



A MARKETER'S GUIDE TO  
HONORING  
OUR HEROES

**ID.***me*

WITH EXCLUSIVE GROUP PROMOTIONS



NEW WAYS OF

# CONNECTING WITH CUSTOMERS

The pandemic is impacting every business, but not every company is responding in the same way. Some are looking past the store closures and stock market declines, to the long term. These innovators are adapting their sales and marketing strategies to build goodwill with their customers. Tech companies are offering free access to video conferencing and job search tools. Grocery retailers are offering extended hours and free home delivery for seniors. Apparel and footwear companies are offering free (or heavily discounted) merchandise to frontline workers.

These brands are building emotional connections with their consumers during their time of need. While these strategies might lower revenues in the short term, they will build stronger customer loyalty in the long run.

Honoring our Heroes with Exclusive Group Promotions





## HONORING

# FRONTLINE HEROES

One strategy many brands have adopted is to show appreciation for the individuals who are providing public service during this time of unprecedented challenges for all Americans. Companies in almost every industry sector are recognizing the heroic efforts of frontline workers such as nurses and EMTs, by honoring them with promotions, discounts, and VIP experiences in appreciation of the personal health risks they are taking.

### Groups you might consider offering special promotions to include:

- Doctors, nurses, and healthcare workers.
- EMTs, paramedics, and other first responders.
- Federal, state, and local government employees.
- National Guard, active duty military, and veterans.



## DEFINE YOUR GROUP

# MARKETING STRATEGY

### STEP 01

Start by identifying the segments that you want to target such as nurses, doctors, EMTs, 911 dispatchers, police officers, military, veterans, national guard.

### STEP 02

Define the goals that you want to achieve such as acquiring new customers, increasing average order size, driving repeat purchases, or driving long-term brand loyalty.

### STEP 03

Specify the promotions you will offer. Examples include free merchandise, discounted products, or matching charitable donations.

### STEP 04

Identify the marketing channels you will use to communicate the offers. Email marketing, social media, and display advertising are all options.

### STEP 05

Decide on the timing of the offers. Consider events such as National Nurses Day or the 4<sup>th</sup> of July to honor military and veterans.







**PROMO  
CODE**

\*\*\*\*\*

**BUY NOW**

## TRADITIONAL APPROACH

Promotion codes for groups are easily discovered online and used by ineligible customers to obtain discounts.

## GROUP PROMOTIONS

# VERIFYING ELIGIBILITY

Special promotions for groups such as to healthcare workers, first responders, government employees, and military servicemembers are not new. Many organizations have offered these types of affinity programs for decades to eligible customers. At a brick and mortar location it is easy to verify a customer's eligibility. Nurses, military, and first responders often come dressed in uniform. Government employees can show their employee badge.

Verifying an individual's eligibility online is more complicated as there is no easy way to verify the customer is part of a group. Most brands have elected to use an honor system. The most popular approach is to distribute special promotion codes. However, with modern technology such as social media, search engines, and discount aggregator websites these "secret" codes quickly become common knowledge to both eligible and ineligible shoppers.



# HOW TO VERIFY ELIGIBILITY ONLINE

A better strategy for offering promotions to affinity groups is to use real-time identity verification technology. A number of vendors offer turnkey applications that can confirm a customer's eligibility for a specific promotion within a few seconds. There are three common techniques:



## Records Verification

Matching an individual's name and personal data to state government registries that track licensed nurses, EMTs, and teachers or to federal databases of veterans and military service members.



## Document Verification

Uploading a photo of a government or issued ID such as a driver's license. Other options include submitting employer documents such as pay stubs or state-issued license certificates.



## Technology Verification

Verifying that a customer has access to special email accounts such as .mil, .gov, and .edu domains. Alternatively, customers can confirm using a mobile phone registered in an employer's name.



# CUSTOMER EXPERIENCE

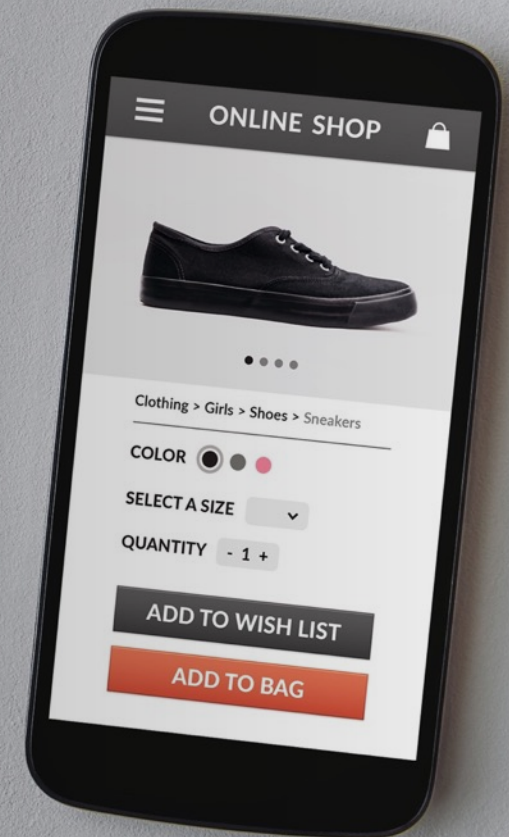
Once you decide upon an online verification approach you will need to work with your ecommerce team to define the customer experience. Options include:

