

FINDING ALL THE VOICES

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Inclusive Marketing

- When it comes to inclusive marketing, we've come a long way—but we still have a long way to go.
- Inclusive marketing has a unique role to play in rewriting the rules on diversity in business.

Inclusive Marketing

- Marketing is uniquely positioned to shape how people think and should use that position to create positive change.
- It's not just about making sure campaigns feature different races, genders and ages, physical abilities; it's about making sure that different kinds of people are portrayed in a fair, accurate and realistic way.

Inclusive Marketing

- Inclusive marketing is marketing —an active response to traditional stereotypes and an attempt to convey that one's brand is built for customers of all demographics. This includes factors such as gender, race, language, income, sexuality, age, religion, ability, and ethnicity.
- It takes into account the fact that people are individuals, and everybody is different. In today's world, if a business markets to a narrow audience, customers can (and will) notice.

Inclusive Marketing

- Inclusive marketing is advantageous to both the organization and the customer. For businesses, a wider audience results in campaigns reaching more potential customers. Additionally, the brand is seen in a positive light. Customers, in turn, feel represented and valued.

Inclusive Marketing

- Inclusive marketing is the key to any successful campaign. This kind of marketing creates trust, which, in turn, creates confidence amongst consumers.
- Inclusive marketing strives to create a visual culture that is more representative. It endeavors to appreciate and understand our various identities, differences and histories while also illuminating places of commonality.

Inclusive Marketing

- From a business perspective, inclusive marketing is increasingly important because the backlash to sexist, racist, ableist, classist, homophobic, and trans-phobic material is going to get louder and louder.
- If you're unwilling to learn, consult experts, and think inclusively about your audience, you're going to spend far more on damage control than you would on the professional and personal development you need to become inclusive.

Inclusive Marketing

- Be thoughtful about your images
 - Diversify your resources and strive for an image gallery that more accurately depicts the world we live in. Represent everyone by being mindful of how each image portrays age, skin color, disabilities, culture, gender, religion, or weight.
 - <http://www.photoability.net/>
 - <https://www.disabilityimages.com/>
 - <https://bit.ly/2pfh6wM> (getty images)

Inclusive Marketing

If your brand is genuinely interested in expanding its diversity and reach, there is no better way than to work with real people from different walks of life