



# AEMO

Army Enterprise Marketing Office

ISSUE 3 • NOVEMBER 2019



## THE LAUNCH OF A NEW CAMPAIGN

BY LTC JORDON SWAIN

The Army's new What's Your Warrior (WYW) campaign launched officially on Veteran's Day, November 11, 2019. However, a 60 second WYW commercial was "soft launched" exclusively on YouTube on Saturday 9 November. By posting the video Saturday and focusing only on YouTube, we were able to feed the YouTube algorithm enough information for the video to be organically shared by the platform - expanding the reach of the ad without having to pay for the exposures. The second reason AEMO launched on Saturday was to engage recruiters in the campaign for unity of effort. In the past, recruiters were not involved with the rollout of major national campaigns as effectively as possible. A major emphasis of this campaign was to correct this mistakes. USAREC and USACC both were able to full support the campaign launch by deploying the :60 video to their recruiting commands quickly on Saturday morning. This support was critical in achieving over 20K views in less than 48 hours.

AEMO will be carefully assessing the effectiveness of the campaign over the next few months and will use data and analysis to help shape the second and third chapters of WYW. Stay tuned!

AEMO MONTHLY  
NEWSLETTER

### TABLE OF CONTENTS

Our New Campaign • P. 1

Social Media Insights • P. 2

Future of GoArmy.com • P. 3

JAMRS Boot Camp • P. 4

Army People Strategy • P. 4

# SOCIAL MEDIA INSIGHTS FROM USAREC

BY MAJ ALEX WILLARD

In early November, I spent four days at Fort Knox learning about social media alongside US Army Recruiting Command's (USAREC) virtual recruiters. USAREC implemented battalion virtual recruiting teams (VRTs) over the last few years to augment their standard recruiting stations. VRTs are designed to engage with potential recruits primarily via social media. VRTs are led by a station commander and normally consist of three to six individuals, all of whom are experienced recruiters. Some of the VRT's key considerations include tailoring their message to in-market recruits, understanding best practices across varying social media channels, and assessing their return on investment (ROI).

Today's in-market recruits primarily consist of individuals from Generation Z (born from 1996 to 2010). They are much more comfortable with and reliant on technology than previous generations because they grew up in a world full of iPhones and readily available, high-speed internet. 95% of Gen Z use a smartphone and as many as 45% admit to being online "almost constantly" (Anderson & Jiang, 2018). They look for information online 60% more than Millennials (Dimock, 2019) and value authenticity over propaganda; the vast majority prefer un-edited pictures over photo shopped images. Gen Z is on social media for the experience; if they want information then they'll google it.

## Three key elements for social media engagement with Gen Z

- 1) authentic
- 2) easily consumable
- 3) encourages participation

Gen Z uses a number of social media channels (aka apps) in different ways. They often want to protect their information and not be hounded by marketers. Snapchat, one of the fastest growing social media apps, arose to fill this space (no followers and no history) and offers users the ability to share information safely among their real friends. Tik Tok is another immensely popular social media app that lets users create and share short videos, but it is worth mentioning that Army Marketing is not active on Tik Tok because of potential national security concerns over Tik Tok's relationship with China. While Snapchat, Tik Tok, and Instagram users tend to be younger, Facebook users are primarily influencers of potential recruits. Additionally, while not a social media app, youth ask Google 88,000 questions about the US Army every day, almost double the amount of all other military branches combined.

Finally, assessing the efficacy of social media marketing efforts requires quantitative data for marketers to interpret. It is important to first note that metrics to assess social media presence may vary across channel depending on their purpose. Secondly, any data can be useful, but behaviorally-based data is often more meaningful. For instance, measuring a posts' "likes, shares, or views" are interesting and can give marketers an idea of the total number of impressions. However, data that demonstrates a behavioral change, like transitioning from a social media channel to GoArmy.com or filling out a form are much more robust indicators of the value of social media. US Army marketing initiatives in the social media space are designed to put people in the recruiting funnel and drive them towards GoArmy.com thereby facilitating recruiters' mission.

# THE FUTURE OF GOARMY.COM

BY MAJ NICOLE MINER

If you haven't heard the news, GoArmy.com has a new look. The improved site is more visually appealing and allows visitors to answer the question, "What's your warrior?" by exploring the hundreds of career possibilities in the Army. Since its launch, GoArmy.com has seen the highest number of site visitors since the site was created.

So what's next? While most of the near-term work is behind the scenes, improvements such as search optimization, streamlining content, and the addition of Apple Pay and Google Wallet (to save career cards) will be easily visible. You can also expect to see the rollout of a whole new cloud-based site in the fall of 2020.

By the time our upgrades are complete, GoArmy.com will be best-in-industry platform that speaks clearly to our target population about the benefits of Army service. Not only will the website give visitors the answers to their question but individuals will also be able to immediately live chat with real Soldiers to and get the most authentic interaction possible. Our mobile first approach will outshine our competitors and maximize website traffic. I invite you to checkout the first wave and get ready for the future of GoArmy.com.

