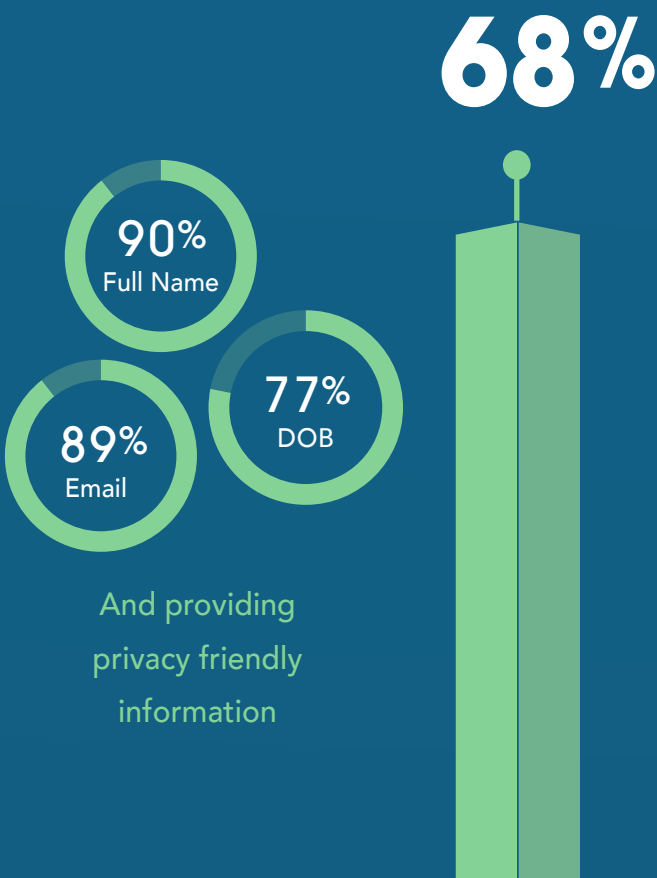
Digitally verifying a shopper's military status is what makes identity marketing to the military so powerful. It prevents discount abuse, which protects your margins. It also ensures the offer is truly exclusive. This underscores your commitment to the military community and establishes trust, which helps you launch a more meaningful brand relationship with them.

Digital verification through an identity marketing platform is also what the military wants. When military shoppers are verified on your website as part of the purchase process, they don't have to create a separate account with an affiliate or worry about being spammed with marketing they don't want. And to be verified, they only need to provide the personal data they're most willing to share, which respects their privacy.

