

 **FIRST RESPONDER**

Firefighter Tim C.
Active first responder

VERIFIED
04/03/2020

ID.me

How to Launch a First Responder Rewards Program

Marketing Guide



Building a first responder rewards program isn't difficult if you follow the best practices of successful marketing teams and brands. To get started, we've assembled a guide outlining each step in the journey, from designing and integrating your program, to activating and iterating on it.

Step 1

Design



Step 2

Secure & Integrate



Step 3

Activate



Step 4

Iterate



Step 1

Design



Choose which communities you're supporting

You might already know which communities you want to support, such as first responders—if not, that's okay. When deciding, you should consider the following which could help ignite some ideas:

- 🏠 Your customer demographics to see if there's overlap with certain communities
- 🏠 Market segments you're looking to penetrate; see if there is a community with similar demographics (E.g. if you're hoping to reach Gen Z, consider an exclusive offer for students)
- 🏠 Your company's mission and values, as well as organizations you're supporting

Brand Testimonial:
UNTUCKit

"ID.me has been an incredible partner and has allowed us to give back to deserving communities like first responders and the military. With ID.me, we've seen a 7% month-over-month increase in revenue, 60% average increase in verifications, and 10x higher conversion rates for ID.me orders versus our site as a whole."

Nick Hasselberg
VP, Growth Marketing & eCommerce, Every Man Jack



Decide what you're offering

After determining which communities you're supporting, it's time to decide what you're offering. Most first responder loyalty programs are structured as a consistent percentage off, typically anywhere between 5–40%. Here are some of the most popular offers we've seen:

- 🏠 Discounts
- 🏠 Exclusive product bundles
- 🏠 Free products and services added on to an existing purchase
- 🏠 Product freebies
- 🏠 Special perks
- 🏠 Sweepstakes

Pro Tips

- 🏠 **Try to ensure your first responder discount is more generous than other sitewide offers available to the general public.**
- 🏠 **Be flexible for increased offers around certain special holidays—first responders are often looking for special offers during these times.**
- 🏠 **Consider your company's profit margins when deciding your offer—where there is a low marginal cost, you may have room for a larger discount or offer.**



Brand Example:

Oakley Standard Issue

ID.me partner since 2019

Oakley Standard Issue is a division within Oakley, Inc. that is committed to serving the specific needs of the U.S. Military, government, law enforcement, and fire & EMS professionals. People within these communities can become a member and gain access to exclusive eyewear, deals, giveaways, and more.

1

2

3

4

Step 2

Secure & Integrate

Secure offer from discount abuse

Historically, many brands have run first responder promotions by sharing special discount codes, but technologies such as discount aggregators, search engines, and social media make these codes easily discoverable on the web and susceptible to fraud. Community Verification platforms such as ID.me can help you verify your customers' first responder affiliation to prevent discount abuse.



Brand Testimonial:

