



Module 5 (Part 1)

Inclusive Marketing For SMES

The Power of Inclusive Marketing For SME Brands



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Discover the DARE Modules Learning Pathway:

Enjoy our learning blocks designed to help SMEs build diverse, equitable and inclusive workplaces. Unlock the power of how DEI to drive the sustainable success of your company. Our practical and interactive Modules deliver real life insights and case studies from a European perspective – Join us in creating workplaces and communities where everyone can thrive!

MODULE 1

Introduction: Diversities Reviving European Enterprises

Key Features: Overview and definitions of D&I in SMEs. 12 Dimensions of Diversity. Learning key competencies for business case delivery.

Part 1: Why D&I Matters for SMEs.
Part 2: Building D&I Competencies for SMEs.

MODULE 2

Inclusive Leadership Skills

Key Features: Develop inclusive leadership skills (e.g., Bias awareness and mitigation). Tap into the power of neurodiversity. Measure impact and build resilience.

Part 1: Prepare for Inclusive Change Through Leadership.
Part 2: Unlock Inclusive Leadership & Neurodiversity.
Part 3: Measure Leadership Impact & Build Resilience.

MODULE 3

Inclusive Talent Management for SMEs

Key Features: Inclusive advertising, recruitment and retention. Performance management and leadership succession planning.

Part 1: Attracting, Developing, and Retaining Diverse Talent.
Part 2: Creating Inclusive Job Descriptions & Adverts.
Part 3: Inclusive Selection, Interviewing, and Offer Strategies.
Part 4: Employee Talent Development and Retention.
Part 5: Performance Management and Feedback.
Part 6: Succession Planning and Leadership Development.

MODULE 6

Inclusive Community Engagement for SMEs

Key Features: Learn the six core principles of inclusive community engagement. Understand the four layers to community context and prepare an effective Engagement Framework and Action Plan.

Part 1: Foundations of Inclusive Community Engagement.
Part 2: Understand & Engage Your Community.
Part 3: Ensuring Inclusive Engagement through Shared Value.
Part 4: Prepare for an Effective Community Engagement Framework.
Part 5: Create a Community Engagement Framework & Action Plan.

MODULE 5

Inclusive Marketing For SMEs

Key Features: Embed inclusivity into branding. Understand the needs of diverse audiences. Craft strategic inclusive marketing campaigns.

Part 1: The Power of Inclusive Marketing for SME Brands.
Part 2: Understand Your Customers and Overcome Marketing Barriers.
Part 3: Crafting Inclusive Marketing Campaigns.

MODULE 4

Building an Inclusive Company Culture in SMEs

Key Features: Build an inclusive company culture. Design and deliver a strategic cultural change audit, review policies and practices and empower teams through reward and recognition.

Part 1: Understand and Build an Inclusive Company Culture.
Part 2: Design and Deliver a Strategic Cultural Change Audit.
Part 3: Support Management in Creating a Workplace of Belonging.
Part 4: From Policies to Practice: Cultivating a Culture of Inclusion.
Part 5: Empower Teams Through DEI Collaboration, ERGs, and Recognition.

YOU ARE HERE

Introduction DARE to Module 5



Module 5 is designed to help SMEs leverage the power of inclusive marketing to grow their business, strengthen customer relationships, and make a meaningful impact to company, customers and society. It emphasises that inclusive marketing should not be viewed as a trend but as an integral part of company and brand values, positioning the business strategically when connecting with diverse audiences by recognizing and celebrating their unique identities, values, and experiences.

Part 1: Learn how inclusive marketing drives business growth, and aligns with brand values to connect with diverse audiences authentically.

Part 2: Identify all customer segments and address common barriers like cultural distance and lack of representation to enhance inclusivity in marketing.

Part 3: Master six key elements for creating diverse, accessible, and impactful marketing campaigns.

Section 1

Section 2

Section 3

Inclusive Marketing For SMES

The Power of Inclusive Marketing For SME Brands

Understand All Your Customers and Inclusive Marketing Barriers.

Essential Elements For Crafting Inclusive Marketing Campaigns

Part 1

Part 2

Part 3

M5:Part 1

Module 5 is designed to help small and medium-sized enterprises (SMEs) unlock the power and potential of inclusive marketing to grow their business, build stronger customer relationships, and make a meaningful impact.

Understand the different definitions and that inclusive marketing goes beyond being a trend—it's a strategic approach to connecting with diverse audiences by acknowledging and celebrating their unique identities, values, and experiences.

Learn how to assess your brand health and embed inclusivity into your marketing strategies and campaigns. Learn practical solutions, and real-world examples to help you understand the value of inclusivity in your marketing efforts, overcome potential barriers, and implement impactful campaigns.

01

The Power of Inclusive Marketing For SME Brands

- ❖ **Introduction to Inclusive Marketing for SMEs:** Definitions and Concepts of Inclusive and Exclusive Marketing.
 - ❖ **The Power of Inclusive Marketing for SME Brands**
 - ❖ **How to Build a Brand using the 5C Framework:** Company Culture, Customer Intimacy, Circle of Influence, Customer Experience Design and Customer Experience Delivery.
 - ❖ **Embedding Inclusive Marketing into Business Values, Objectives Tracking and Measuring Metrics**
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Learning Objectives

By the end of this module, participants will be able to:

Define Inclusive Marketing: Understand the definitions and concepts of inclusive and exclusive marketing and its relevance to SMEs in a diverse marketplace.

Explain the Business Benefits: Identify the key benefits of inclusive marketing for SME brands, including customer loyalty, brand trust, marketing differentiation and innovation.

Analyze Customer Diversity: Learn strategies and use tools to research and understand the diverse needs, preferences, and identities of their target audience.

Build an Inclusive Brand: Learn to build an inclusive brand using the 5C Framework: Company Culture, Customer Intimacy, Circle of Influence, Customer Experience Design and Customer Experience Delivery.

Identify Barriers: Recognise common challenges SMEs face in implementing inclusive marketing and explore practical solutions to overcome them.

Align with Business Objectives: How to align your inclusive marketing journey with business objectives, and the importance of monitoring and metrics.

Get the best out of your workforce: Learn how to build a healthy diverse inclusive workforce and tap into new markets and boost brand health.

Introduction to Inclusive SME Marketing

Discover what inclusive marketing means for small businesses and why it's a key driver of growth in today's diverse world. This section sets the foundation by explaining how inclusivity goes beyond compliance, fostering stronger customer connections and brand loyalty.

"When you create inclusive marketing, you not only broaden your audience, but you also build trust and loyalty by showing people that you see and value them." ([Purple Goat Academy](#))



Inclusive Marketing: Definitions

Diversity and inclusivity are no longer just buzzwords. They are powerful movements shaping the way in which brands engage with their audience. Inclusive marketing acknowledges the richness of human diversity; welcoming customers to experience brands with a new level of authenticity. Whether you are someone who is starting your journey, works in marketing, looking to broaden your perspectives, or wanting to understand the importance of inclusive marketing, this is the place to be.

The phrase "**Promoting Diversity and Inclusion Through Marketing Strategies**" refers to the practice of using marketing campaigns, messaging, and outreach to foster a sense of equity, representation, and belonging within diverse communities. Below are definitions and quotes to help clarify this concept:

- ❖ **Diversity in Marketing:** Diversity refers to the inclusion of people from various backgrounds, including different races, ethnicities, genders, ages, sexual orientations, abilities, and socioeconomic statuses, in marketing efforts. Diversity refers to the marketing message being designed to appeal to a diverse demographic.
- ❖ **Equity Marketing;** Equity means being fair to your entire audience – for example, delivering your marketing message on more than just social media platforms so that those without social media presence can consume the idea that is being marketed.



- ❖ **Inclusion in Marketing:** Inclusion involves creating an environment in marketing campaigns and strategies that ensures all individuals feel valued, respected, and represented. It includes a company's brand and internal structure, as well as its external advertising campaigns. It involves ensuring that all members of the public can understand your advertisements – for instance, providing subtitles on your marketing videos to cater to individuals who are hard of hearing.
- ❖ **Marketing Strategies for Diversity and Inclusion:** These are planned approaches that businesses use to ensure their marketing efforts resonate with a wide range of audiences, break stereotypes, and reflect the true diversity of their customers and communities.

Inclusive marketing is good for businesses because it achieves successful results inside and out.

An inclusive company creates a thriving internal environment which attracts and retains top-level employees. Plus, authentically inclusive marketing campaigns enable customers to connect, relate, and celebrate a brand that represents their authentic selves. It's a win for everyone.

