

Consumer Research Study | May 2020

The Pulse of the **Nurse** Shopper

Exclusive Promotions
Influence Brand
Preference

Marketing to Nurses

Historically, many brands have offered special discounts and promotions for military service members and students. However, relatively few companies have offered special promotions targeted to nurses, doctors, and other healthcare workers.

With the Coronavirus pandemic, healthcare professionals are being widely recognized as national heroes. Nearly every major brand is running newspaper or television ads to express their gratitude to for the personal health risks they are taking to care for patients battling COVID-19. Hundreds of companies are offering special discounts on everything from pizza delivery to pillows. Some of these campaigns are proving to be more successful than others.

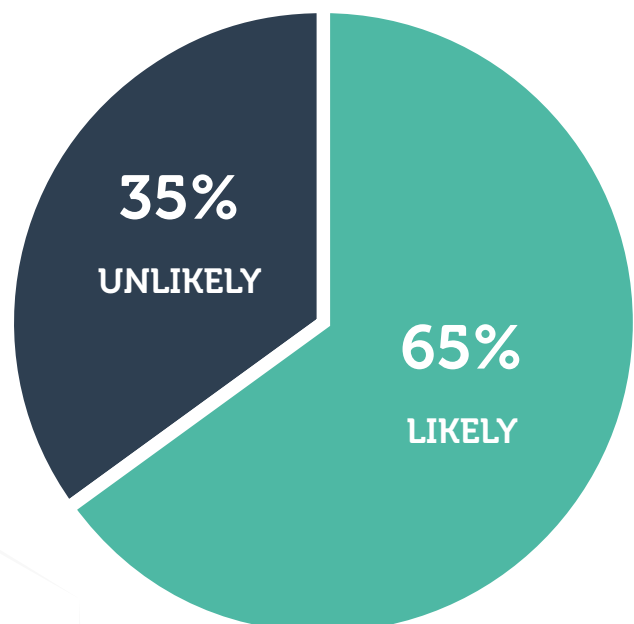
To help online brands better design marketing promotions to target nurses and their peers in the healthcare community, ID.me surveyed over 400 nurses in different age groups and geographic regions across the country. Our goal was to better understand their attitudes towards brands as well as their typical shopping behaviors. We asked about brand consideration and loyalty, purchase intent and motivation, and social media behaviors.



Brand Preference

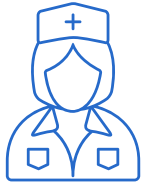
Most nurses are open to considering new brands and products - if approached with the right type of offer. Two thirds of the survey respondents indicated that they would be more likely to purchase from a brand that offers a special recognition program for nurses such as discounts or exclusive offers.

LIKELIHOOD OF PURCHASING FROM BRANDS WITH SPECIAL PROMOTIONS FOR NURSES



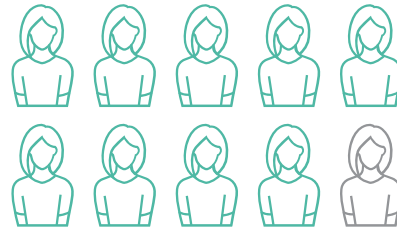


DEMOGRAPHICS OF THE NURSE COMMUNITY



There are almost **4M** nurses in the US. It is one of the fastest growing professions, creating over **200,000** new jobs annually.

When shopping, most nurses are not just buying for themselves. They are shopping for their significant other, spouse, or entire family. With an average household size of **2.6** persons, the nurse community purchases for over **10M** consumers.²



The average age of a registered nurse is **43.7** years old. Despite a growing number of men entering the field, the profession remains largely female. Almost **90%** of nurses are women.¹



The average annual income for a Registered Nurse is **\$65.7K**. However, the household income for many dual-income families with nurses is in excess of **\$100K**.³





PROMOTION STRATEGIES

Much like in other consumer segments, a variety of different promotions and offers are appealing to nurses. Amongst our survey respondents, discounts for products and services were the most popular. The apparel, footwear, and accessories sector has been the most aggressive with discounts for nurses and healthcare workers in the first half of 2020. Premium brands have been offering discounts ranging from 30-50% off list price.