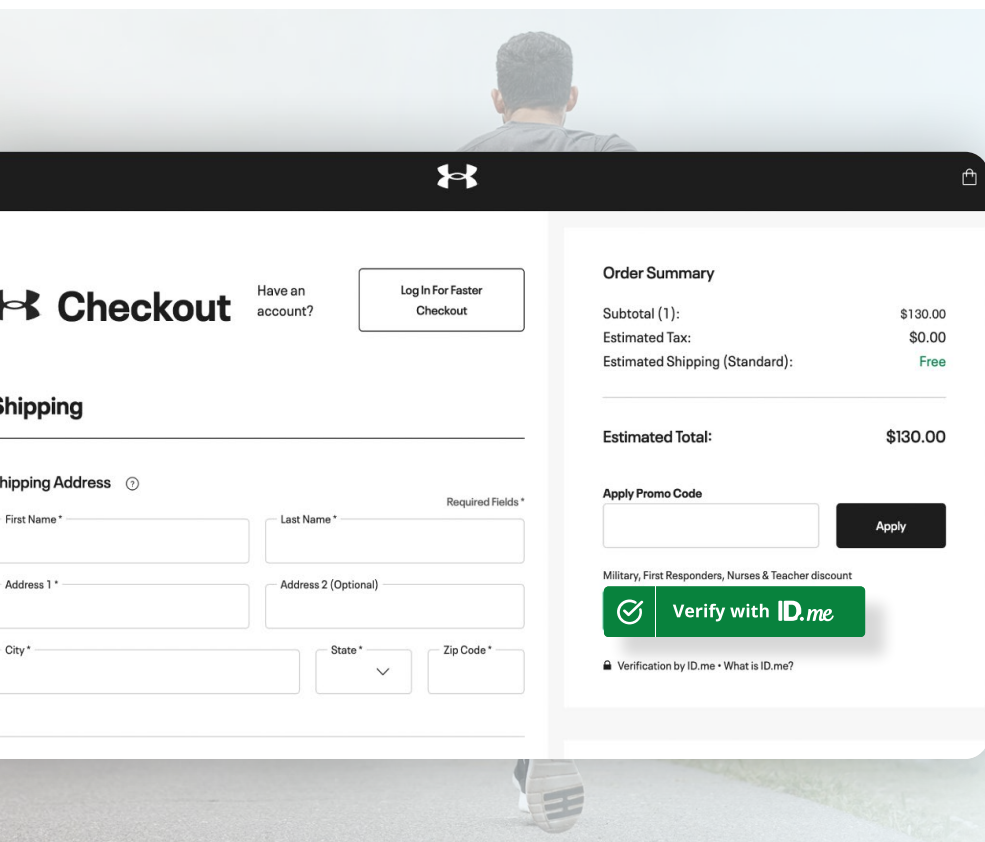
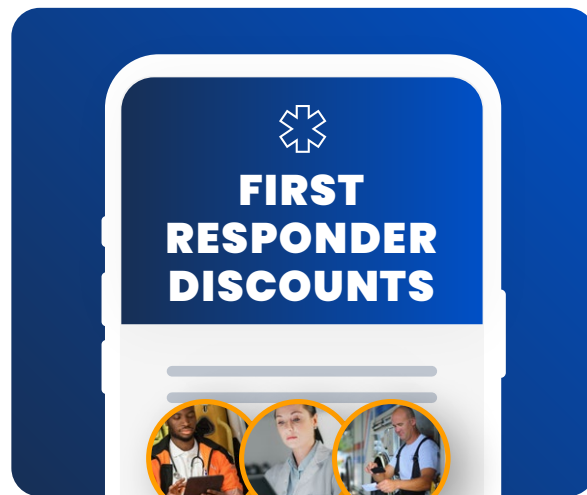
“Verification Made Easy”

“I utilize both ID.me for both personal and professional use for verification services. I like best that their platform is intuitive and it really makes getting verified easy, quick, and efficient.”

Dr. David M. C.
Head of Those Who Serve & Students Consumer Marketing

Bring the offer to where your customers are

Integrating your offers at the point-of-sale, whether that's the digital cart experience, mobile app, loyalty program, or even in-store, is key to boosting awareness and utilization. ID.me partner brands have reported high conversion rates by promoting the offer at the point-of-sale. Brands should also create a dedicated first responder landing page that is easy to find and use it for all first responder marketing campaigns.



Brand Example:

Under Armour

ID.me partner since 2020

Under Armour proudly offers 20% off all purchases for military and first responders. Customers can use their discount while shopping on UA.com, UA App, and UA Brand House by verifying their eligibility with ID.me. The Verify with ID.me button is conveniently located at check-out to remind customers of the discount.

Create the infrastructure to capture customer data in your CRM

In order to run targeted marketing campaigns to your {first responder} customers, it's essential to capture their data and {first responder} affiliation in your CRM upon redemption of your special offers – this will allow you to create hyper-targeted, customized communications to drive continued awareness of your offer and repeat purchases. Community Verification platforms such as ID.me can help you capture this zero-party data for future marketing efforts.

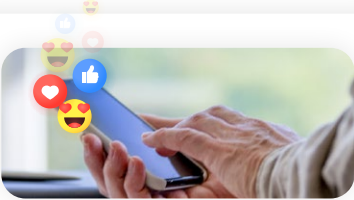
Step 3

Activate

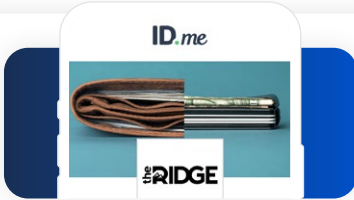


Market your offers

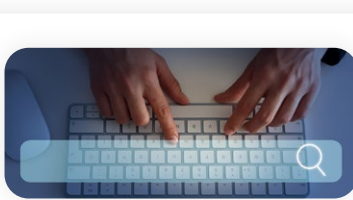
Once you've designed and integrated your first responder program, it's time to spread the word. Brands that tend to see the most success take an omni-channel approach, leveraging owned, paid, and earned marketing channels.



Paid Channels:
ID.me Shop marketing placements, affiliate networks, paid advertising, influencers and bloggers



Owned Channels:
Social media, email marketing, dedicated landing pages and homepage takeovers, in-store activation, PR



Earned Channels:
Media publicity, SEO, social media

Pro Tip

PR is a great way to highlight a new offer or a non-profit or hiring initiative you've launched.

