

**US Coast Guard
Briefing to DACOWITS
RFI 2
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Presented by:

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2.a Marketing Strategies to Attract Women

Current marketing strategies being utilized to attract women (to include racially and ethnically diverse women) into the military. Include specific methods (e.g., events, social media, commercials, games, advertisements, materials, etc.), as well as an analysis of the effectiveness of each in increasing the propensity of women to serve (i.e., the percentage of female recruits increasing), examining the last five years (FY17-21).

- For the last 5 years, until Spring FY22, over 40% of CGRC advertising spending was exclusively devoted to generating female leads



2.a Marketing Strategies to Attract Women

Strategy #1: Audience selection
(Be where the female audience is)

- Paid media channels
 - direct partners like BuzzFeed or Bustle
 - Using partners' targeting filters when available (either explicitly or implied)
 - Partners use AI to optimize audience selection to maximize desired campaign KPI
- Direct Mail
- Events & Sponsorships



2.a Marketing Strategies to Attract Women


Strategy #2: Visual representation



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A Coast Guard Life - Ariel Medlin



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2.a Marketing Strategies to Attract Women

Strategy #3: Message alignment

- Themes informed by research
 - Value alignment (Lifesaving, Environmental missions)
 - Lifestyle (work-life balance, family support)
 - Belonging/Community
 - Rational benefits calculation
 - Female Boot Camp FAQ guide
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2.a Marketing Strategies to Attract Women

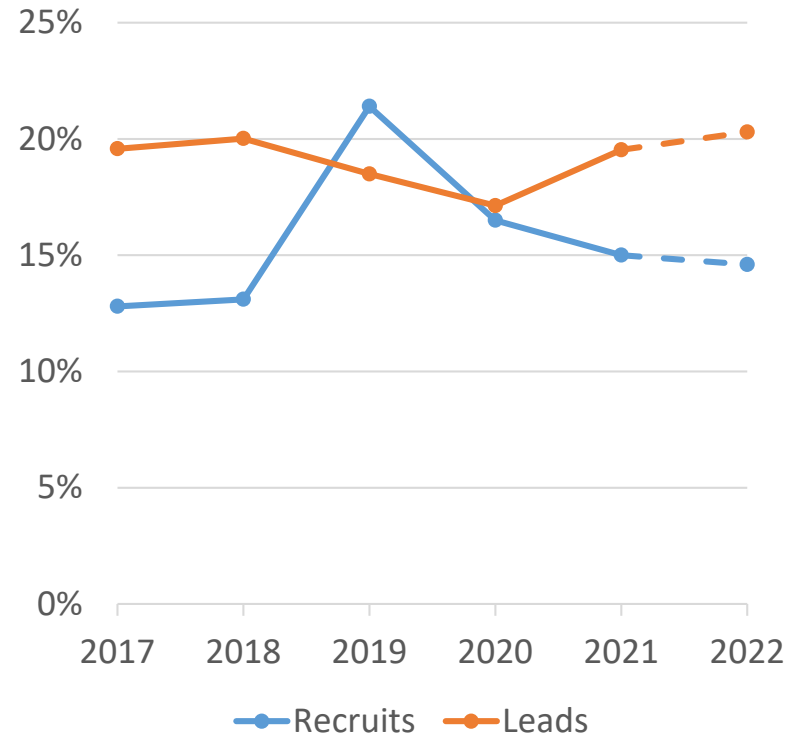
Results analysis

- KPIs (key performance indicators) are campaign-specific
 - Awareness campaigns:
 - cost per impression (CPM)
 - cost per click (CPC)
 - Consideration campaigns:
 - cost per click (CPC)
 - cost per conversion (CPA) [Email sign-up, Find A Recruiter visit, Form fill]
 - Lead Generation campaigns:
 - cost per conversion (CPA) [Email sign-up, Find A Recruiter visit, Form fill]
- CGRC has no capability to perform gender-specific ROI analysis .
 - KPIs cannot be segmented by gender.
 - Tier 3 cookie prohibitions prevent us from connecting our lead PII (where we know gender) to user web activity (where we know advertising results).



2.a Marketing Strategies to Attract Women

- Lead generation results relatively stable at 17-20% women
- FY22 lead results have not deteriorated despite change to general audience strategies
- Final recruit % results correlate more to mission emphasis than advertising results (recruiters prioritized in 2019)



2.b Assess Inclusivity of Marketing Strategies

Existing policies and procedures used to assess the inclusivity of existing marketing strategies to encourage the recruitment of women and to determine their effectiveness in increasing the propensity of young women to serve.

- Advertising contract is a Women-Owned Small Business (WOSB) set-aside
- A diverse agency team is a priority to ensure different perspectives inform strategy & execution



2.b Assess Inclusivity of Marketing Strategies

- Media tracking – capabilities to assess results by audience segment (gender) is extremely limited and shrinking with new social media privacy policies and cookie-less future
 - Direct Postal Mail – Planning an Aug-Sep mailing of pieces to use QR codes to assess results by gender
 - Female-specific design vs General audience control
 - How big is the effect size between the two?
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2.b Assess Inclusivity of Marketing Strategies

You belong with us.

When you join the Coast Guard, you're joining a community of passionate individuals serving a common purpose. If you have a sincere desire to make the world a better place while making friendships that will last a lifetime, this is the place for you.

Joining the Coast Guard gives you:

- Healthcare benefits for you and your family
- Tuition assistance so you can continue your education
- 30 days of paid vacation annually to help you gain work-life balance

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- Female messaging
- Belonging theme

Launch your career.

When you join the U.S. Coast Guard, you'll set foot on a path to become the best version of yourself. If you want to be part of a team that saves lives every day while gaining training and experiences in your choice profession, this is the place for you.

Joining the Coast Guard gives you:

- Opportunities for leadership and advancement
- Generous pay and benefits
- A stake in missions that serve the nation and the world

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- General audience messaging
- Personal Potential theme

