



Image [Unsplash](#)

## Why Your Business Should Market To Women Veterans

Great businesses are always on the lookout for new markets to appeal to.

Perhaps one of the most widely untapped and underappreciated markets in the country (and worldwide) is that of veterans — particularly female ones.

While certain businesses and sectors have found huge success appealing to veterans there appears to be something of a stigma in doing so, with some brands perhaps going too far and building their entire (often unrelated) brand around an association with the armed forces and people who served in them). However, there are more measured ways you can do this while remaining profitable and keeping your brand appeal varied.

In this article, we will outline just why female veterans in particular are such an important asset for all kinds of businesses, from tech startups to big-name family brands and how you can market to them.

### A huge market with so much to appeal to

There's no denying the veteran market is absolutely huge.

As recently as 2016 it was estimated there were [over 20 million veterans](#) living in the United States alone. While the percentage of veteran civilians has decreased significantly in the last

20 years, it's still an incredible market that can certainly be tapped into by even more modern businesses that wouldn't appear to be a typical match.

These veterans come from all kinds of backgrounds and work in a number of different fields, making appealing to one a brilliant exercise in expanding knowledge of your brand via word of mouth marketing. Likewise, their social networks present a huge hub of highly active consumers who will largely see veterans as some of the most respected people in their communities.

Whatever industry you find yourself in there is a way to reach veterans. Some businesses have found huge success appealing to the specific needs of veterans such as [VA Claim Pros](#) and [Thanks USA](#) which help veterans acquire benefits and college scholarships respectively. While something like VA Claims Pros could be considered closer to a charity than a traditional business and is focused on helping veterans rather than turning them into consumers it still shows how widespread and varied the needs and desires of veterans are.

If you're looking at appealing to female veterans in terms of the [employment market](#) there are a huge number of ex-servicewomen venturing into the startup field. [Female veterans are finding huge success](#) in a number of industries — highlighting the varied and adaptable skill sets they often possess as a result of their training and experience.

## They open you up to new markets

Female veterans are just as open to the marketing of a variety of industries — they also open those industries up to new markets that they can garner customers from.

There are huge extended markets built around both veterans and veteran culture — everything from rock festivals to public speaking conferences have been set up for and by veterans. If you can start marketing to female veterans involved in these events you are presenting your business with the opportunity to rapidly expand across one of the most curious and loyal markets in the country.

This is a crucial step to expanding the scope of your business and what you can achieve. Ecommerce stores can benefit massively from reaching out to these markets with unique discounts.

Public speaking events could benefit from asking for female veterans to give a talk or act as a representative to expand their brand. There are opportunities across almost all sectors.

Veteran communities are often very close-knit, with former servicemen and women staying in touch long after their tours end. This is something businesses should look to use to their advantage. By appealing to one female veteran you create a situation where she may spread knowledge or recommendations to both her veteran and non-veteran friends and family (largely through the methods touched upon in the last section).

## A powerful cultural voice

Veterans are often widely respected and protected voices in their communities, with their recommendations and approval carrying a huge weight.

Marketing to veterans won't just open you up to extended markets but earn you significantly more respect from other brands within those markets.

If you were to uniquely appeal to female veterans through a discount, for example, your business would be showing an appreciation for their sacrifices that wouldn't go unrecognized. Some brands will find themselves being used in [veteran circles for years](#) just for one simple gesture towards the community.

Marketing to female veterans opens your business up to unique branding opportunities. This will help you save on ad budget (through the earlier mentioned word of mouth spread) but also because of the cultural cache of female veterans. Many brands find it difficult to talk to and about veterans, so not being afraid to and championing the work of female ones put you in a strong position alongside a well-respected pillar of American society.

## So, how do you appeal to them?

To suggest that all female veterans are the same and there is a definitive way to appeal to them would be an obvious disservice to them.

As we've outlined in this article, female veterans come from all kinds of different backgrounds and leave the military with unique dreams and aspirations. Rather than trying to blanket appeal to all veterans, you should look to find women who naturally fit into your demographics and would find your products or services appealing.

Digital tools are perhaps the best way to start this process. Advertising to people who are both interested in your sector and involved in veteran groups on social media would be a brilliant place to start. Likewise, you can use tools such as Google Trends to follow adjacent trends to female veterans.

**Female veterans have a unique position in American society. They may still be striving for the [same level of respect their male counterparts get](#), but they hold a significant role in modern American culture and can hugely sway the fortunes of particular brands. An avenue all businesses should seriously consider.**