## Verification at Checkout

Most brands perform eligibility verification during the checkout process. Callouts for “Healthcare Worker Discount” or “First Responder Discount” are presented on the order confirmation page –where users are accustomed to seeing the option to enter a promo or coupon code.

## Verification in Account Profile

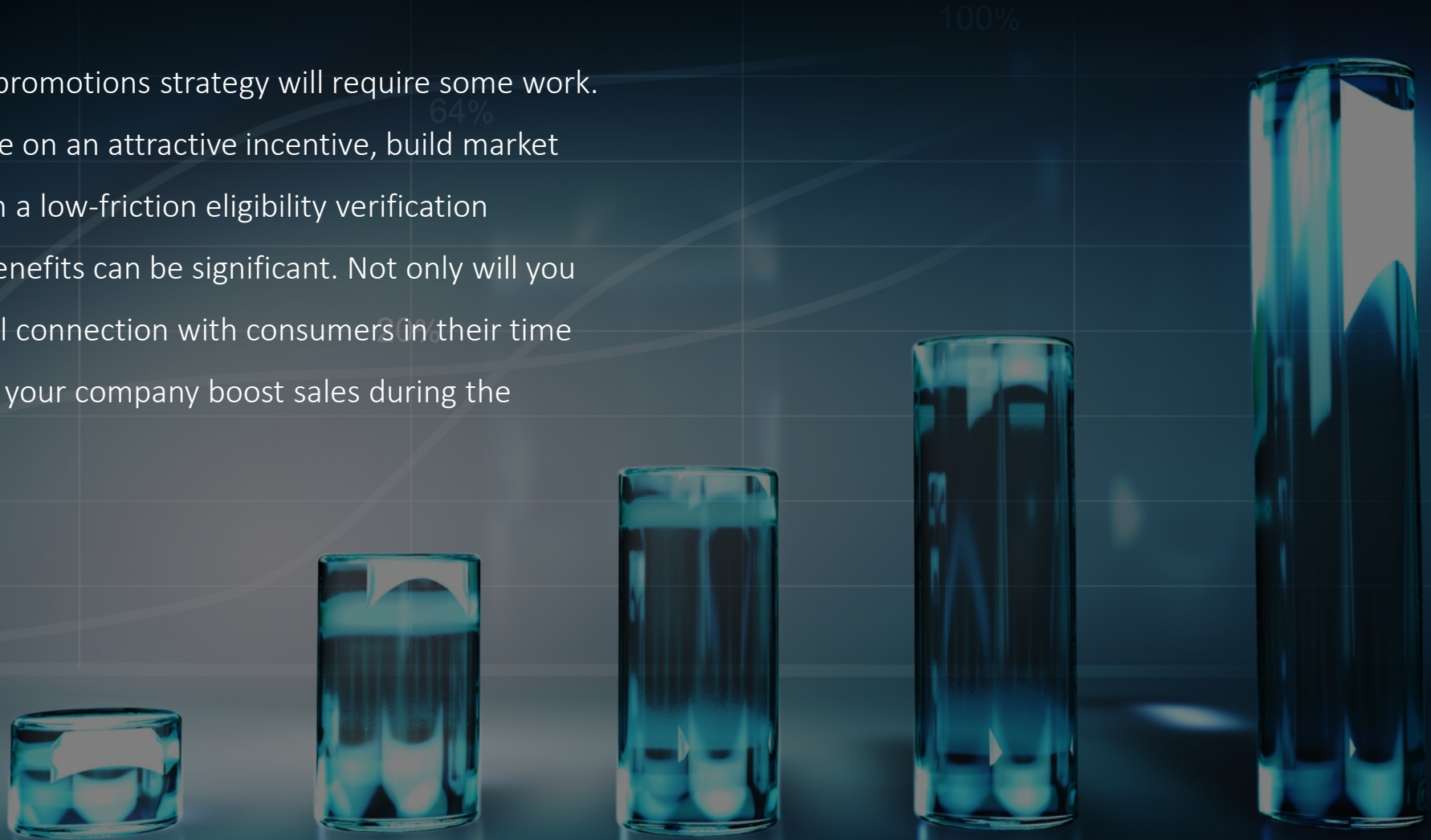
Alternatively, a customer can tie their verification to their online account or loyalty program membership. Calls to action such as “Join our Military Discount Program” can be integrated into the user registration process.