Exclusive Marketing Or ‘this isn’t for you’ Marketing

We’re all aware of this type of marketing. It is marketing that focuses on the masses, without any type of consideration for the ways in which consumers are different. Exclusion marketing is a practice where certain groups or individuals are unintentionally or intentionally left out of marketing strategies, messaging, or campaigns. This can occur due to oversight, biases, or a lack of understanding of diverse customer needs. For small companies, exclusion marketing can hinder growth, alienate potential customers, and damage brand reputation.

“this isn’t for you”. It comes across that they are saying certain customers or underrepresented and underserved communities “this isn’t for you”. But that message is often one received loud and clear from these customers who struggle to get their needs met

- **Example of Exclusivity:** If your brand does not have website language availability, to include consumers who speak French, Portuguese, or Vietnamese, then you will be excluding those consumers.
- **Strategy for Inclusivity:** Make sure these customers recognise themselves in your marketing content. This can show that your product or service is not only for them but that your brand is in tune with their needs, values, and interests.

Exclusivity Happens When you Don't Understand Your Audience.

Small businesses often rely heavily on their local communities or niche audiences. By actively addressing exclusion marketing, small companies can foster stronger community connections, broaden their reach, and position themselves as inclusive, forward-thinking brands. Exclusionary practices can be detrimental because:

- ❑ **Limited Audience Reach:** Exclusion marketing narrows the potential customer base.
- ❑ **Missed Revenue Opportunities:** Overlooking diverse groups can result in lost sales and partnerships.
- ❑ **Brand Perception Risks:** A lack of inclusivity can make the brand appear unresponsive to the needs of a diverse society.
- ❑ **Competitor Advantage:** Inclusive competitors can capture the attention and loyalty of excluded groups.



Examples of Exclusive Marketing

Language Barriers: A restaurant only provides menus in one language.

Inclusive Solution: Offer multilingual menus or imagery to cater to non-native speakers.

Lack of Representation: A clothing boutique only showcases models of one body type or ethnicity in advertising.

Inclusive Solution: Feature diverse models of various body shapes, sizes, and ethnic backgrounds to reflect a broader audience.

Accessibility Challenges: A small café's website doesn't have alt text for images or doesn't work well for on screen readers.

Inclusive Solution: Ensuring the website meets accessibility standards like WCAG, with alt text and navigable design for screen readers.

Cultural Insensitivity: A local bakery uses cultural stereotypes in a campaign, alienating certain demographics.

Inclusive Solution: Consult with community members from different cultures to create authentic and respectful marketing campaigns.

Inclusive Marketing is Ethical

Impacts vulnerable people. People who are underrepresented, underserved, and from marginalized communities are already vulnerable. That vulnerability is often the result of systemic and societal barriers that have been in place for far too long, that negatively impact people within the community making it harder for them to achieve success than people who don't hold the same identities.

Show their wellbeing is your priority. The overarching principle when it comes to engaging people from underrepresented and underserved communities is to ensure you are not causing harm. Your intention should be to not use them for success or profit.

Exercise: So, the question then becomes, how do you ensure you don't cause harm to the people you want to serve?

Customer intimacy and lived experiences are great sources to guide you here. The deeper the relationship you have with the communities you want to serve, the easier it will be to identify the impact, intended or not, your marketing will have on them. And if you don't have a good degree of cultural intelligence or an insufficient amount of people with lived experiences on your team now, hire help that does. There are plenty of consultants who can help you with this to prevent causing further harm to any community, vulnerable or not.



Raise Your Hand if You Are Different

We are all different in some way or another. We are Normal.

Raise Your Hand if You Are Different! recognizes that every individual is unique in some way, celebrating differences rather than conforming to a standard. However, asking someone to “raise their hand” can sometimes make people feel isolated, exposed, or othered—forcing them to stand out because of their uniqueness.

In inclusive marketing, the aim is to **make everyone feel normal, welcome, and included** without needing to single themselves out to have their needs met.

Whenever possible, work to deliver customer experiences that don't require your customers to have to raise their hands to get their needs met.

Unilever to Remove the Word 'Normal' From Beauty Labels

A study reported 10,000 respondents said the word 'normal' make people feel excluded.



Unilever Campaign:

Remove Word 'Normal' From Packaging

In 2021 Unilever removed the word “normal” from all their packaging and any promotional campaigns and communications for their personal products and beauty brands. After doing extensive research, they found that if people had to buy a product that wasn’t “normal” it negatively impacted how they felt about themselves.

A 10,000-person study revealed more than 56% of people felt excluded by the beauty and personal care industry.

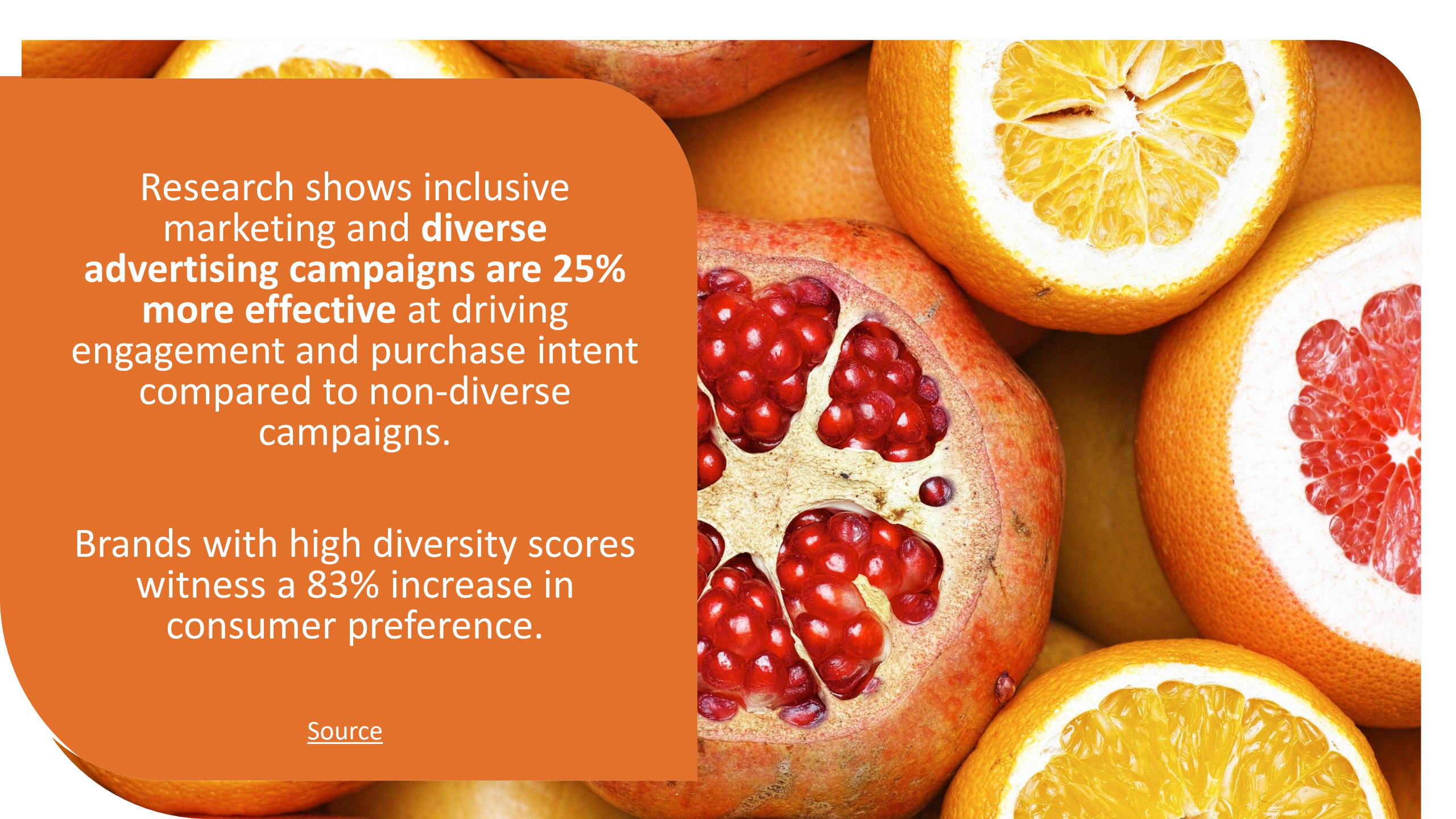


<https://www.packagingdigest.com/labeling/unilever-to-remove-the-word-normal-from-beauty-labels>

The Power of Inclusive Marketing For SME Brands

Now you are on your inclusive journey it is time to experience business growth with the transformative power of inclusive marketing. Explore strategies for a diverse and thriving brand.

