



Capability Statement

Your Mission. Our Technology. Proven Results.



Mission-focused marketing, lead generation, and outreach support for Army National Guard recruiting and retention.



Patriot Direct Inc. partners with the Army National Guard to strengthen recruiting and retention through data-driven marketing, proven technology, and mission-focused program delivery. We help states reach prospects, engage schools, nurture leads, and measure results through scalable campaigns and high school entry programs.



CORE COMPETENCIES

- ✓ Omni-channel marketing campaigns for recruiting and retention battalions
- ✓ Lead generation through direct mail, email, social media, SMS, and personalized microsites
- ✓ Lead nurturing, re-targeting, and real-time reporting via AMP and Smartsheet Gov
- ✓ High school entry programs and classroom-based student engagement
- ✓ eCareer Direction: student career assessments, recruiter dashboards, and educator/student reports
- ✓ H.E.A.R.: school-based respect, bullying prevention, and culture-building program
- ✓ Creative development, program training, campaign support, and performance analytics



DIFFERENTIATORS

- ✓ Deep Army National Guard mission familiarity
- ✓ Veteran-informed leadership and recruiting expertise
- ✓ Programs built to support recruiters, schools, students, and communities
- ✓ Real-time dashboards and measurable engagement reporting
- ✓ Flexible implementation and scalable support for state-level adoption
- ✓ Subscription-friendly program delivery, including GPC-friendly implementation

WHO WE SERVE



State ARNG Recruiting & Retention Battalions



Recruiters and Retention NCOs



Schools and Educators



Students and Families



REPRESENTATIVE EXPERIENCE / SOLUTIONS



Support for State ARNG Recruiting and Retention Battalions



Opti-Channel / AMP recruiting and retention marketing campaigns



eCareer Direction digital lead generation and career-readiness platform



H.E.A.R. student respect and school climate program



Recruiter dashboards, nurture campaigns, and conversion tracking

LET'S STRENGTHEN YOUR MISSION.

Proven programs. Measurable results.
Stronger communities.



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