



# HEROES' MILE

*For VETERANS By VETERANS • Recovery Through Common Ground*

*CAPSTONE  
PROJECT*

*DIGITAL  
MARKETING  
MINI-MBA*

*BUSINESS SITUATION*

*HEROES'  
MILE*



**HEROES' MILE**

*For VETERANS By VETERANS • Recovery Through Common Ground*

## *OVERVIEW*

---

Founded in 2020 as part of Oglethorpe INC

---

Alcohol and addiction recovery program for veterans, staffed by veterans

---

Located in Deland Fl, near Daytona Beach

---

Small advertising budget, relying mostly on local SEO

---

Goal of becoming national brand

## *STRENGTHS & WEAKNESSES*

### STRENGTHS

- Veterans prefer to work with other veterans
- Large clean facility to showcase with video and images
- Available testimonial videos from previous patients that are impactful
- New, modern, and fully optimized website
- Retired 3 Star General as Ambassador

### WEAKNESSES

- Niche market serving active military or veterans
- Most patients require consult from Veterans Administration
- Small Social Media presence
- Lack of Brand Awareness
- Small Advertising Budget

## *OPPORTUNITIES & THREATS*

### OPPORTUNITIES

- GEO fence ads near veteran facilities
- Increase Social Media presence in veteran groups
- Utilize 3 Star Generals celebrity to infiltrate podcasts, talk shows and streaming channels
- Share video testimonials on YouTube and other video platforms
- Increase ad spend for Google AdWords

### THREATS

- Other facilities starting to advertise via Google Search on the Heroes Mile name
- Competitors claiming to offer similar programs for veterans
- A larger competitor taking the idea and throwing large sums behind a campaign to dominate the market