In a globally connected world, creating thoughtful and meaningful marketing messages is more important than ever. This module explains how to craft marketing content that reaches diverse people and connects with underrepresented groups.



Research shows inclusive marketing and **diverse advertising campaigns** are **25% more effective** at driving engagement and purchase intent compared to non-diverse campaigns.

Brands with high diversity scores witness a 83% increase in consumer preference.

[Source](#)

Inclusive marketing is a strategic approach to embracing diversity within market campaigns, multi-channel messaging, and product development. The main goal of diversity marketing is to recognize, respect, and include diverse perspectives.

Move from a One Size Fits All Approach to Inclusive! Your brand can become a global powerhouse by shifting its approach from one-size-fits-all to one that embraces diversity and inclusivity.

Commit to participating in societal change. Inclusive marketing is more than including a diverse individual in your messaging. It begins with recognising the need to understand and present unique perspectives, experiences, and identities within brand messaging. Inclusive marketing extends far beyond boosting sales figures. Instead, it serves as a catalyst for societal change.

Redefine how your brand connects with your audiences. This Module explores the profound implications of inclusive marketing, how it can benefit your business, and which strategies to use to improve your campaigns. Whether through subliminal marketing or overt messaging, diverse marketing efforts can redefine how brands connect with their audiences.



Benefits of Brands Practicing Inclusive Marketing

Inclusive marketing is an important strategy for brands to implement for both business and ethical reasons. Leveraging inclusive marketing campaigns will help you:

- ✓ **Achieve global reach and business impact** by becoming relatable to a broader audience. Bolster your company's image by reaching a wider audience, enhancing customer loyalty, and improving reputation through inclusive marketing.

Sonia Thompson, CEO of Thompson Media Group, ‘brands should be concerned with catering not only to diverse audiences but the inner circle of those audiences as well (called the “spill-over effect”)’

- ✓ **Become more competitive** by addressing previously untapped markets and pain points.

No one brand exemplifies this better than **Fenty Beauty**, a brand that didn’t just beat its competition with its inclusive makeup line — it launched a movement that reshaped the entire beauty industry. Fenty showcases diversity across their social media platforms, encompassing not only various skin tones but also diverse body types and genders. They frequently highlight men using their makeup products as an example.

- ✓ **Build long-lasting customer relationships** by forging stronger emotional connections. Create a sense of belonging and connection by celebrating differences.

On the Elevate Your Brand podcast, Damian Pelliccione, CEO advises **marketers to build relationships**, not just business transactions. Because it's not just about who you know but how they know you — **how you treat others** — that really matters

- ✓ **Save lives** by normalizing differences and instigating a cultural change of acceptance.

Pelliccione relayed the impact of LGBTQ representation, especially in less accepting communities, like in India. According to Pelliccione, “Representation does matter in media, and **representation can save lives**”



Image Source

Competitive Advantage: By making your brand relatable through practising diversity in marketing, your company can gain a competitive advantage over other companies. Inclusivity within marketing and advertising should be an occurrence that happens normally and frequently. By showcasing diversity and inclusion in your business' campaigns and taking a stand on social issues as a brand, you and your business are set to be appreciated and well-respected by the community and your consumer demographics. Be the positive change you want to see in the world.

70% of consumers expect brands to take a socio-political standing on DEI issues in society. By taking a stand on societal issues with DEI in mind, your business can build a strong brand perception from the viewpoint of the public, increasing purchase intent.

Crafting inclusive marketing strategies is more than just using a dedicated “ethnic” person as the face of your marketing campaigns. Also avoid “**tokenism**”, which refers to the hiring of a person under a minority group to avoid public criticism for the lack of diversity in the workplace. Studies have shown that up to

70% of consumers can tell the difference between an image created to show a brand narrative and an image that shows actual diversity.

Increased innovation. Inclusive marketing demonstrates and encourages customers otherwise excluded to buy what you're selling. This results in increased reach, new markets and could generate a greater return on investment.

BCG reported that US businesses with above-average diversity in their management teams had 19% higher innovation revenue than those who had a below-average level of diversity. It found that people from different backgrounds and experiences can provide different perspectives and arrive at a wide range of solutions, increasing the chance of innovation success.

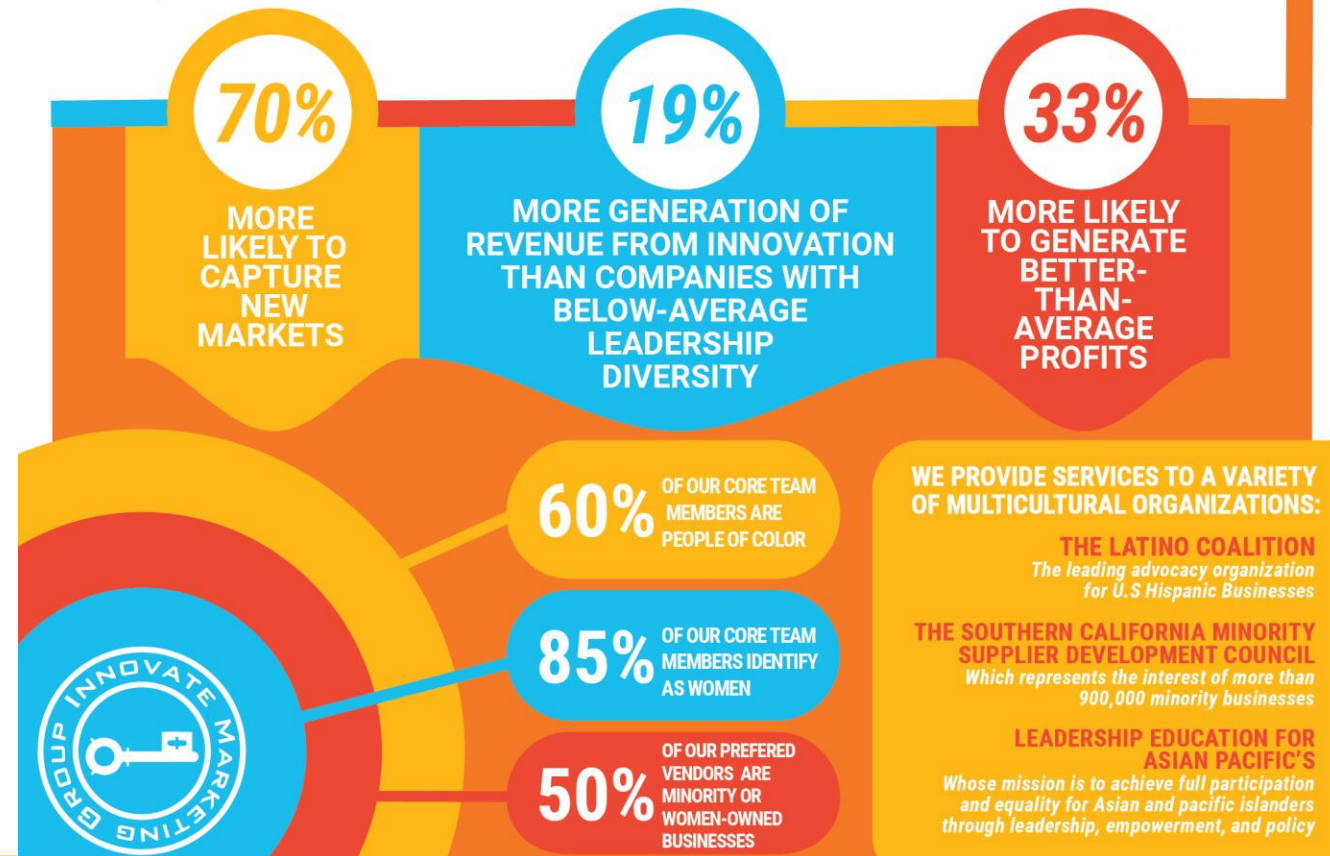
[Source for Infographic](#)

HOW INNOVATE MARKETING GROUP EMBRACES... DIVERSITY INCLUSION EQUITY

THE PRACTICE OR QUALITY OF INCLUDING OR INVOLVING PEOPLE FROM A RANGE OF DIFFERENT SOCIAL AND ETHNIC BACKGROUNDS AND OF DIFFERENT GENDERS, SEXUAL ORIENTATIONS, ETC.

