



Florida - A Rank Above The Rest

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Agenda

- ★ Goals
- ★ Insights
- ★ Persona
- ★ Strategy
- ★ Tactics



SWOT

Strengths

- ★ Location/Climate
- ★ Florida Tax Benefits
- ★ Education Opportunities
- ★ Career Opportunities
- ★ Entrepreneurship
- ★ Florida Leisure

Weaknesses

- ★ Lack of Awareness
- ★ RSS Feed Sign up - Lack of Visibility
- ★ Older content on website

Opportunities

- ★ Social Media Content
- ★ Updating the website
- ★ Stronger call-to-action

Threats

- ★ Florida Vets
- ★ Texas being #1 thought of state for Veterans





Instagram:
143 Followers
8 Following
15 Posts



Facebook:
81,186 people like this
80,657 people follow this
4.6/5 rating out of 34 review



Twitter:
347 Followers
108 Following
175 Likes
337 Tweets
Joined: June 2015
Last tweet: March 26

SOCIAL MEDIA AUDIT



YouTube:
149 Subscribers
Most Viewers on single video: 3,241
Lowest: 55 Views

Goals

- ★ Raise awareness for Veterans Florida among veterans throughout the U.S. by communicating with them directly.
- ★ Increase online visitors and engagement among veterans.
 - Increase number of unique visitors by 10% per month
 - Increase number of newsletter subscriptions by 10% per month
 - Increase number of resumes uploaded to Veterans Florida by 10% per month



Insights

- ★ As of 2016, veterans who served during the Gulf War period made up the largest portion of the population.
- ★ Veterans live a different lifestyle than the average American. Generally, they are more active and participate in more outdoor activities. For example: according to Nielsen Scarborough research, 15% of veterans spend their free time fishing, making them 45% more likely to participate in the activity than the average American.
- ★ The transitioning service members, veterans and families have anxiety over career decisions. When looking for a job, post-9/11 veterans might not be finding the right opportunities. In fact, 86% of post-9/11 veterans decided not to apply for or accept a job after leaving the military. Disappointment with the salary or benefits offered (56%) was the top reason, followed by believing they didn't have enough education or training to do the job (41%), and reading negative reviews about the company's culture or work environment (30%).



Survey

Purpose: To gain a well-rounded perspective into how people view the transitioning process and what is important to them.

Key Insights:

- ★ Mostly male respondents in the age range of 30 - 50
- ★ “When transitioning, what qualities of life are most important to you?”
 - i. Quality of Life
 - ii. Financial Stability
 - iii. Support
- ★ Florida is the 2nd most thought about veteran-friendly state



CONSUMER PERSONAS



Target Audience

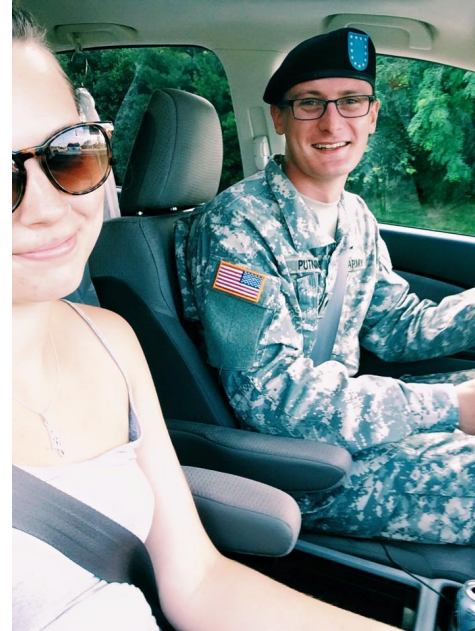
- ★ Transitioning service members, veterans & their families
- ★ Ages: 20 - 50
- ★ Value family and work
- ★ Crave a stable life after serving
- ★ Want good income careers
- ★ Wish to enjoy life; participate in more active/outdoor activities



Kris: Specialist/Corporal US Army

Kris is a Caucasian, Christian male who will be discharged from the Army in July after four years stationed at Ft. Bennett, Georgia. Kris's main focus after serving is to find a quality job in order to be financially stable to move in with his girlfriend of three years, Andrea.