*TARGET MARKETS FOR*

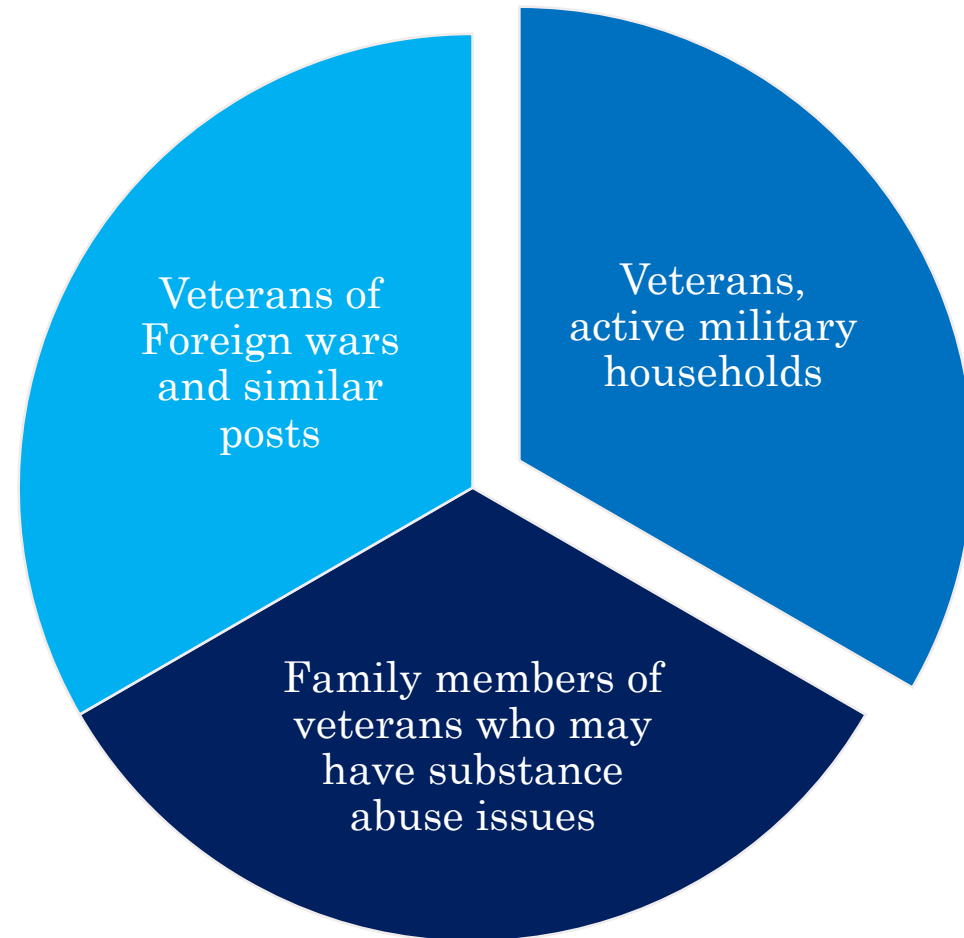
*HEROES'  
MILE*

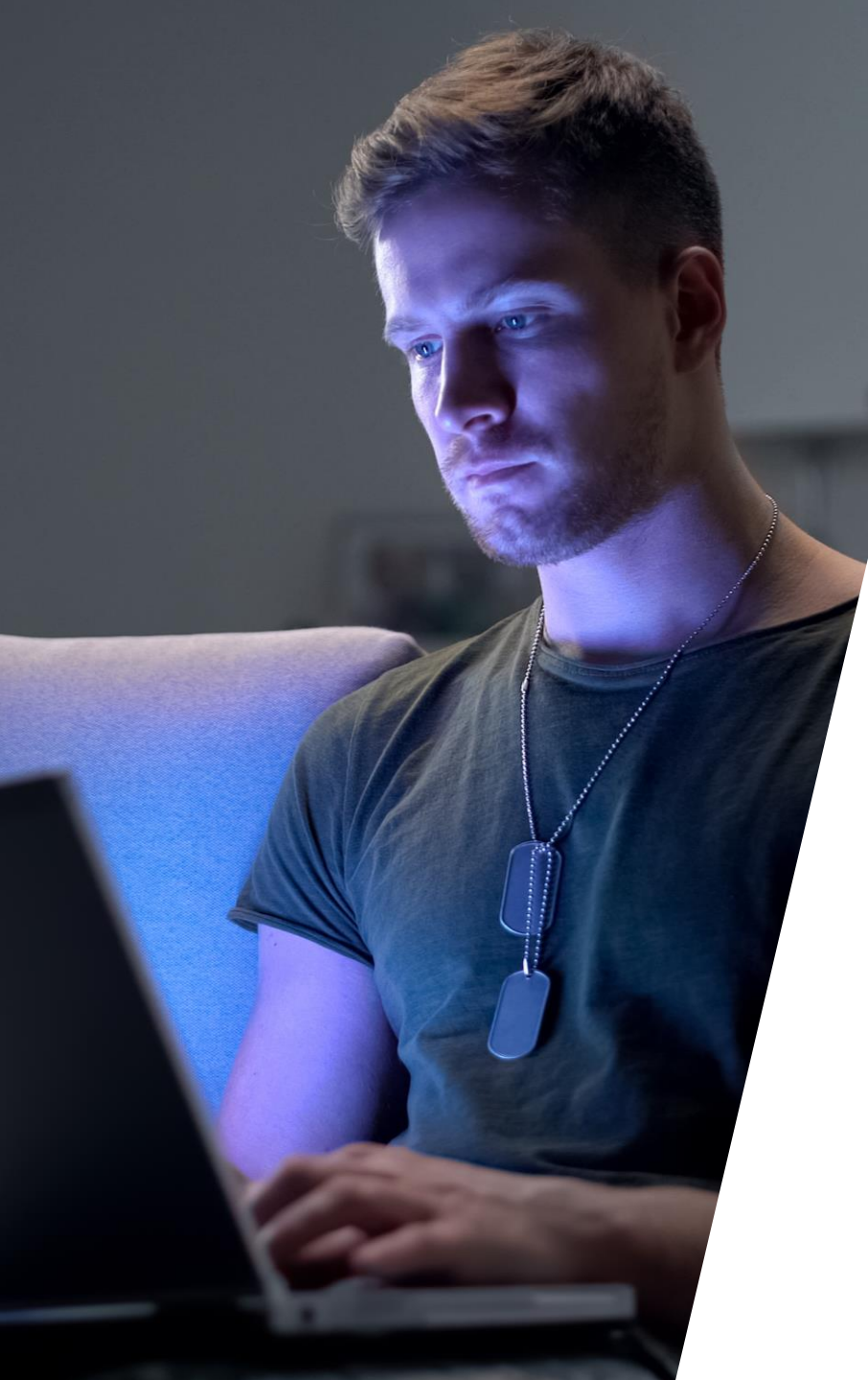


**HEROES' MILE**

*For VETERANS By VETERANS • Recovery Through Common Ground*

*MARKET ANALYSIS*





## *JOSE LOPEZ*

### Persona:

- Male veteran suffering PTSD which enables his substance abuse.