THE PRACTICE OR POLICY OF PROVIDING EQUAL ACCESS TO OPPORTUNITIES AND RESOURCES FOR PEOPLE WHO MIGHT OTHERWISE BE EXCLUDED OR MARGINALIZED, SUCH AS THOSE WHO HAVE PHYSICAL OR MENTAL DISABILITIES AND MEMBERS OF OTHER MINORITY GROUPS.

THE QUALITY OF BEING FAIR AND IMPARTIAL.



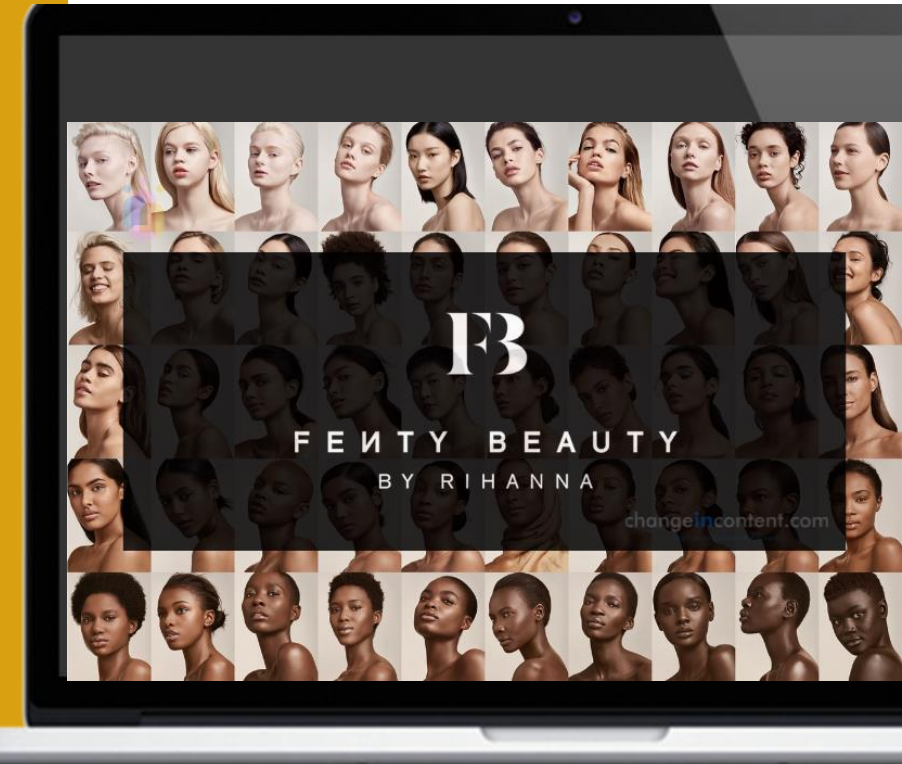
Fenty Beauty Campaign: Leading Change

Theme: Inclusivity & Diversity

Why the campaign was so successful:

- ❖ **They included user-generated content**, e.g., using customer videos on their page and hashtags. This strategy enhances the social validation of individuals using and enjoying their products. They leverage consumer videos on their page and utilize hashtag campaigns to amplify their marketing message and broaden its reach.
- ❖ **Sharing content in diverse formats:** Fenty dominates across a diverse array of beauty formats. From reels and static posts to videos, shorts, carousels, polls, text-based posts, product ads, story highlights, and retweet. This approach ensures there's always engaging content for every audience member.

Example Inclusivity Marketing Campaign



Fenty Beauty Inclusive Marketing Strategy

Source Link to Campaign Success

Fenty Beauty Campaign: Leading Change

Theme: Inclusivity & Diversity

- ❖ **Celebrate diversity in their content:** Fenty advertisements, posters, and campaigns showcase women from various ethnic backgrounds, diverse body types and genders. A glance at their Instagram page, for instance, demonstrates their dedication to offering different makeup formulations tailored to each skin tone.
- ❖ **Leveraging freebies and giveaways:** Fenty employs contests and giveaways across all its social media platforms as part of its marketing strategy. For instance, their Twitter account consistently features exciting prizes to be won or engaging contests that captivate audiences, enticing them to eagerly participate.

Example Inclusivity Marketing Campaign



Fenty Beauty Inclusive Marketing Strategy

Source Link to Campaign Success

Fenty Beauty Campaign: Leading Change

Theme: Inclusivity & Diversity

- ❖ **Creating engaging and interactive content:** Consider their YouTube channel, which hosts numerous videos showcasing tutorials, tips and tricks, and product updates. This content captivates individuals with an interest in makeup and beauty, keeping them engaged with Fenty's social media profiles.
- ❖ **Using celebrity partnerships:** Fenty Beauty regularly collaborates with other celebrities, influencers, and notable brands. For instance, Fenty often showcases tutorials on YouTube created by various influencers and celebrities, effectively tapping into their audiences.

Example Inclusivity Marketing Campaign



Fenty Beauty Inclusive Marketing Strategy

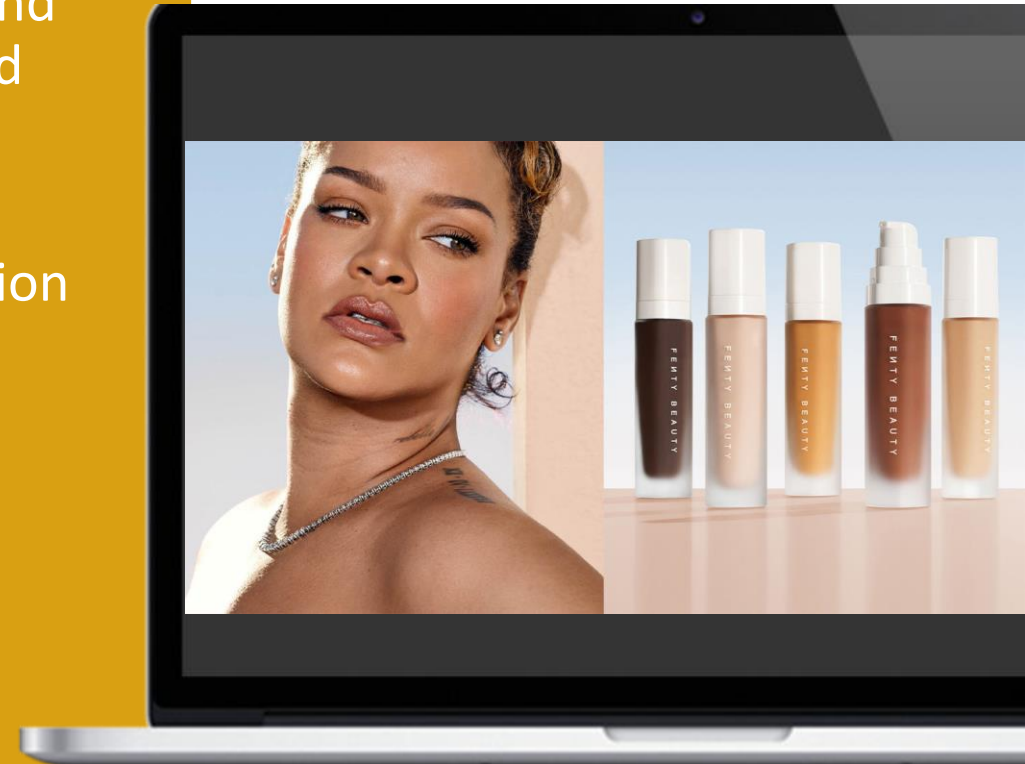
[Source Link to Campaign Success](#)

Fenty Beauty Campaign: Leading Change

Theme: Inclusivity & Diversity

- ❖ **Posting regular product updates:** Fenty Beauty consistently shares updates regarding its products and new releases, ensuring that customers stay informed about each new launch.
- ❖ **Showing that they care:** Fenty Beauty champions inclusion and diversity, with its Clara Lionel Foundation supporting global climate change and education efforts. The brand's marketing highlights these initiatives on online platforms, raising awareness, encouraging engagement, and showcasing ways for individuals to contribute.

Example Inclusivity Marketing Campaign



Fenty Beauty Inclusive Marketing Strategy

Source Link to Campaign Success

The Impact Of Inclusive Marketing On Your Business & Brand

Inclusive marketing can benefit your business in multiple ways, from building a diverse customer base to enhancing brand equity and fostering customer loyalty.

