



The Recruiting Engine for America's Uniformed Services

Backed by 40+ years of recruiting experience, EAB Uniformed Services helps military branches, service academies, National Guard units, and law-enforcement organizations reach and engage qualified prospects.

- ▶ **Apply + Apply Serve:** Generate high-intent leads from a 3.7M+ prospect database, including 60,000+ military-interested individuals.
- ▶ **Intersect:** Engage 6M+ Naviance users while students are actively planning their education, careers, and service.
- ▶ **Virtual Tours:** Create immersive day-in-the-life experiences, with benchmark visits averaging 7+ minutes and producing a 16% inquiry rate.
- ▶ **Recruit Marketing:** Coordinate email, text, paid social, digital advertising, and direct mail through one measurable campaign strategy.

Core Capabilities



- Lead Generation
- In-School Access
- Immersive Virtual Experiences
 - Multichannel Marketing
 - Parent and Influencer Engagement
 - Creative Strategy and Development
- AI-Powered Engagement
- Campaign Analytics and Optimization
- Videography and Photography
 - Recruiter Enablement
 - Recruiting Strategy
 - Audience Intelligence

Proven Results

Army ROTC

21K high-quality leads
1.36M parent and counselor impressions

U.S. Coast Guard

2.2K high-intent leads
2.5M mail pieces sent

U.S. Naval Academy

19M emails delivered
6M paid social impressions
16K virtual tour visitors

Our Partners



NAICS Codes

541613 Marketing Consulting Services

541810 Advertising Agencies

541830 Media Buying Agencies

541840 Media Representatives

541850 Indoor and Outdoor Display Advertising

541860 Direct Mail Advertising

541870 Advertising Material Distribution Services

541890 Other Services Related to Advertising

541910 Marketing Research and Public Opinion Polling

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To discuss how EAB Uniformed Services can help you achieve your recruiting goals, **visit UniformedServices.EAB.com**