POPULARITY OF OFFER TYPES FOR NURSES



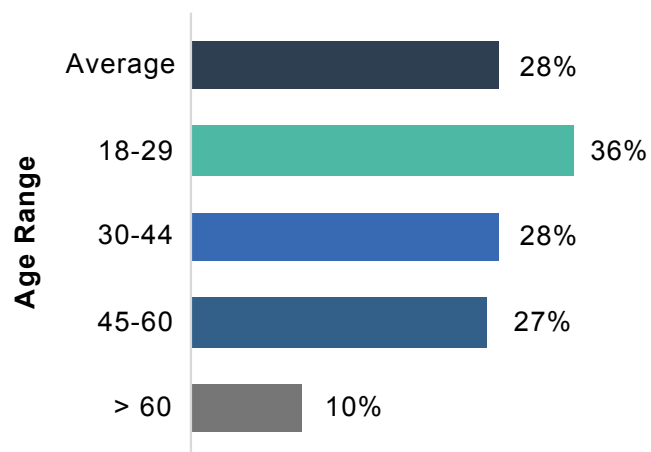
Much like the general population, nurses are motivated by free shipping offers. It was the second most popular promotion cited by more than three quarters of the respondents. Buy one, get one (BOGO) promotions ranked third. Although many nurses are seeking BOGO offers, very few brands are promoting these today, which could represent an opportunity.



SHOPPING BEHAVIORS

Less than 30% of nurses indicated that they invested time searching for discounts online before making a purchasing decision. Younger customers, ages 18-29, were slightly more discount-conscious, with 36% indicating that they hunt for deals while shopping.

SEARCH FOR SPECIAL DISCOUNTS BEFORE MAKING A PURCHASE



To capture the shoppers performing research, be sure that your discount is easy to find online by optimizing organic search results. Consider strategies for getting inbound links to your site from websites frequented by nurses. For example, organizations such as the American Association of Registered Nurses have dedicated sections of their websites outlining discounts available to their members.

Best practice is to create a dedicated landing page that explains your brand's message to the nursing community. These pages typically include an expression of gratitude to nurses for the personal sacrifices being made, an explanation of the unique promotions being offered to nurses, and mentions of any relevant charitable programs that the organization is participating in.

You will need an alternate strategy to capture the 70% of nurses not actively searching for offers. Options include designated email marketing programs or social media campaigns targeting nurses with information about new promotions. Press releases announcing new offers can also help to amplify the message.

CUSTOMER LOYALTY

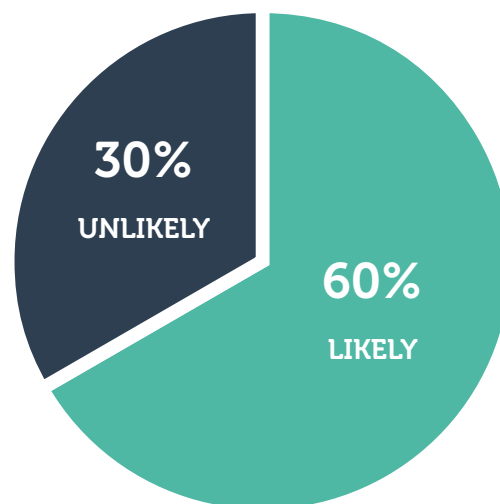
Our study found that 60% of nurses were more likely to make repeat purchases from a brand that offers an exclusive discount. As a result, there is a significant opportunity to foster customer loyalty with nurses and drive regular purchase transactions.

However, many brands fail to capitalize on these opportunities. Many companies view nurse promotions as a short-term strategy to acquire new customers, such as a promotion for National Nurses Week in May.

To truly penetrate the nurse segment and foster customer loyalty, brands should develop longer term strategies that includes a regular series of marketing campaigns to the nursing community. Design an attractive offer that encourages the customer to switch brands, then follow up with an on-going calendar of content and promotions to engage them throughout the year.

