



National Guard DACOWITS RFI Q2

Marketing Strategies (R&R)

Response Provided by:

Air National Guard Recruiting and Retention Division

Army National Guard Manpower and Personnel Operations Center



Marketing Strategies for Attracting Women



The National Guard (NG) leverages the following to attract women:

- Frequent depictions of female service members in leadership roles and “non-traditional” or STEM occupation
- Featuring women as “stars” and primary voice-over talent in creative materials for television, radio, theater, digital media, and social media
- Ensuring that diverse female representation is a key consideration for the NG when collaborating with other DOD organizations.



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Army National Guard Marketing Strategies



ARNG utilizes media vehicles that are selected, in part, for their ability to assist in getting the ARNG message out to prospects from underrepresented non-prior service populations, to include females, living near locations where ARNG has vacancies.

“Futures” magazine is a print/online publication produced by Joint Advertising and Marketing Research Studies (JAMRS) office within OSD.

- “Futures 2019”, a female electrician and who is a person of color is featured.
- “Futures 2016” a Native American female Soldier serving as a mechanic in the while studying biochemistry in college was featured.



Air National Guard Marketing Strategies



- The Air National Guard (ANG) uses social media to attract and inform women about ANG service as a career furthering option or an opportunity to serve in general.
- Local recruiters are encouraged constantly to plan female focused and other diversity events that match their local populations. This includes but is not limited to briefings at conferences across all levels to include recruiters and state superintendents.



Social Media Marketing Outreach Tailored to Women



Internal research indicates the following:

- Portraying women (including those who are ethnically diverse) in the military makes it easier for other young women to imagine themselves taking the same path.
- Presenting women in strong leadership roles helps to inspire and motivate other females to serve.
- NG social media platforms YouTube, Twitter, Facebook, Instagram, Pinterest, LinkedIn were used to share female the personal stories of female service members.



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The ARNG's approach included the following:

- Each social media post incorporated a quote and a photograph of the women (including ethnically diverse) who shared personal details about their experiences joining the military or the impact they had made in their community.
- Female Soldiers candidly stated how they defied the odds and provided details about their personal gains and/or impacts on their communities.



Social Media Marketing Outreach Tailored to Women



The Air National Guard produced and released an all-female commercial and highlighted women in all other commercials. These ANG Female focused commercials have approximately 2.3 million views on You Tube.

- Our Stories
- Challenge Me
- Sign Me Up

The ANG runs 3 to 4 female focused social post per month along with many fully diverse post. Some samples included that account for 20K+ social media impressions as we focus not on females but diversity and the accomplishments of female service members.



Large and Small Activities and Events Designed to Attract Women



- The Army National Guard does not engage in any “activities and events” on a national level due to following:
 - Resourcing constraints
 - The ARNG needs to recruit individuals living within 50 miles of specific unit vacancies.
- Recruiting battalions develop local marketing plans to reach members of local communities and may include events.
- Local demographics influence the degree to which local events attract women, to include racially and ethnically diverse women
 - Examples of the types of local events leveraged by recruiting battalions include state fairs; college and employment fairs; agricultural, ethnic, music and film festivals; and local sports competitions.
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Summary



For the ARNG:

- From FY15 to FY19, female non-prior service accessions have grown from 23.2% to 27.1%.
- Female representation within ARNG's recruiting force (production recruiters) has grown from 13.3 % in FY16 to 16.6% in FY19.
- Worth noting is that *ARNG recruiting duty is voluntary* and not command- directed.
- Growth in ARNG's female recruiter ranks is believed to a result of increased efforts by local recruiting battalion leadership to communicate with female Soldiers about opportunities in recruiting.