# REVENUE GROWTH

Success with a group promotions strategy will require some work. You will need to decide on an attractive incentive, build market awareness, and design a low-friction eligibility verification experience. But the benefits can be significant. Not only will you establish an emotional connection with consumers in their time of need, but also help your company boost sales during the recovery period.







40-70%

NET NEW CUSTOMERS

5-7X

HIGHER CONVERSION RATES

30-40%

HIGHER AVERAGE ORDERS

## GROUP DISCOUNTS

# BENEFITS REALIZED

### Accelerated New Customer Acquisition

Exclusive, group offers can be a strong motivator for consumers to try new brands. Many brands find that 40-70% of the consumers verifying for group promotions are net new customers.

### Higher Campaign Conversion Rates

Personalized campaigns experience significantly higher performance than general promotions. Many brands find that these types of offers, which are positioned as exclusive for specific affinity groups can yield 5 to 7 times higher conversion rates.

### Higher Average Order Value

Many brands find that exclusive offers yield 30-40% higher order values as many consumers will buy not only for themselves, but also for others as well. Short-term promotions with a hard deadline can also be effective at pulling sales forward.





# WHICH GROUPS WILL YOU HONOR AND SUPPORT?

Doctors

Nurses

Healthcare Workers

Paramedics

911 Operators

Police Officers

Fire Fighters

Federal Gov Employees

State Gov Employees

Local Gov Employees

National Guard

Active Duty Military

Veterans



HONORING

# DOCTORS AND NURSES

Flooded with patients seeking tests and medical care, doctors and nurses in emergency rooms and intensive care units across the country are facing wartime conditions. With masks, gowns, and gloves in low supply, healthcare professionals are being forced to re-use personal protective equipment often for days at a time.

Healthcare workers are being honored by thousands of people who unite at shift changes to cheer them from balconies and rooftops. However, healthcare professionals are increasingly becoming patients themselves as they are constantly exposed to the virus day-after-day. Those that are not sick yet are terrified of bringing the virus home to family members. Many doctors and nurses are choosing to self-isolate by sleeping in their garages and basements, or in some cases boarding at a hotel.

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ACROSS THE US THERE ARE

18M

HEALTHCARE WORKERS



**HONORING**

# PARAMEDICS AND EMTS

In addition to responding to the usual emergency calls for injuries, accidents, and heart attacks, the nation's 911 systems are being flooded with calls for respiratory distress or fever. In New York City the call volumes reached 9/11 levels. Many first responders are operating without the appropriate personal protective equipment and sadly are paying the price. As more first responders get sick, the other EMTs and paramedics are being asked to work longer shifts, exposing them to more infected patients each day.

Police officers are also being called upon to work double shifts as they maintain law and order during the national crisis. Despite additional precautionary measures being instituted, the police are as susceptible to the virus as other first responders.

**ACROSS THE US THERE ARE**

# 3M

**FIRST RESPONDERS**



THANKING

# FEDERAL EMPLOYEES

The Federal Emergency Management Agency (FEMA) has been working around the clock with the private sector to channel medical supplies and equipment to frontline healthcare workers. Personnel from the US Health and Human Services (HHS) department have been spearheading many of the Coronavirus response programs with unusual burdens falling upon the Centers for Disease Control (CDC), Food and Drug Administration (FDA), and National Institute of Health (NIH). In addition to caring for military veterans, the US Veterans Administration has invoked its fourth mission to support non-VA healthcare systems struggling with capacity overflows. Meanwhile, US Postal Service employees have maintained regular deliveries of packages and mail helping to keep the direct-to-consumer supply chains running.

ACROSS THE US THERE ARE

2M

FEDERAL EMPLOYEES



**HONORING**

# NATIONAL GUARD AND MILITARY

National Guard members have been called upon to help in all fifty states with the total force now numbering over 10,000. The Guard are supporting a wide variety of public health and safety functions, including delivering personal protective equipment to hospitals and bringing food supplies to those sheltered-in-place. Increasingly, Guard members are providing front-line medical tasks such as taking temperatures and swabbing noses, exposing them to the same risks as healthcare professionals and EMTs. Thousands of Army soldiers helped build a 3,000-bed hospital in New York while their counterparts in the Navy were busy deploying two US hospital ships to backstop private sector capacity. Tens of thousands of other servicemembers remain far from home, but not far from harm's way as they serve stationed in posts around the world to ensure that there are no threats to the US during this time of global instability.

