

**US Coast Guard
Briefing to DACOWITS
RFI #2 December 2019**

Presented by:

**Advertising/Social Media Coordinator and National
Outreach Coordinator, Marketing Division,
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2a. Marketing Strategies for Attracting Women

Events: Local Marketing Support for each recruiting office and National Events that are geared toward the female audience.

Social Media: We feature ethnically diverse women across three social platforms. We target these individuals organically and through paid tactics on Facebook and Instagram and with paid advertising on Snapchat.

Gaming media: In-app promotional video on games that are targeted to females.

Advertising: 50% of all advertising dollars are spent on female Coast Guard recruitment specific marketing activities included social media, direct mail, paid email, cinema, out of home, digital media, gaming, collateral materials, and nurture email.

Materials: Recruiting Literature/Promotional Giveaways: Opportunity Guide, brochures, flyers, giveaways.



2a. Marketing Strategies for Attracting Women

National Events:



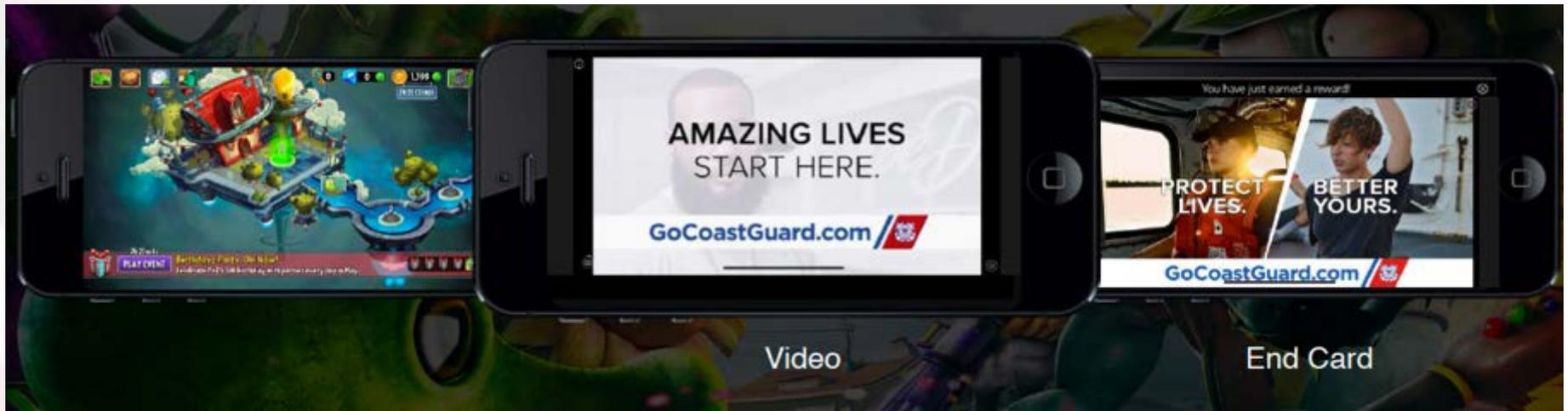
2a. Marketing Strategies for Attracting Women

Local Events:



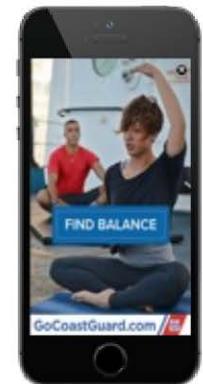
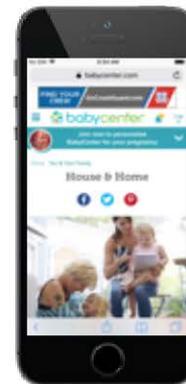
2a. Marketing Strategies for Attracting Women

Gaming media:



2a. Marketing Strategies for Attracting Women

Advertising:



2a. Marketing Strategies for Attracting Women

Materials:

GIVE IT YOUR ALL. GET IT ALL.

You're thinking about the kind of life you want after graduation. Your next steps include friendship, adventure, and a meaningful career with opportunities to learn valuable skills, help people, and protect the environment. It's okay to want it all, because in the Coast Guard, you can have it all.

PURSUDE YOUR PASSION. WORK HARD. LIVE WELL.

Coast Guard offers you a challenging career that will give you the opportunity to learn valuable skills, help people, and protect the environment. It's okay to want it all, because in the Coast Guard, you can have it all.

ADVANCE YOUR CAREER. FURTHER YOUR EDUCATION.

Coast Guard offers you a challenging career that will give you the opportunity to learn valuable skills, help people, and protect the environment. It's okay to want it all, because in the Coast Guard, you can have it all.