Representation matters, and when people see themselves authentically depicted in marketing campaigns, they're more likely to connect with and support your brand. Inclusive marketing strategies can expand market reach, tapping into demographics that might have been overlooked or underserved.

Enhanced reputation: Diversity marketing demonstrates your brand's commitment to inclusivity, which can significantly enhance your reputation. Brands that implement diversity and inclusive marketing campaigns are often viewed in a better light. This positive perception can resonate strongly with consumers, resulting in higher brand trust. It can also lead to stronger emotional connections with your audience.

Customers feel like they belong and feel valued: By acknowledging and respecting the diversity of your customers, you can create a sense of belonging. Inclusive marketing improves customer experiences, helping them feel seen, valued, and understood by the brand. To go beyond surface-level representation, incorporate these inclusive marketing strategies.

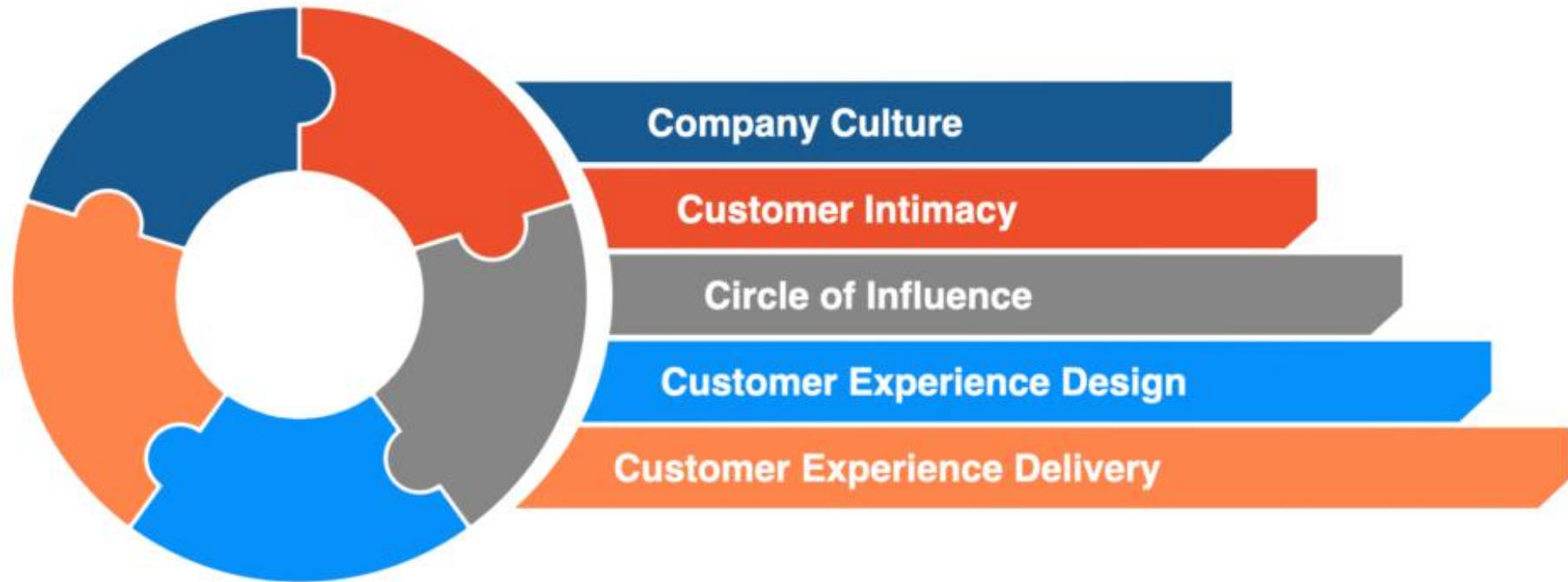
A close-up photograph of four donuts arranged in a square pattern. Each donut is in a white paper liner. The donuts are: top-left is pink with multi-colored sprinkles; top-right is yellow with yellow sprinkles; bottom-left is purple with red and white sprinkles; bottom-right is blue with multi-colored sprinkles. The background is a solid light blue.

Anti-Discrimination Laws: Countries like **France** and **Germany** have stringent anti-discrimination laws that require businesses to foster inclusive practices in both employment and marketing. (Source)

Corporate Social Responsibility (CSR): The European Union actively promotes diversity and inclusion as part of its **CSR guidelines**, encouraging companies to reflect this in their marketing efforts. (Source)

The 5C Framework to Building an Inclusive Brand

We will look at the 5C Framework to Building an Inclusive Brand to focus your efforts on how to be most effective. By embracing the **5C Framework**, small businesses can foster meaningful connections, expand their reach, and build a brand that resonates with diverse audiences, ensuring long-term growth and impact. We explain further in this section;



The 5C Framework to Building an Inclusive Brand – Company Culture

The 5C Framework to Building an Inclusive Brand provides a practical guide for businesses, including small ones, to create a more inclusive and representative brand.

1. **Company Culture:** A company that values diversity and inclusion internally is more likely to reflect those values outwardly in its marketing. This involves hiring diverse teams, fostering an environment where all voices are heard, and embedding inclusivity into the organization's mission, vision, and core values.

Example: A small business could include training for employees to understand unconscious bias and ensure that their brand authentically represents inclusivity in campaigns.

See Module 4 for more information on how to achieve this.



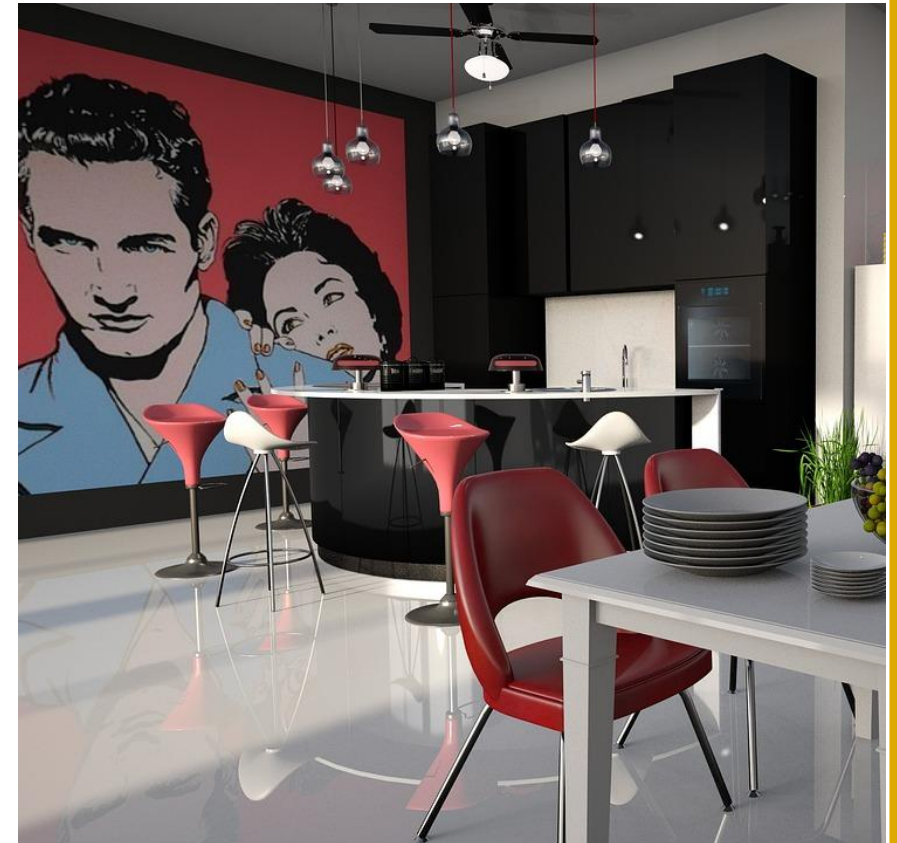
The 5C Framework to Building an Inclusive Brand – Company Culture

How to Apply:

Part of Internal Systems and Processes: Marketing that is consistently inclusive will require you to develop internal systems and processes that enable you to deliver it over and over again. Systems and processes will ensure your brand lives up to your inclusion standards when it comes to delivering products, communications, and experiences.

Having systems and processes for inclusive marketing will support your team in doing things right the first time, rather than having to go back and fix something after the fact before it becomes problematic.