**ACROSS THE US THERE ARE**

**22M**

**SERVICE MEMBERS**

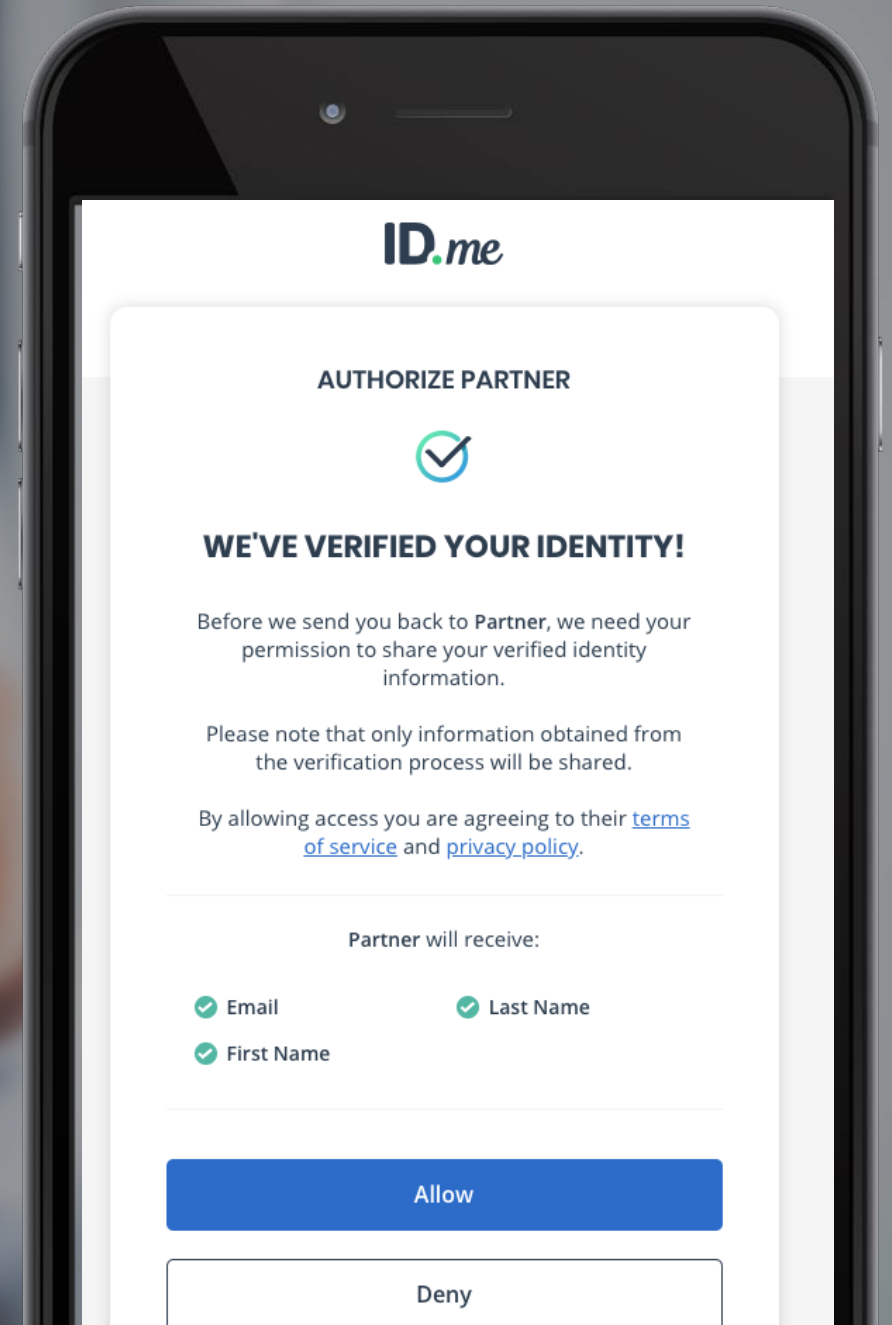




# GROUP DISCOUNT VERIFICATION

## ABOUT ID.ME

More than 400 of the world's leading brands rely on ID.me to offer unique promotions, discounts, and VIP experiences to groups such as the military, students, teachers, first responders and healthcare workers. Targeted group campaigns yield significantly higher conversion rates and faster customer acquisition than traditional, generic marketing programs. Our low friction approach allows consumers to verify eligibility in just a few minutes, enabling brands to minimize discount abuse without worrying about increases to shopping cart abandonment. To learn more visit <https://id.me>



### AUTHORIZE PARTNER



### WE'VE VERIFIED YOUR IDENTITY!

Before we send you back to Partner, we need your permission to share your verified identity information.

Please note that only information obtained from the verification process will be shared.

By allowing access you are agreeing to their [terms of service](#) and [privacy policy](#).

#### Partner will receive:

- Email
- Last Name
- First Name

Allow

Deny