Benefits:

- Competitive salary
- 30 days paid vacation annually
- Educational advancement
- Tuition assistance
- Medical, dental, and eye care
- Low-cost life insurance
- Access to worldwide military rights for coast
- Military discounts at participating retailers

To learn more, chat or contact a recruiter, visit GoCoastGuard.com

GET TO KNOW US

ELECTRONICS TECHNICIAN (ET)

An Electronics Technician (ET) is responsible for installation, maintenance, repair, and management of sophisticated electronic equipment, including command and control systems, shipboard weapons, communications receivers and transmitters, data and voice encryption equipment, navigation and search radar, radar electronic, detection systems, and detection/navigation equipment. ETs work on major and small ships, communications centers, and at major centers.

Coast Guard members are eligible for some of the most competitive benefits available.

Here are just a few:

- Competitive salary
- 30 days paid vacation annually
- Educational advancement
- Educational advancement plan
- Valuable leadership and management skills
- World-class training and experience
- Military for college - Post-9/11 GI Bill
- Tuition assistance
- Medical, dental, and eye care
- Low-cost life insurance
- Access to worldwide military rights for coast
- Military discounts at participating retailers

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BEFORE ARRIVING AT CAPE MAY

FILE

Apply for jobs in advance of departure with an application and resume. You will receive a call from a recruiter to discuss your application and to schedule an interview.

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HONOR RESPECT DEVOTION TO DUTY

There are many exciting active-duty job fields you can choose from. Our 11 official missions include:

- Ports, Waterways & Coastal Security
- Drug Interdiction
- Search & Rescue
- Living Marine Resources
- Marine Safety
- Defense Readiness
- Migrant Interdiction
- Marine Environmental Protection
- Sea Operations
- Law Enforcement

HEALTH, GROOMING & TRAINING TIPS FOR WOMEN

GoCoastGuard.com

DEFINE YOURSELF IN THE U.S. COAST GUARD.

In the Coast Guard, you can pursue your dreams while earning excellent benefits.

- Competitive salary
- 30 days paid vacation annually
- Educational advancement
- Tuition assistance
- Medical, dental, and eye care
- Low-cost life insurance
- Access to worldwide military rights for coast
- Military discounts at participating retailers

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SCORE BIG WITH THE U.S. COAST GUARD.

In the Coast Guard, you score big when you score with excellent benefits.

- Competitive salary
- 30 days paid vacation annually
- Educational advancement
- Tuition assistance
- Medical, dental, and eye care
- Low-cost life insurance
- Access to worldwide military rights for coast
- Military discounts at participating retailers

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EXPLORE HORIZONS.

In the Coast Guard, you can pursue your dreams while earning excellent benefits.

- Valuable leadership and management skills
- Education assistance - Post-9/11 GI Bill
- Free medical, dental, and eye care coverage
- Competitive salary
- 30 days paid vacation annually
- Educational advancement plan
- Worldwide responsibility
- Access to worldwide military rights for coast
- Military discounts at participating retailers

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2b. Women Tailored, Social Media Marketing Outreach (Examples & Effectiveness Analysis)

Social Media Properties: The Coast Guard is active on Facebook and Instagram with content that is fed organically to people who chose to follow us and through paid social tactics. We use a paid approach for Snapchat users featuring female specific creative.

Women Tailored Social Outreach: 50% of our social media is targeted toward the female audience. Content is written in a way to attract females to apply highlighting benefits, both tangible and intangible, and use imagery featuring female Coast Guard members in non-traditional roles.

Analysis of Effectiveness: We have over 164,000 female followers across both platforms, with the majority of these within our target prospects age. Through our paid tactics on Facebook and Instagram, we have served 20.7 million impressions, received over 363,000 clicks, and have had 225,186 social engagements over the last two years.



2c1. Large (National) Activities and Events Designed to Attract Women

Skill USA – Students, Teachers, and Business Partners, Racially and Ethnically Diverse, Influencer and Prospect, 18,000 Attendees

Circle of Sisters – African American Females, Racially and Ethnically Diverse, Prospects, 50,000-200,000 Attendees

National Urban League Convention – African Americans, Racially and Ethnically Diverse, Influencer and Prospects, 18,000 Attendees

Society of Professional Hispanic Engineers 2019 National Convention, Hispanic STEM Students, Racially and Ethnically Diverse, Influencer and Prospects, 7,500

Society of Asian Scientists and Engineers National Conference and STEM Career Fair, Asian Americans, Racially and Ethnically Diverse, Influencer and Prospects, 3,000



2c2. Small (RO) Activities and Events Designed to Attract Women

Park Crossing High School Girls Volleyball Sponsorship - Minorities and Women, Racially and Ethnically Diverse, Influencer and Prospect

Atrisco Heritage Academy Lady Softball – Minorities and Women, Racially and Ethnically Diverse, Influencer and Prospect

Prairie View High School Sports Complex – Minorities and Women, Racially and Ethnically Diverse, Influencer and Prospect

Women Mentorship Meetup – Minorities and Women, Racially and Ethnically Diverse, Prospects, 150 Attendees

2019 Annual Diversity Employment Day Career Fair, Racially and Ethnically Diverse, Prospects, 700 Attendees