And having systems and processes will enable you to build a culture of inclusion throughout your organization. Note, your systems and processes don't have to be and feel complex.



The 5C Framework to Building an Inclusive Brand – Customer Intimacy

2. **Customer Intimacy:** This involves understanding your customers diverse needs and you connecting with underrepresented groups, actively seeking feedback, and tailoring messaging to resonate authentically with all segments of the audience.

Example: local skincare business could engage with customers of diverse ethnic backgrounds to understand skin concerns unique to them and create products that meet those needs.

How to Apply:

- ❖ Ensure your product/service offerings reflect a **variety of perspectives**.
- ❖ **Celebrate cultural events** and observances that align with your community.
- ❖ Create a **welcoming space for all customers** by displaying inclusive signage and ensuring accessibility.



The 5C Framework to Building an Inclusive Brand – Circle of Influence

3. **Circle of Influence:** Your brand's partnerships, collaborators, and community relationships play a significant role in building inclusivity.

Example: A coffee shop could partner with fair-trade coffee suppliers and promote local minority-owned businesses through cross-marketing initiatives.

How to Apply:

- ❖ Collaborate with stakeholders who share a commitment to diversity. This includes suppliers, influencers, and other organizations in your ecosystem.



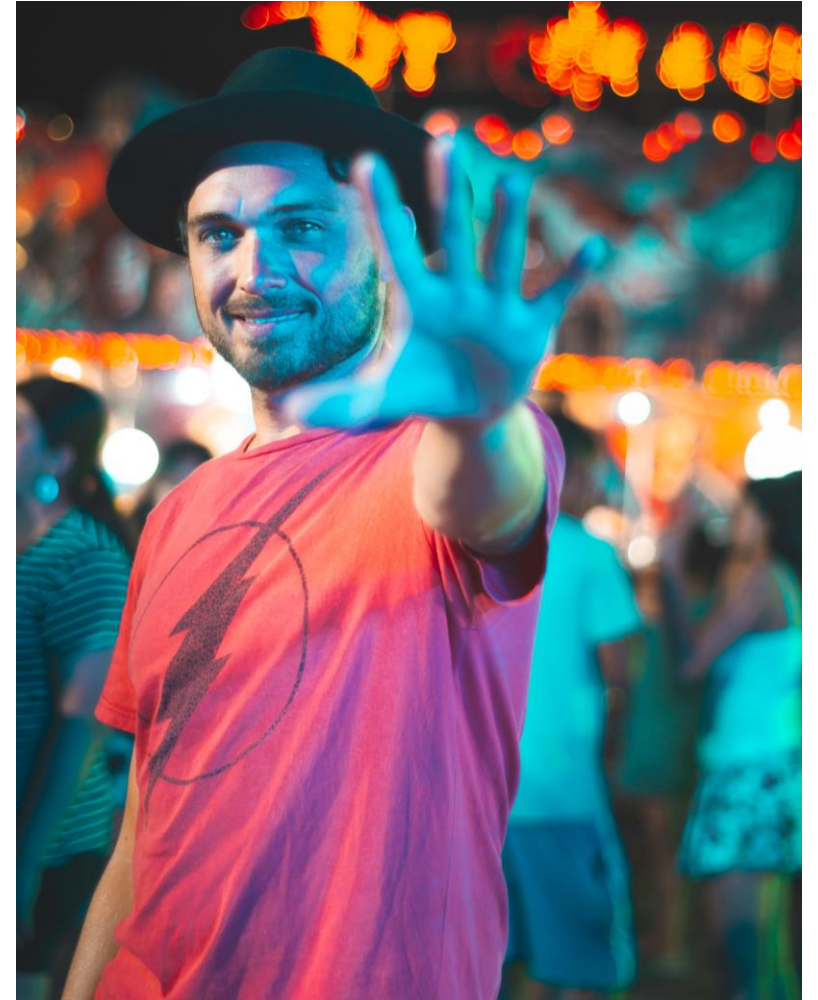
The 5C Framework to Building an Inclusive Brand - Culture

4. **Customer Experience Design:** Inclusive marketing and customer experience are inseparable twins. Customer experience is the vehicle with which consumers experience how inclusive you are. Designing experiences that reflect inclusivity ensures all customers feel valued and represented.

Example: A boutique could use marketing imagery featuring people of different ages, body types, and abilities, and ensure their website is accessible to individuals with disabilities (e.g., screen-reader compatibility).

How to Apply:

- ❖ From visuals in ads to language in product descriptions, ensure that every touchpoint considers diverse perspectives and is accessible to all audiences.



Customer Experience Design

It is how the products, communications and experiences you deliver that make people feel included - that is the marker for success.

Here's an example of a Spanish-speaking consumer where a brand had taken the time to translate their website into Spanish. But they fumbled the customer experience by not making the link to get to the Spanish version of the site easy to find. The consumer in the video explains how that makes him feel. Customer experience is critically important in your efforts to build an inclusive brand that enables you to grow a bigger, more diverse and fiercely loyal customer base.



The 5C Framework to Building an Inclusive Brand - Culture

5. Customer Experience Delivery:

Delivering inclusivity means ensuring that promises made in your marketing are reflected in the customer's actual interaction with your brand.

Example: A restaurant promoting an inclusive ethos might offer menu options catering to various dietary needs (vegan, gluten-free, halal) and train staff to accommodate diverse customers respectfully.

How to Apply:

- ❖ An inclusive message must align with the reality of your service or product experience.



The 5C Framework to Building an Inclusive Brand – Company Culture

Exercises



- ☐ Document in your brand guidelines your standards for inclusive language.
- ☐ Create standard operating procedures for ensuring your content is accessible.
- ☐ Revise your creative brief templates to ensure they encompasses specifics about the diverse audiences you are trying to reach.
- ☐ Review your approval process. “How did this get approved?” This is commonly asked when a brand gets in trouble for a culturally insensitive campaign. Smart brands are starting to think through how to do “cultural intelligence” or “inclusive marketing” checks as part of their overall review process.
- ☐ Add captions to every video you produce for your brand, no matter which platform it lives on. As a result, your teams workflow now incorporates time, tools, and processes to ensure that happens.



Brand Health is Essential - Checklist

Brand health refers to how a brand is perceived in the market and by its customers. Measuring brand health is a multifaceted evaluation, similar to how a doctor assesses a person's health through various indicators. Measuring brand health helps businesses understand how strong and well-liked their brand is. This helps them know if they need to make improvements, just like how we might change our diet or exercise more if our health isn't great. A healthy brand is strong in the market, popular among customers, and capable of achieving or exceeding strategic business objectives. Brand health is an indicator of a brand's vitality and potential for sustained success. What makes up brand health?

- ☐ **Brand awareness:** Measures how well your brand is recognised by potential customers. If people are aware of your brand, they can consider it when making purchase decisions. It's critical to understand that consumers prefer the familiar, and they categorise new brands based on existing categories.
- ☐ **Market positioning:** This is about understanding where your brand stands in comparison to competitors. It's related to brand awareness but focuses on your brand's unique place in the market. Good market positioning means customers think your brand is set apart from others.



Brand Health is Essential - Checklist

- ☐ **Brand perception:** This takes into account how the public views your brand, including their beliefs, attitudes, and overall impressions. This is shaped by your marketing efforts and customer experiences. Brand perception is what people think when they hear your brand's name.
- ☐ **Brand effectiveness:** This measures how effectively your branding strategies convert awareness into engagement and loyalty. It's about the impact of your marketing and whether it leads to customers choosing and sticking with your brand.
- ☐ **Customer satisfaction:** This gauges how happy customers are with your products or services. High customer satisfaction often leads to repeat purchases and positive word-of-mouth, which in turn can enhance brand perception and loyalty.
- ☐ **Brand loyalty:** This indicates the extent to which customers are committed to your brand and make repeat purchases. Loyal customers are less likely to switch to competitors and often become brand advocates.
- ☐ **Brand equity:** This is the overall value of your brand in the marketplace, often derived from consumer perceptions and experiences. Strong brand equity is built on high awareness, positive perceptions, customer satisfaction, and loyalty.



Brand health elements

Brand health refers to the metrics that gauge how a brand is performing in the marketplace and in the minds of consumers.

Brand awareness

How well your brand is recognized by potential customers.

Market positioning

Understanding where your brand stands in comparison to competitors.

Brand perception

How the public views your brand, including beliefs, attitudes, and impressions.

Brand effectiveness

How effectively your branding strategies convert awareness into engagement and loyalty.

