

## MAILER:

**US Coast Guard**

## OBJECTIVE:

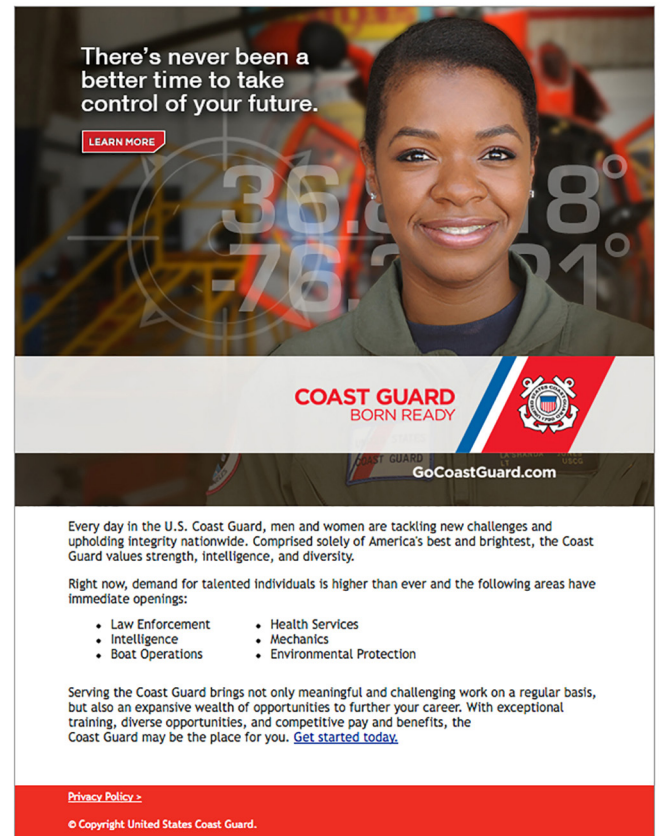
The US Coast Guard faced the challenge of increasing recruiting efforts of under-represented ethnicities with specific focus on new African American and Hispanic recruits.

## SOLUTION:

eTargetMedia implemented a targeted and highly effective email marketing campaign segmenting an audience of African American and Hispanic individuals ages 18-27 with no prior military service. The initiative covered a nationwide demographic and was designed to present the wealth of opportunities available across various functional and occupational positions in the US Coast Guard while highlighting potential for training, career growth and competitive pay with benefits. eTargetMedia selected the file of Active Student Resources as well as Active Job Seekers to isolate a key audience of prospects within the demographic specifications that meet the target profile and are a prime and receptive audience from which to generate qualified leads.

## OUTCOME:

The email marketing initiative was highly successful and resulted in well above industry average open and click through rates, with increased traffic, leads, and general awareness among a diverse audience to educate new prospective recruits on opportunities available through the US Coast Guard.



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Every day in the U.S. Coast Guard, men and women are tackling new challenges and upholding integrity nationwide. Comprised solely of America's best and brightest, the Coast Guard values strength, intelligence, and diversity.

Right now, demand for talented individuals is higher than ever and the following areas have immediate openings:

- Law Enforcement
- Intelligence
- Boat Operations
- Health Services
- Mechanics
- Environmental Protection

Serving the Coast Guard brings not only meaningful and challenging work on a regular basis, but also an expansive wealth of opportunities to further your career. With exceptional training, diverse opportunities, and competitive pay and benefits, the Coast Guard may be the place for you. [Get started today.](#)

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