 **NURSE**

**Nurse John M.**  
Active medical professional

**VERIFIED**  
01/07/2021

**ID.me**

# How to Launch a Nurse & Medical Professionals Rewards Program

**Marketing Guide**



**Building a nurse & medical professionals 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 nurses & medical professionals—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 group 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:**  
**Every Man Jack**

**"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."**

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



## Decide what you're offering

After determining which group(s) you're supporting, it's time to decide what you're offering. Most nurse & medical professionals 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 nurse & medical professionals discount is more generous than other sitewide offers available to the general public.**
- 🏠 **Be flexible for increased offers around certain special holidays —nurses & medical professionals 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.**

The screenshot shows the BP website's 'Supporting our communities' page. The page features a navigation bar with 'bp' logo, 'United States', and 'Worldwide' links. A breadcrumb trail reads 'Home / Products and services / BPme Rewards / Supporting our communities'. The main heading is 'Supporting our communities'. Below this, a section titled 'A special offer to say thank you' explains that doctors, nurses, hospital workers, first responders, veterans, service members, teachers, and students can join BPme Rewards and verify their status with ID.me to receive a 15-cent discount per gallon for 60 days. The offer is visualized as two circular icons: '10¢ OFF' and '5¢ OFF', with a plus sign between them. A green button labeled 'Join BPme Rewards' is positioned to the right. Text below the icons states: 'That's an additional 10¢ off per gallon for 60 days when you validate your community status with ID.me' and 'Plus, 5¢ off per gallon, every time with BPme Rewards'. A footer note says: 'We are honored to be supporting you and helping you get where you need to go. For additional questions, please see our [FAQs](#).'

### Brand Example:

# BP

ID.me partner since 2020

To give thanks to doctors, nurses, and hospital workers who bring care and compassion to those who need it most, BP offers 15 cents off per gallon for 60 days, in addition to the 5 cents off per gallon that BPme Rewards members receive.

1

2

3

4

Step 2

# Secure & Integrate

## Secure offer from discount abuse

Historically, many brands have run nurse & medical professionals 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' medical affiliation to prevent discount abuse.



**Brand Testimonial:**

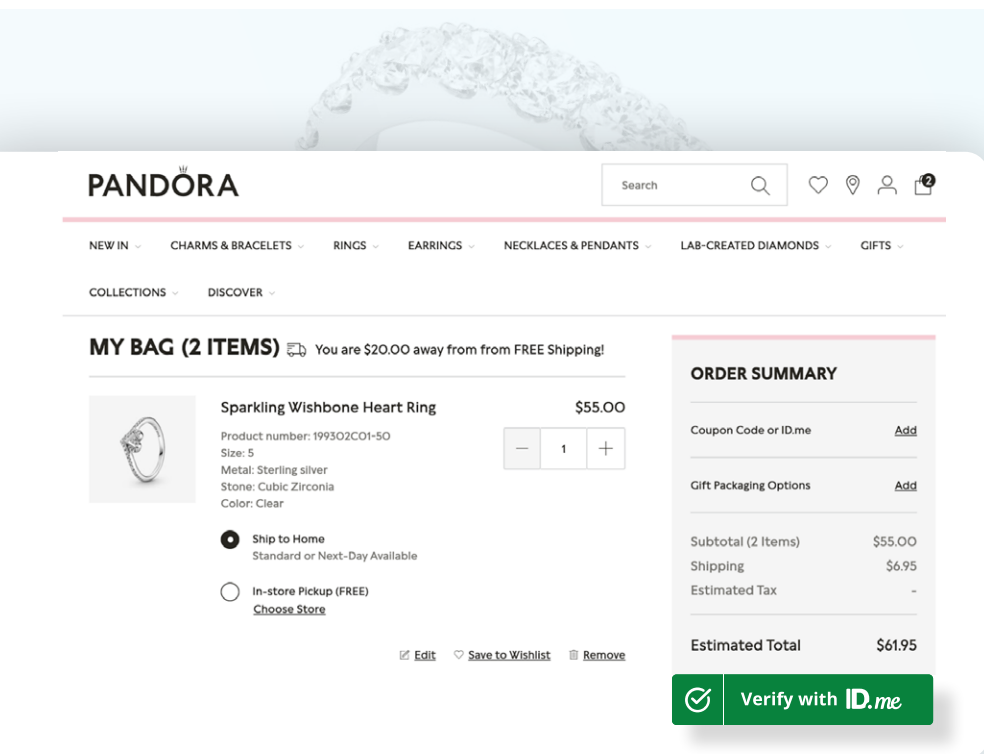
**“Verification Made Easy”**

**“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 nurse & medical professionals landing page that is easy to find and use it for all nurse & medical professionals marketing campaigns.



