

G6 HOSPITALITY, Motel 6, A Top 10 Military Friendly® Employer, Uses VIQ TORY To Optimize Their Military Recruiting, Achieving 150% of Military Spouse Hiring Goal.



GOALS

- Hire 1,000+ veterans and military spouses as part of the company's internal Operation Next Step initiative
- Launch a nationwide military recruiting campaign using social media as a primary outlet
- Establish Motel 6 as a destination employer for veterans, military spouses and dependents

SOLUTIONS

- Leverage VIQ TORY'S veteran and military spouse first-party data, G.I. Jobs and Military Spouse Friendly® Employer platforms and owned media assets to execute an advanced targeting campaign across Motel 6 priority social networks
- Utilize VIQ TORY's in-house military marketing experience, crafting riveting ad copy and graphics to establish and build a visceral connection to career opportunities at Motel 6
- Utilize the Military Friendly® programs and an integrated recruitment marketing approach to establish Motel 6 as a top employer destination

RESULTS

- Motel 6 reached **150 percent** of its military hiring goal
- Social campaigns **outperformed** the industry average by 73 percent
- Motel 6 was awarded the prestigious Military Times "Best for Vets: Employers," **Military Friendly® Employer** and **Military Spouse Friendly Employer®** recognitions for the last two years

G6 HOSPITALITY'S BUSINESS OBJECTIVE AND CHALLENGE

Motel 6 launched Operation Next Step in 2014, with the commitment to hire more than 1,000 veterans and military spouses. Faced with fierce competition in the military space, the leading economy lodging provider in the U.S. turned to VIQ TORY to enhance their military recruiting and outreach efforts.

VIQTORY'S UNIQUE EXPERTISE

Founded in 2001 by Navy veterans, VIQTORY established itself as the premier Military Marketing Agency focusing on employment for fortune 500 organizations. Since then, VIQTORY has been recognized as the premier Military Marketing Agency, with unprecedented data-based insights into veteran interests, skills and career seeking behaviors. VIQTORY'S rich first-party data set incorporates survey results, lookalike audiences, data overlays and predictive models built by their in-house data scientists and campaign managers. This valuable data helps their clients reach millions of interested U.S. veterans and military spouses.

1,000+

Military Hires

73%

Outperformed
Industry Campaign
Metrics



TURNING FIRST-PARTY DATA INTO A LOWER COST PER LEAD FOR G6

First-party data enables VIQTORY to precision focus on the audiences who matter most to their clients. First, VIQTORY helped G6 Hospitality define who their target audience was through an audience discovery call. Numerous military-centric audience segments were considered, such as: age, branch of military, rank, education, location, skill sets and behavior. Once a customized audience was identified, VIQTORY moved to market messaging. More than 18 years of publishing, advertising and engagement, combined with first-party data, provides VIQTORY'S clients with deep insights into the needs, interests and behavior of the veteran community that G6 leveraged. VIQTORY'S campaign teams, customer success teams and strategists took a hands-on approach, meeting every 30 days to optimize the campaign components.