Customer satisfaction

How satisfied customers are with your brand's products or services.

Brand loyalty

The extent to which customers are committed to your brand and make repeat purchases.

Brand equity

The value of your brand in the marketplace, often from consumer perceptions and experiences.



The Power of Inclusive Brand Marketing – Impact on Brand Health

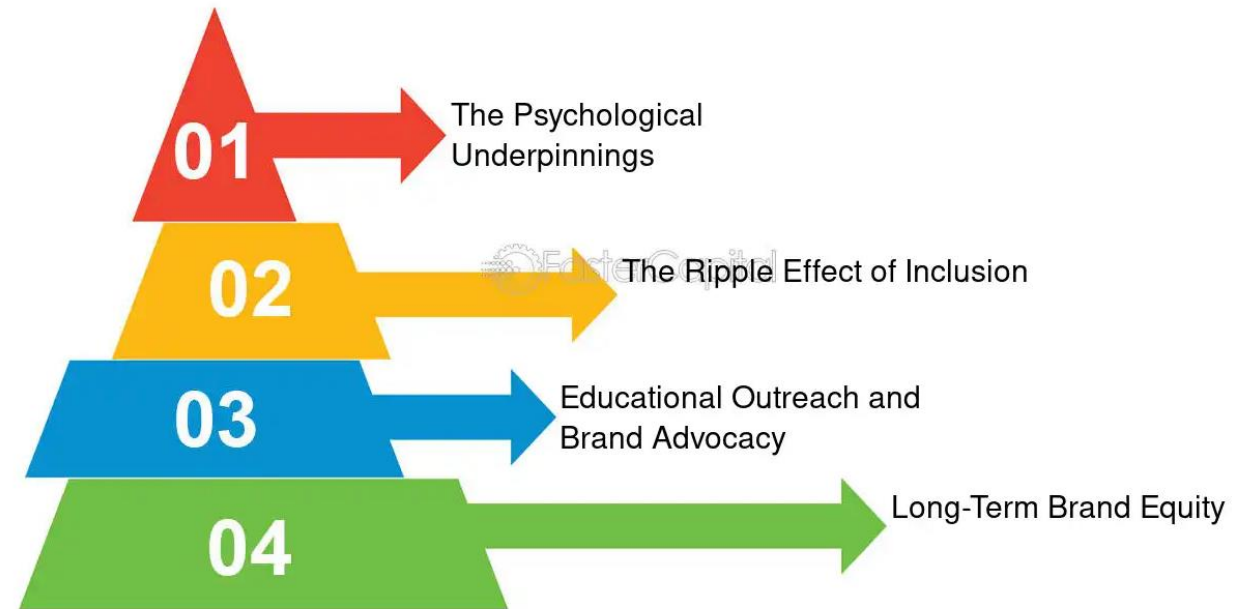
These studies clearly outline the power of diversity and inclusivity when it comes to marketing and how this can affect levels of consumer trust, customer engagement and the likelihood of someone purchasing a product. The statistics show that people may boycott previously loved brands if companies do not make fundamental changes to their diversity and inclusivity practices. Statistics back up the positive impacts of businesses adopting inclusive marketing

- **36%** of people have **boycotted a brand** because of issues with diversity and representation.
- **50%** of people are more likely to **recommend a product or service** if their advertisements are diverse and representative.
- **57%** of consumers are more **loyal to brands** that commit to addressing social inequities in their actions.



- **70%** of Gen Z consumers are more **trusting of brands** that represent diversity in ads.
- **69%** of Black consumers are more likely to **proactively seek out a brand** with advertising that positively reflects their race/ethnicity.
- **71%** of LGBTQ consumers are more likely to **interact with an online ad** that authentically represents their sexual orientation.
- **83%** of marketers say their company is doing more to provide **accessibility in digital marketing** than it did in the past.

The Effect of Inclusion on Brand Loyalty

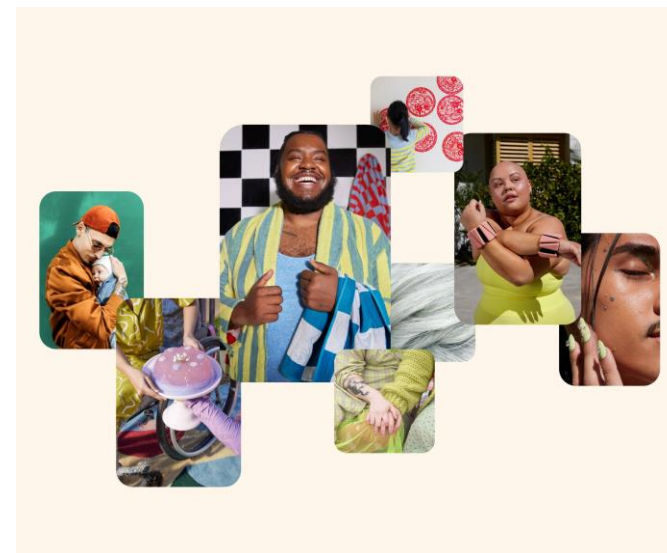


Inclusion Needs To Be A Part Of Your Brand Values.

Diversity, inclusion, and belonging needs to be incorporated into your Brand Values. Brand values are the way in which you've decided to show up as a business, and when done right, is infused into every part of your DNA. Incorporating inclusion into your values ensures that it is infused into the way everyone on your team operates and makes it more natural for you to have an inclusive mindset. **Make inclusivity a part of your company values. And then of course, live your values.**

Example: Pinterest is an inclusive brand whose mission is to “bring everyone the inspiration to create a life they love.” On their website, they highlight their core values, two of which support their efforts to being inclusive. The value of “Put Pinner First” is described this way:

“We are relentlessly focused on Pinners’ diverse needs so that all our product, business and policy decisions are centered on their wellbeing. We actively invite Pinners to the conversation, so that we’re creating with them, not just for them.”



Pinterest - Inclusivity Values

At Pinterest, we're on a mission to bring everyone the inspiration to create a life they love. When we say "everyone," we mean everyone. And when we say "inspiration," we believe that starts with inclusion. For our global workforce (Pinployees) and users (Pinner) to be inspired, we want them to feel safe, welcomed, valued and respected for their individuality. And to spark creativity, they must be exposed to new ideas, methods and options. That's why every day at Pinterest, our Inclusion & Diversity (I&D) work strives for Pinclusion. [Pinterest Inclusivity Report 2021](https://newsroom.pinterest.com/en-gb/news/pinterest-2021-inclusion-diversity-report/)



<https://newsroom.pinterest.com/en-gb/news/pinterest-2021-inclusion-diversity-report/>

Tie Inclusive Branding & Marketing to Business Results

Brands lose commitment to inclusive marketing when they haven't tied it to business results. To truly understand its value, businesses must tie inclusive marketing efforts to measurable business outcomes. By linking inclusivity to key business results, such as revenue growth, customer acquisition, and brand loyalty, companies can demonstrate the tangible impact of their diversity initiatives. This approach not only helps justify marketing investments but also aligns inclusivity with broader business goals, ensuring long-term success and fostering stronger connections with diverse customer segments.

- ❑ **Include Quantitative Results:** Make sure you include the corresponding data to support it each inclusive marketing element and campaign, then share it with your team.
- ❑ **Include Qualitative Results:** Make sure you highlight qualitative results e.g., the impact you're having on consumers' lives as a result of your product and campaign. That combo will infuse inclusion deeper into your brand and the way you operate.

Tying inclusive marketing results to business results is crucial for several reasons:

1. **Demonstrate ROI (Return on Investment):** Inclusive marketing initiatives often require resources, whether it's through ad campaigns, content creation, or partnerships. By measuring the impact of these efforts on business outcomes (like sales, customer retention, and market share), businesses can demonstrate the value of their inclusivity initiatives. This ensures that the time, effort, and money spent on inclusive marketing are leading to tangible results that justify the investment.
2. **Aligning Marketing with Business Objectives:** Inclusive marketing should not be a separate, disconnected effort. For a business to thrive, all marketing strategies—whether inclusive or not—must align with the company's broader objectives, such as increasing revenue, growing the customer base, or enhancing brand loyalty. Tying inclusive marketing to business outcomes ensures that it is contributing directly to the company's strategic goals.