### Age:

- 35

### Location:

- Jacksonville, FL

### Location:

- Plumber

### Technical Comfort:

- Limited, can navigate websites but not very many mobile apps. Uses google to find any website.

**Back Story:** Joined the military at age 18 where he was deployed to Iraq after basic training. Since returning home, has battled substance abuse due to PTSD obtained from his time in battle.

**Motivations:** Jose wants to obtain sobriety and get his life back in order.

**Frustrations:** Jose, like many other veterans, find it hard to relate to civilians or convey to nonmilitary persons their battles and the root of their addiction. Jose tends to keep his issues bottled up thus having failed attempts at sobriety in traditional facilities.

**Their Ideal Experience:** Talking with another veteran about their struggles, addictions, and the mental problems they are facing. Jose can open up to a group of people he considers “like him”.



*STRATEGY*

*HEROES'  
MILE*



**HEROES' MILE**

*For VETERANS By VETERANS • Recovery Through Common Ground*

# *DIGITAL STRATEGY & TACTICS*

## BUILD

Build awareness to veterans & families of veterans

- Increase social media following utilizing the testimonial videos
- Write web content and blogs geared towards issues veterans may be experiencing
- Clearly state the benefits of veterans serving veterans on the website
- Use keywords for top searches on Google, Bing and other search engines focusing on substance abuse.

## INCREASE

Increase Engagement & Conversions

- A/B testing Google ads landing pages
- More CTAs on website blogs
- Utilize multiple forms of contact
- Test, retest, measure, and implement winning strategies.
- Build Newsletter List

## ESTABLISH

Establish Trust, & Advocacy to Veterans and their family units

- Foster a veterans for veterans brand
- Identify veteran groups on Facebook and interact with them
- Build relationships with local Veterans Administrations throughout the area
- Utilize the celebrity of the bran ambassador on social media platforms

## *TIMELINE*

|                           |                            |   |
|---------------------------|----------------------------|---|
| <b>0 -1 Year</b>          | <b>Awareness – Educate</b> | Google Search Ads<br>SEO<br>Social Media<br>Streaming Media Ads<br>Press Releases<br>Google Reviews<br>Newsletter Building<br>Brand Ambassador on podcasts and talk shows           |
| <b>3 Months - 1 Year</b>  | <b>Consideration</b>       | Google Ad Words<br>Video Testimonials push<br>Social Media<br>Brand Ambassador on podcasts and talk shows<br>Begin sending newsletter<br>Monitor reviews and reply in timely manner |
| <b>6 Months - 2 years</b> | <b>Advocacy</b>            | Video testimonials<br>Social Media<br>Share Google reviews<br>User Generated Media Content<br>Ranked officers sharing our social content  |

*MEASUREMENTS*

*HEROES'  
MILE*



**HEROES' MILE**

*For VETERANS By VETERANS • Recovery Through Common Ground*

| GOAL  | CHANNELS  | KPIS   | TRACKING                   | TARGET   |
|---|---|--|----------------------------|--|
| <b>Increase calls, website traffic and form fills</b> | Facebook Groups, Streaming Media Ads, Google AdWords & SEO  | Click-thru rates, Form Fills & Phone Calls         | Daily<br>Weekly<br>Monthly | 15% increase (first quarter)<br>20% increase (second quarter and beyond)                 |
| <b>Create Brand Awareness</b>                         | Talk shows, podcasts, streaming television, YouTube , and streaming radio   | Website direct traffic, phone calls and form fills | Weekly<br>Monthly          | 20% website hits increase per month<br>10% Phone calls and form fills increase per month |
| <b>Newsletter List</b>                                | <ul style="list-style-type: none"> <li>• Web</li> <li>• <b>Social:</b> Instagram, Facebook, LinkedIn and YouTube</li> <li>• Google AdWords</li> </ul> | Newsletter Signups                                 | Weekly<br>Monthly          | 25% list growth per month  |

# *DIGITAL SCORECARD*