- ★ Age: 26
- ★ Status: Not married
- ★ TV: Vice, HBO, CNN & Fox
- ★ Class: Middle
- ★ Household Income: \$25k
- ★ Lives: Ft. Bennett, GA & Chicago, IL
- ★ Top Stores: Walmart, Amazon & online retailers
- ★ Education: Bachelor's degree in Geography from the University of Illinois-Chicago
- ★ Work Position: Army contract
- ★ Most Consumed Media: Social media & TV
- ★ Most Used Social Platforms: Facebook, Youtube & Google



Florida - A Rank Above The Rest

Financial Stability | Quality of Life | Providing Purpose

Financial Stability

Discounts include:

- ★ No taxes on personal income, military pensions, inheritance, gifts, or intangible property
- ★ Every Florida resident receives \$25,000 homestead property tax exemption
- ★ Additional \$5,000 homestead exemption for veterans with 10% or greater disability
- ★ Free driver's license and state ID for veterans with a 100% total and permanent service-connected disability
- ★ One free Disabled Veteran (DV) motor vehicle license plate for an owned or leased vehicle for veterans with a 100% total and permanent service-connected disability



Quality of Life

- ★ Year- round outdoor recreation
- ★ Florida State Parks
- ★ The Everglades
- ★ Camping
- ★ Year-round fitness
- ★ Beaches
- ★ Operation Outdoor Freedom



Providing A Purpose

★ Education

- **Florida GI Bill:**
 - Waives out-of-state tuition fees for all honorably discharged veterans
 - Florida waives undergraduate tuition for state universities, community colleges, and career and technical schools for recipients of the Purple Heart or combat decorations superior in precedence to the Purple Heart.

★ Community

- 21 Military Bases: access to government jobs that veterans are familiar with
- Surrounded by other transitioning families

