

MAILER:

Air National Guard

OBJECTIVE:

The Air National Guard faced the challenge of increasing recruiting efforts for the part time Air National Guard career program.

SOLUTION:

eTargetMedia implemented a highly targeted email marketing campaign segmenting an audience of individuals ages 22-34 who were familiar with military life and the benefits of being in the military. The campaign also targeted active duty or retired military who may be interested in a part-time career with the Air National Guard so they can attend school full-time. The campaign geo-targeted select states that met the target profile. The offer was designed to present the benefits of enrolling in the Air National Guard part-time program including a regular paycheck, college tuition assistance and training potential.

OUTCOME:

The email marketing campaign resulted in exceptional open, click through and conversion rates as well as increased traffic to the website and increased leads to the recruitment program as well as generating awareness of the Air National Guard's part time career opportunities.



When you train part-time in the Air National Guard, you get to go to school full-time and walk away from college debt-free, with the skills you need to launch your career.

Visit GoANG.COM to learn about life in the Air Guard and all of the benefits that come with it, including:

- A regular paycheck
- Up to 100% college tuition assistance
- Hands-on experience that employers want

The Air Guard doesn't just pay for your education. It gives you the tools you need to start a successful career once you're finished.

Learn more about life in the Air Guard.



Subscribe now to receive updates about careers, events and more.



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