Ensure that your marketing database captures customer affinity group so that you can send regular, nurses only exclusive promotions via email. Create incentives to encourage nurses to follow you on social media so that you can regularly engage with them on Facebook, Twitter, or Instagram.

LIKELIHOOD OF PURCHASING FROM BRANDS WITH SPECIAL PROMOTIONS FOR NURSES

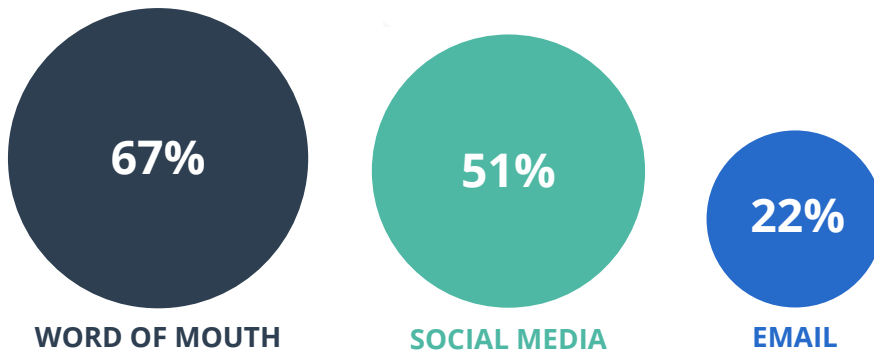




SOCIAL MEDIA

The most popular way of sharing news about special promotions for nurses is not online, but through word of mouth. Nurses often share news about promotions with co-workers during breaks or casual workplace conversations. Offers are also shared via social media, but at a lower rate than might be expected. Only 50% of survey respondents indicated sharing promotions on Facebook or Twitter. We anticipate that this percentage will grow over the coming years as targeted campaigns aimed at nurses and healthcare workers become more common.

SHARING OF NEWS ABOUT OFFERS AND PROMOTIONS WITH FRIENDS



A best practice many brands are utilizing is running contests for free products and services. Nurses can compete by submitting photos on the brand's Facebook page or using special hashtags on Twitter. Also, consider standing out from the noise by running promotions to nurses off-season when few other brands are active. **Instead of just running campaigns during National Nurses Week in May, why not recognize nurses during peak flu season in February?**





Summary

60% of Nurses are receptive to trying new brands when enticed with special offers and discounts that recognize their personal sacrifices and important role in protecting the public's health.

Merchandise discounts and free shipping top the list of promotions nurses are seeking. Although 65% of nurses are seeking BOGO promotions, few companies offer them.

Less than 30% of nurses search for discounts online before making a purchase. As a result, you will need more outbound marketing campaigns to build awareness of your promotions.

60% of nurses indicated they were likely to make repeat purchases from a brand that offers exclusive discounts. Most companies fail to capitalize by offering only one-time incentives around holidays, rather than a year-round series of campaigns.

Word of mouth is the most common way nurses share promotions. Social media is only used by half of nurses, but likely to grow as promotions to these heroes continue to grow in popularity.

In our experience, a consistent series of campaigns targeting nurses with personalized messages and exclusive promotions will lead to higher conversion rates, higher customer loyalty, and greater market penetration with the community of 10M that nurse households purchase for.

FOR NURSES, DOCTORS, AND HEALTHCARE PROFESSIONALS

ID.me can help you verify the eligibility of nurses, doctors, and other healthcare professionals to receive exclusive offers available on your website. Users can verify in real-time by filling out a simple form with data that ID.me matches against the records stored in federal and state databases of licensed healthcare professionals.

Our process is designed to balance the need for a “low-friction” customer experience with the desire to minimize discount abuse.

ABOUT

ID.me

More than 400 of the world’s leading brands rely on ID.me to offer unique promotions, discounts, and VIP experiences to groups such as the military, students, teachers, first responders, and healthcare workers. Targeted group campaigns yield significantly higher conversion rates and faster customer acquisition than traditional generic marketing programs. Our low-friction approach allows consumers to verify eligibility in just a few minutes, enabling brands to minimize discount abuse without worrying about increasing shopping cart abandonment.

To learn more visit <https://id.me>