## Advertising

- TV & Online Video Ad Spots
- Digital Ads
- Full Color Print Ads
- Live Read Radio Scripts

## Local Assets

- Recruiter launch kit
- Posters



## Social Media

- Static and video posts
- Story videos
- Organic posts
- Internal updates for commands, recruiters, and ROOs

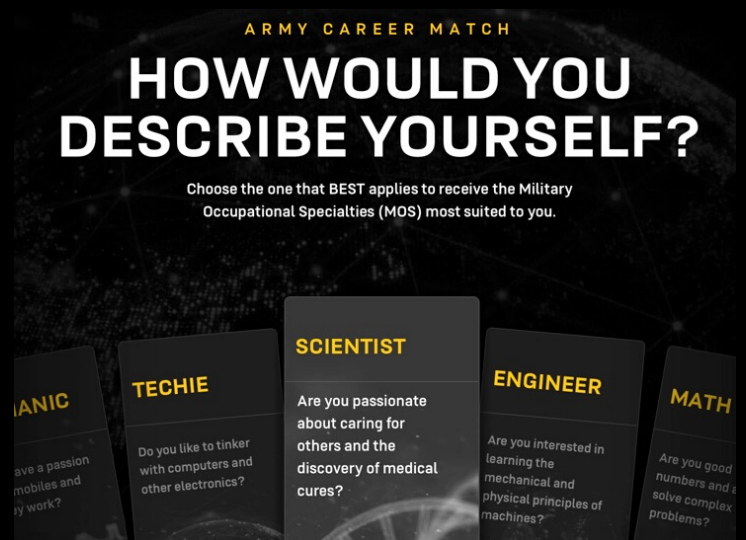
## Earned Media

- Press releases
- Media outreach (national, regional, local, trade, etc.)

## GoArmy.com

- Homepage update
- Career match tool and emails

Everything in the ecosystem drives to/from GoArmy.com



## MICC PROVIDES IN-PERSON CONTRACTING TRAINING TO AEMO

BY MAJ DAVE CULVER

Although contracting and resource management are not the most glamorous subjects, everything AEMO does revolves around the execution of the Army contract with DDB. To ensure AEMO has the proper training on contract management, members of the Ft. Knox Mission and Installation Contracting Command (MICC) and Field Directorate Office-Sam Houston traveled to Chicago to provide in-person contract training to AEMO.

Training occurred over three days and included instruction on ethics and general contract management, as well as a deep dive on the current (complex and multi-billion dollar) contract with DDB. The training was a supplement to the required online contract training for all AEMO personnel and will help ensure AEMO provides effective oversight of DDB in the future.

Incoming teammates can get a head start on contracting training by completing the Contracting Officer Representative (COR) course CLC222 at [www.dau.mil](http://www.dau.mil).

# AEMO TEAMMATES ATTEND BOOTCAMP IN BOSTON

BY MAJ ALEX WILLARD

Four AEMO teammates recently spent two chilly, mid-November days in Boston attending JAMRS (Jont Advertising and Marketing Research & Studies) advertising boot camp. Congress created JAMRS in 2002 to eliminate redundancies within the Department of Defense by streamlining the process for collecting market research and to facilitate the decision-making process for DoD and service leadership regarding marketing to new recruits. JAMRS' primary responsibility is exploring the perceptions, beliefs, and attitudes of American youth and influencers about the military. Some of the boot camp's highlights included strategy and creative briefs that led to a small group activity, presentations on digital and direct marketing, and of course, lots of clam chowder.

JAMRS can be a great resource for AEMO to find out what other services are doing, help inform future policy initiatives, and capitalize on best practices. You can check out more information on JAMRS by going to <https://jamrs.defense.gov> or to their password protected page filled with current and past research documents and white papers at <https://DMREN.org>.

## ARMY PEOPLE STRATEGY

The Chief of Staff of the Army published the Army People Strategy last month. It is a long-term plan that describes how the Army will shift from an industrial way of managing people to modern talent-management best practices. This remains vital to the enhancement of the Army; "talent management is transformational, increasing organizational agility, focusing on productivity and manifests as readiness and lethality" (APS, p. 4).

The Army People Strategy uses four lines of effort to accomplish the Army's vision of cohesive teams: acquire, develop, employ, and retain talent. Army Enterprise Marketing Office was appointed as the lead of the first objective "market the Army" under Line of Effort 1. In that vein, we are employing innovative new techniques to increase awareness of the depth and breadth of opportunities in the Army while using industry best-practices to target specific and diverse talented individuals in the American labor force.

To read more about our ongoing efforts, check out the GAO's latest report on Army Marketing that details recent actions to improve program oversight, effectiveness, and workforce practices. <https://www.gao.gov/products/gao-20-93>