Brand Testimonial:

Manscaped

“About 40% of people that get verified by ID.me on our site make a purchase – which is 10x higher than our normal traffic. ID.me is a core part of our acquisition strategy and we’re integrating ID.me throughout the full funnel of our marketing activities.”

Jessica Carlson, Director, Global Marketing, MANSCAPED

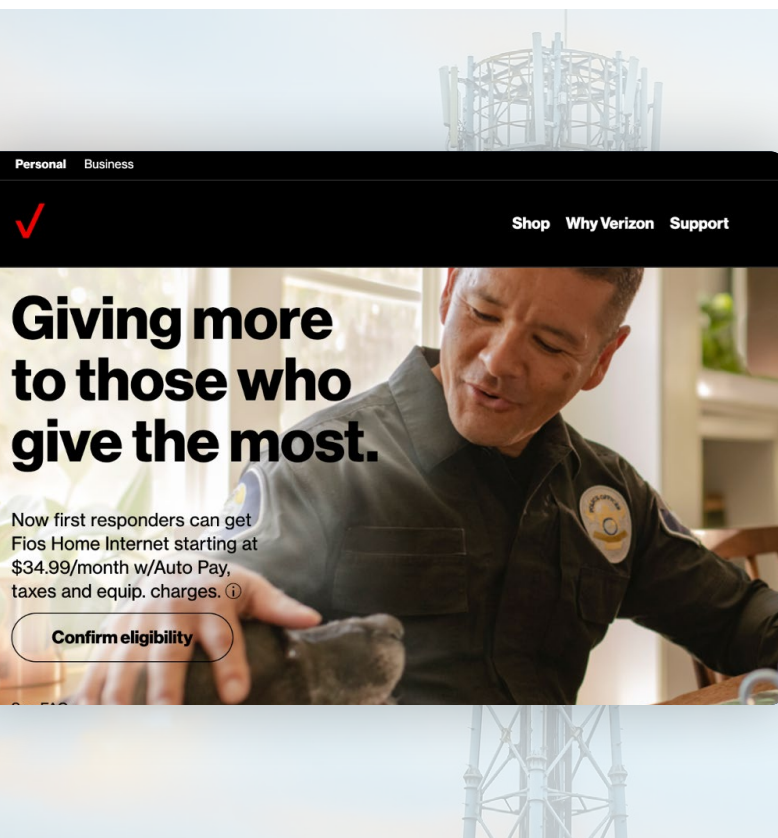


Be authentic

When activating your first responder program, it's important to authentically connect and communicate with your audience. Find meaningful ways to support the first responder community outside of discounts, such as charitable donations, hiring initiatives, volunteering, and story sharing. Ensure campaign imagery, language, and themes are authentic and resonate with your audience. Learn more about what the first responder community cares about through research and surveys, and lean on employees and their family members that are part of the first responder community for feedback.

Pro Tip

Be sensitive to and avoid promoting offers around certain holidays. As an example, Memorial Day is not the time to promote your brand and its special offers, but rather a time to honor military personnel who have died serving our country.



Brand Example:

Verizon

ID.me partner since 2020

Verizon extends special discounts and offers to first responders, including up to \$25 off per month on all Verizon Wireless unlimited plans, and special savings and product bundles for Verizon Fios. In addition to extending special offers, Verizon also supports several first responder charities, including First Responders Children's Foundation, American Red Cross, National Law Enforcement Memorial and Museum, Operation Gratitude, and Gary Sinise Foundation.

Increase offers on holidays and special events

Brands should always leave flexibility for increased offers on special holidays such as National First Responders Day, as first responders often actively search for special offers during these events. These time-bound holidays can help drive urgency and increase conversions. Brands can spread the word about these special offers through their activation channels and by re-engaging existing first responder customers.



Step 4

Iterate



Monitor performance and make adjustments

Your team should constantly monitor performance and make adjustments as needed.

Key metrics that many ID.me partners monitor closely include average order value (AOV), conversion rate, repeat purchases, and return on ad spend. It's also important to monitor which marketing channels are driving the most activity and double-down on those channels.



Brand Testimonial:
Moosejaw

"ID.me helps us to better serve first responders, students, and the military. We have seen a huge growth in revenue and customer acquisition with ID.me. The overall AOV of customers verified with ID.me is 43% higher than our overall AOV. In one quarter, we saw a 5.4x ROI."

Kelli Patterson,
VP, Marketing,
Moosejaw

Incorporate feedback into the program

It's important to listen to the feedback from customers and non-customers and incorporate findings back into your program. Monitor activity on social media and consider surveying people about their opinions and experience. You can even consider highlighting positive comments or responses externally through your marketing channels.



ID.me

**Unlock the Revenue Potential
of Communities**

[Contact sales](#)