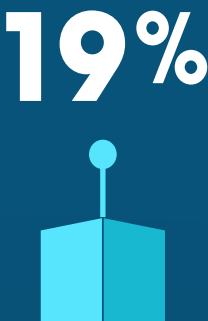


How the Military Prefers to Be Verified for a Personalized Offer

WHILE SHOPPING ON A BRAND'S WEBSITE



BY CREATING A SEPARATE ACCOUNT
WITH A THIRD-PARTY AFFILIATE



PRO-TIP

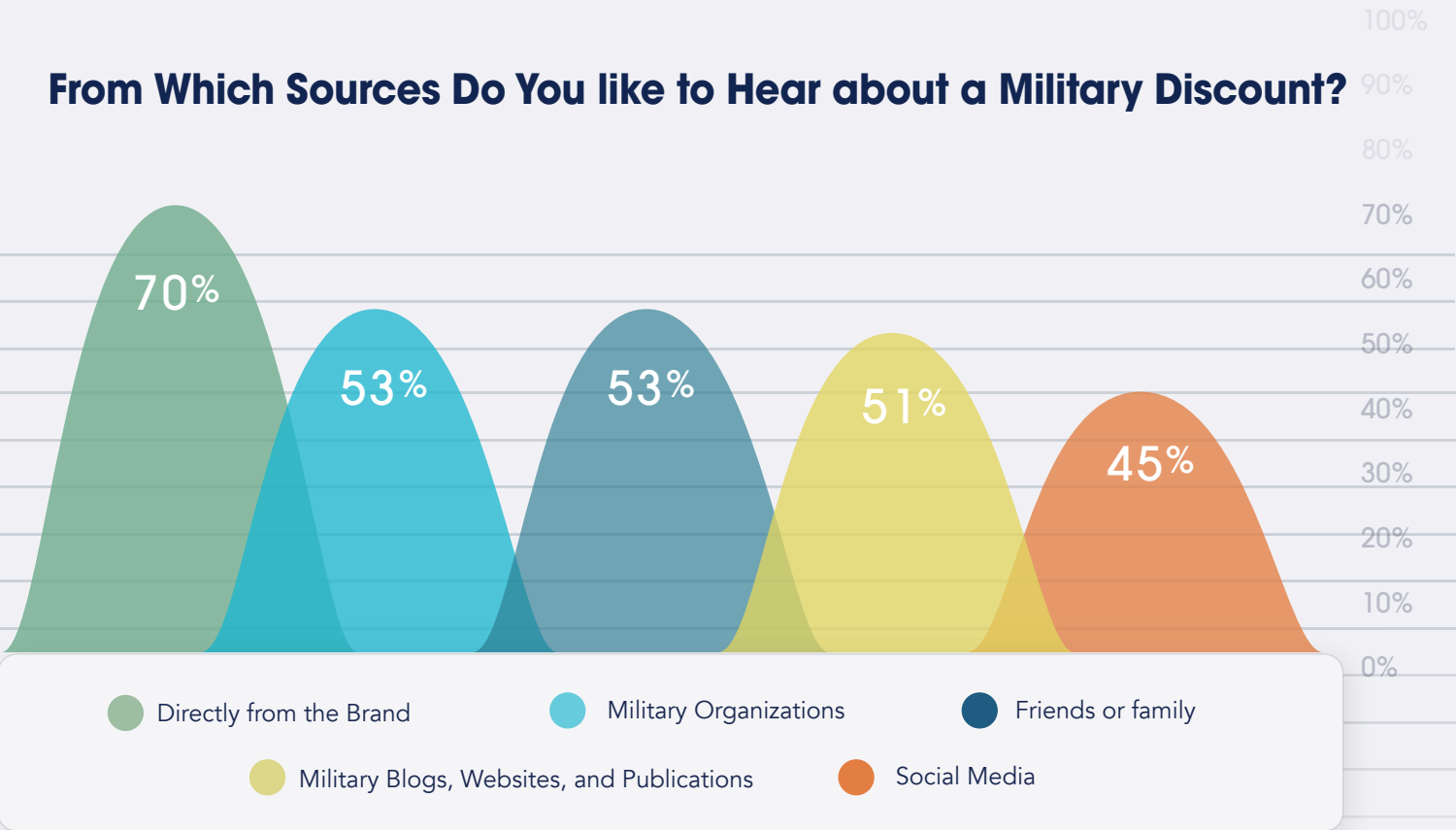
Boost conversions for your military offer by requiring only privacy-friendly information—name, email address, and date of birth—to verify shoppers.

How to Promote Your Personalized Offer to the Military

To effectively market your offer you need to promote it through the right channels. Seventy percent of the military want to hear about a military offer directly from the brand, and more than two-thirds of those consumers like to learn about the offer by email or from the brand’s website. But more than half also turn to friends and family, military organizations, and military publications.



From Which Sources Do You like to Hear about a Military Discount?



PRO-TIP

Promote your military offer on your homepage and link to it in your website footer for maximum visibility.

Putting Personalized Offers to Work

The military community is large, diverse, and deeply connected. Brands that use personalized offers to strategically engage them will win their business and create a network of loyal customers.

[Contact SheerID](#) to learn more about how to market to the military with personalized offers and schedule a free demo.

CONTACT SHEERID