★ Career Opportunities

- Entrepreneurship Program
- Ranked #2 for best state for business



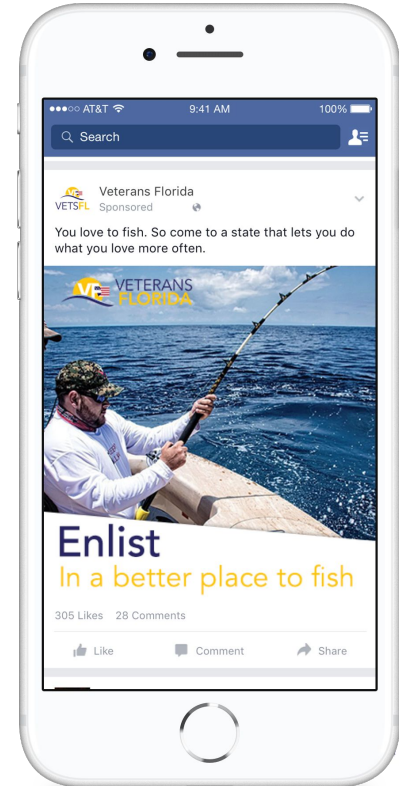
TACTICS

FACEBOOK CONTENT | USAA CONTENT

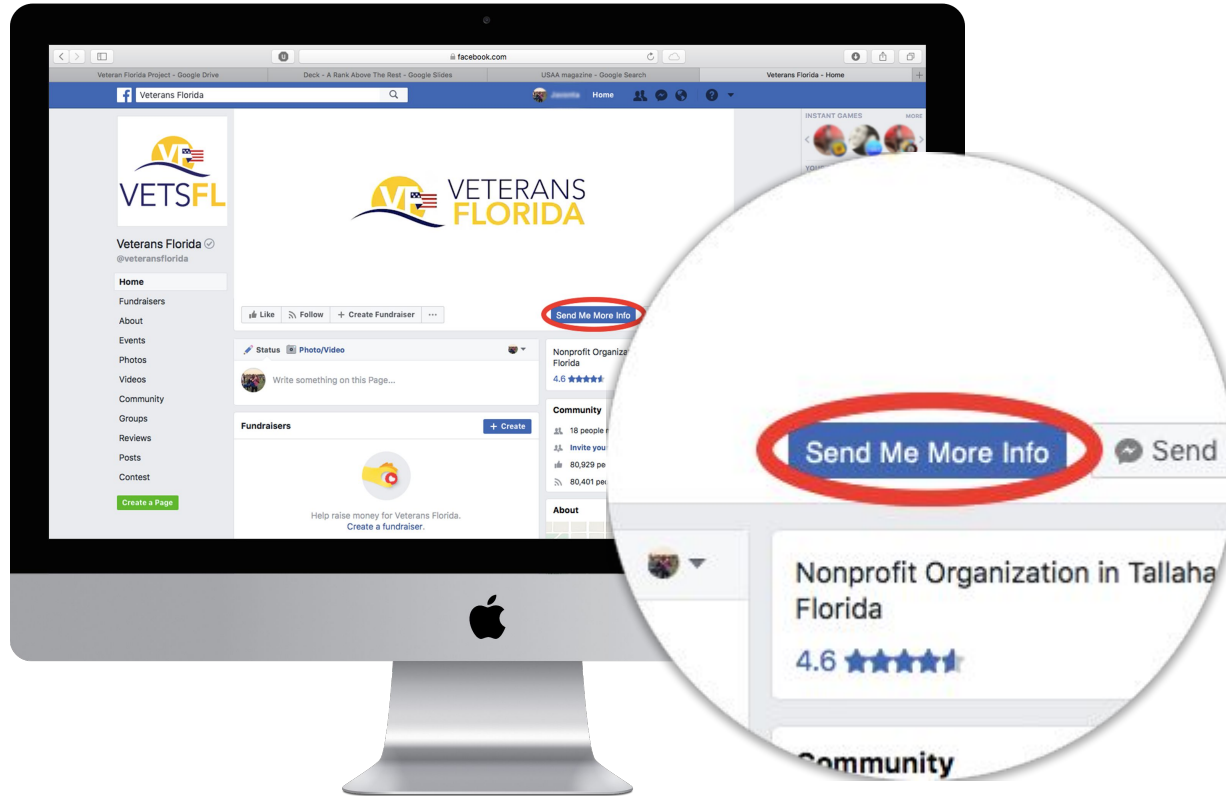


Tactic: Facebook/Social

- ★ Targeted Facebook ads that speak directly to certain kinds of veterans. (e.g. vets that "like" fishing, vets that "like" BBQ, etc.)
- ★ Facebook videos that give more information about the organization and its veteran benefits.



Tactic: Facebook/Social



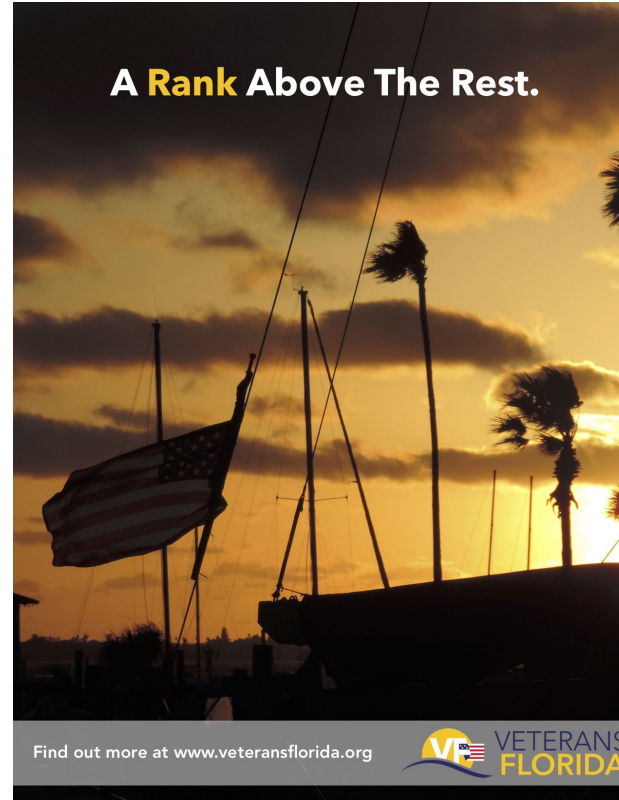
- ★ CTA button on the Facebook Page allows families to request more information.
- ★ Clicking this button subscribes the user to a list to stay updated via Facebook.



Tactic: Print/Magazine

Striking a partnership with USAA

- ★ Running a print ad in USAA magazine.
- ★ Having an article published on USAA website and in-magazine.



Tactic:Video/Storyboard



Conclusion

Veterans Florida offers exactly what our target audience is seeking: **financial stability**, **quality of life**, and **purpose**. Through numerous financial benefits such as property tax exemptions and the multitude of outdoor activities and programs, Florida is the place where veterans can transition to and find their purpose.

It is A Rank Above The Rest.





THANKS!