### Brand Example:

## Pandora

ID.me partner since 2020

Pandora proudly offers a 10% discount for nurses and medical professionals. Customers can redeem their discount either in-store or online. The ID.me verification option is prominently displayed in Pandora's check-out flow.

## Create the infrastructure to capture customer data in your CRM

In order to run targeted marketing campaigns to your nurse & medical professionals customers, it's essential to capture their data and medical 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.



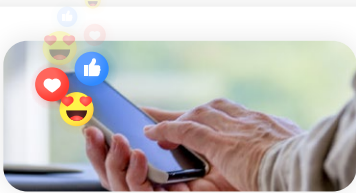
Step 3

# Activate




## Market your offers

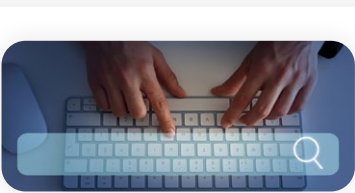
Once you've designed and integrated your nurse & medical professionals program, it's time to spread the word. Brands that tend to see the most success take an omni-channel approach, leveraging owned, paid, and earned marketing channels.



**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:**

**Sonny's BBQ**

“Our program with ID.me led to over 200 million impressions served and a 38% boost to new customer acquisition. In the span of two weeks, we saw over 3,700 new-to-file customers! This program helped us celebrate and recognize those who are out there on the front lines and, at the same time, meet our business goals.”

**Peter Frey, Chief Brand Officer, Sonny's BBQ**





## Be authentic

When activating your nurse & medical professionals program, it's important to authentically connect and communicate with your audience. Find meaningful ways to support the medical 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 medical community cares about through research and surveys, and lean on employees and their family members that are part of the medical 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:

# Miku

ID.me partner since 2019

Miku, a leading provider of contact-free respiratory pediatric monitors, partnered with Academy Award-winning actress Octavia Spencer to donate \$100,000 of Miku Smart Baby Monitors to essential workers and first responders with an aim to provide peace of mind so essential workers can stay connected to their babies, while working to care for the country during the Pandemic.

## Increase offers on holidays and special events

Brands should always leave flexibility for increased offers on special holidays such as National Nurses Day, as nurses 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 nurse 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:

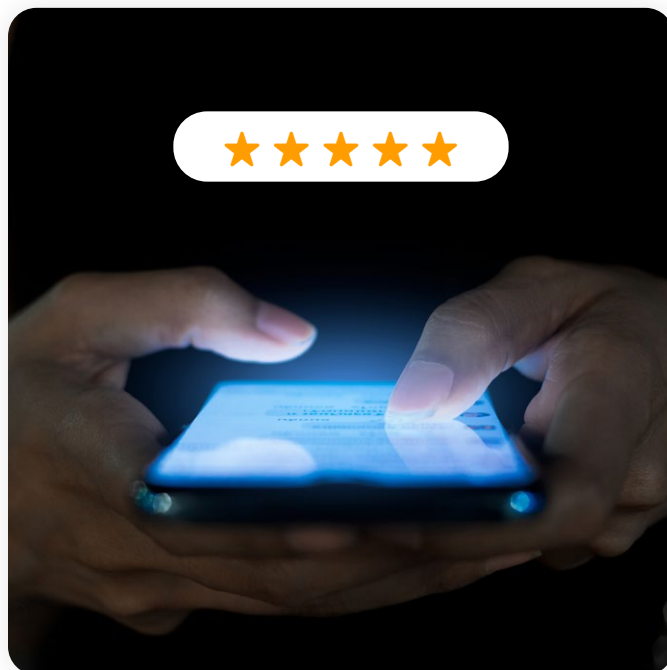
#### The Ridge

**"We invested in ID.me because their identification process is the most foolproof. ID.me offered a smooth plugin to our Shopify store and allowed us to automate our group discount distribution strategy with ease. In our first year with ID.me, we saw an 800% increase in verifications and users. Our paid placements paid off too. We saw over 2x ROI from our placement in ID.me's email newsletter. We want to be everywhere we can be on ID.me."**

**Connor MacDonald, CMO,  
The Ridge**

## 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.



# Unlock the Revenue Potential of Communities

[Contact sales](#)