- **Enhancing Customer Engagement and Loyalty:** Inclusive marketing helps brands build deeper, more meaningful relationships with diverse customer segments. When businesses tie the results of their inclusive marketing to business metrics like customer satisfaction, loyalty, and retention, they can quantify the positive impact of creating a more inclusive brand. Customers are increasingly supportive of brands that reflect their values and are more likely to remain loyal to brands that demonstrate inclusivity in their products, messaging, and practices.
- ❖ **Opening New Revenue Streams:** Inclusive marketing often helps businesses reach new or previously underserved markets, which can result in expanded revenue streams. By tying inclusive marketing efforts to sales and customer acquisition metrics, businesses can quantify the success of targeting diverse groups and uncover new growth opportunities. This insight can also help businesses refine their offerings to better meet the needs of these markets.
- ❖ **Improving Brand Reputation:** Inclusivity in marketing can elevate a brand's reputation, showing that it values diversity, equity, and social responsibility. Tying these marketing efforts to customer feedback and brand perception allows businesses to assess whether their inclusivity is resonating positively with their audience. Brands that show genuine commitment to inclusivity often earn consumer trust, leading to long-term brand loyalty.



Track and Measure Inclusive Marketing Results - Qualitative

Tracking and measuring business results, especially for small businesses focused on inclusive marketing, involves a combination of clear metrics, data analysis, and alignment with core business goals. Start by setting up key performance indicators (KPIs) that are aligned with your overall business objectives. These could include:

- ❖ **Sales & Revenue:** Track total sales, average order value, and revenue growth.
- ❖ **Customer Acquisition & Retention:** Monitor the number of new customers and the rate of repeat business.
- ❖ **Market Share:** Analyze your business's position in the market relative to competitors.
- ❖ **Customer Satisfaction:** Use metrics like Net Promoter Score (NPS), reviews, and customer feedback to assess satisfaction.
- ❖ **Cost of Customer Acquisition (CAC):** Track the cost of attracting a new customer, considering inclusive marketing strategies.
- ❖ **Engagement Metrics:** Monitor engagement on social media, email campaigns, and other platforms where inclusivity is a core element.

Track and Measure Inclusive Marketing Results - Qualitative

- **Google Analytics:** Track website visitors from diverse geographic locations and with different interests, to assess the reach of your inclusive content.
- **Track Social Media Insights:** Platforms like Instagram, Facebook, and LinkedIn offer insights into audience demographics and engagement, helping you understand how your inclusive messages are resonating.

Tools for
inclusive
marketing, by
Google

<https://all-in.withgoogle.com/>

Track and Measure Inclusive Marketing Results - Quantitative

Qualitative data is essential for inclusive marketing because it provides deeper insights into the diverse experiences, needs, and values of target audiences. Unlike quantitative data, which focuses on numbers and trends, qualitative data captures the "why" behind consumer behavior, offering nuanced understanding of how different groups perceive and engage with a brand. This type of data helps businesses design campaigns that resonate authentically with diverse audiences, identify potential biases, and create more meaningful connections. By understanding customer stories, cultural contexts, and feedback, brands can craft inclusive strategies that are not only impactful but also genuinely representative of their audiences.



Track and Measure Inclusive Marketing Results - Quantitative

Examples of how to track quantitative data;

Customer Demographics: Track the diversity of your customer base by collecting data on age, gender, ethnicity, location, income level, etc. This will show if your inclusive marketing efforts are attracting a wider, more diverse audience.

Campaign Performance: For campaigns with a specific focus on inclusivity (e.g., promoting diverse role models, products for underrepresented groups), measure their direct impact on sales and customer perception.

Example Customer Feedback: Surveys, reviews, and direct feedback can be invaluable for understanding how customers perceive your inclusive marketing and if it influences their decision to engage with your business.



Get the Most out of Inclusive Marketing – Start with Your Diverse Teams

In business, inclusive marketing has multifaceted benefits, significantly enhancing brand perception and customer engagement. By mirroring society's diverse tapestry, businesses not only broaden their market reach but also forge deeper, more authentic connections with their audience.

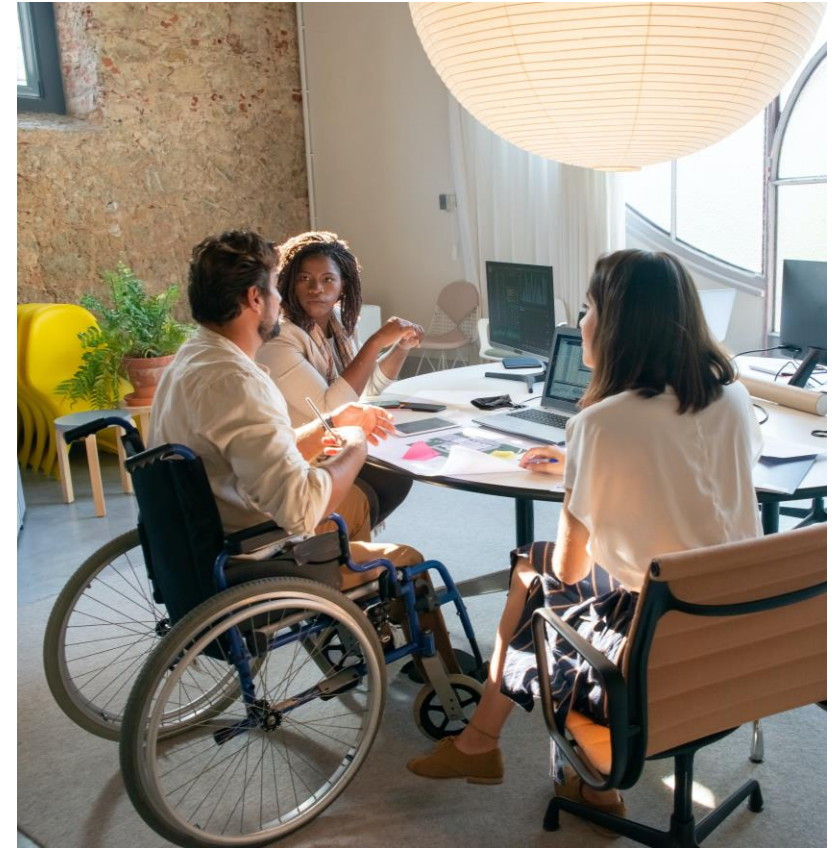
Diverse teams are the foundation of inclusivity. To get the most out of your inclusive marketing and brand strategy, start by focusing internally. Diversifying your internal teams is the foundation of authentic inclusivity. A workforce with varied cultural, social, and geographical backgrounds brings fresh perspectives, unique insights, and in-house skills like language and translation, which are invaluable for entering new markets and solving business challenges.



Break into new markets and territories. Diverse teams can bring a different set of skills to solve business challenges, such as providing insights into new markets and territories. Such measures ensure that inclusivity is not just a superficial layer in advertising but a deeply ingrained aspect of a brand's identity, resonating strongly with a global, diverse customer base.

Brand boost. Not only can a diverse team highlight new market opportunities, but they can also give your start-up a brand boost. Businesses that are visibly diverse can enjoy an increased brand reputation with both customers and with industry professionals.

A study by YouGov found that 67% of consumers would make further purchases from brands committed to diversity and inclusion.



Learning Outcomes

After completing this module, participants will be able to:

Understand the Core Concepts of Inclusive Marketing: Define and articulate the significance of inclusive marketing for SMEs, recognizing its impact on growth, customer loyalty, and differentiation in diverse markets.

Check Brand Health and Develop an Authentic Inclusive Brand: Check and develop an inclusive brand aligned to company values, and build using the 5C's Framework.

Understand and Leverage Customer Insights for Inclusivity: Learn about your audience and how to attend to their needs, preferences and cultures. Learn to use tools and techniques to analyze customer demographics, behaviors, and needs, enabling the creation of marketing strategies tailored to a diverse audience.

Address Barriers to Inclusive Marketing: Identify and overcome common challenges SMEs face, such fear of missteps, and representation gaps. Learn key concepts, practical solutions and innovative approaches.

Align Inclusive Marketing with Brand Strategy: Integrate inclusive marketing principles into overall brand strategies, ensuring alignment with business objectives, building customer loyalty, and achieving long-term sustainable success.



Well Done!

Module 5 Part 2

Part 2: Understand All Your Customers and Inclusive Marketing Barriers

Part 2 delves into helping companies understand not just their obvious customers but all their customers and their unique needs and experiences. This module explores common barriers SMEs face, such as lack of representation, cultural distance, and the risks of a one-size-fits-all approach, helping businesses better integrate inclusivity into their marketing efforts.

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