



## Module 5 (Part 3) Inclusive Marketing For SMES

Essential Elements For Crafting  
Inclusive Marketing Campaigns



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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

YOU ARE HERE

# 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 3

This module focuses on equipping participants with the knowledge, tools, and strategies necessary to develop marketing campaigns that embrace diversity, and align with Inclusion principles.

It covers the six core elements which are the foundation for creating marketing campaigns that are authentic, accessible, representative, and respectful of all individuals. Each element plays a vital role in building trust, driving engagement, and ensuring the inclusivity of your marketing efforts. By exploring the essential elements of inclusive marketing, participants will learn how to create impactful campaigns that resonate with diverse audiences, while also building trust, authenticity, and long-term brand growth.

## Essential Elements For Crafting Inclusive Marketing Campaigns

- ❖ Essential Elements for Crafting Inclusive Marketing Campaigns
- ❖ How to Monitor and Measure Your Inclusive Campaign To Check Effectiveness
- ❖ The Future of Inclusive Marketing
- ❖ Useful Resources and Tools

# Learning Objectives

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

1. **Define the six core elements** of inclusive marketing and explain their importance in campaign design.
2. **Authenticity:** Internal (workplace) and External (marketing)
3. **Content:** Tone, Language, Imagery, Context
4. **Diversity & Representation (Core Message)**
5. Accessibility
6. **Cultural Sensitivity & Cultural Competence**
7. **Removing Bias**

**Develop authentic, culturally sensitive marketing campaigns** that target diverse audiences, reflect your workplace values and represent the society we live in today.

**Identify and remove** unconscious biases, insensitive cultural content and mishaps in marketing strategies and materials.

**Apply tools and techniques** to ensure accessibility in all marketing efforts.

**Utilize feedback and performance data** to refine and improve inclusive marketing campaigns.

# Essential Elements For Crafting Inclusive Marketing Campaigns

The purpose of the 6 Inclusive Marketing Elements is to ensure that marketing efforts are accessible, representative, and respectful of diverse audiences, enabling inclusivity and engagement for all.



1. **Authenticity:** Internal (workplace) and External (marketing)
2. **Content:** Tone, Language, Imagery, Context
3. **Diversity & Representation (Core Message)**
4. Accessibility
5. **Cultural Sensitivity & Cultural Competence**
6. **Removing Bias**

## **Introduction:** Essential Elements For Inclusive Marketing

Crafting inclusive marketing campaigns is essential for building meaningful connections with diverse audiences and influencing a society and culture built on respect and engagement.

**The 6 Essential Elements for Crafting Inclusive Marketing Campaigns** provide a framework for SMEs to ensure that marketing efforts are accessible, representative, and respectful. These elements—Authenticity (both internal and external), Content (tone, language, imagery, context), Diversity & Representation (core message), Accessibility, Cultural Sensitivity & Competence, and Removing Bias—are vital in creating campaigns that resonate with all audiences.

By integrating these elements, businesses not only enhance their marketing impact but also support and influence positive societal change by promoting inclusivity and eliminating harmful stereotypes and barriers.

## Impact of Not Including: Essential Elements For Inclusive Marketing

If SMEs continue with traditional marketing efforts they may miss the mark with diverse audiences and come across as exclusive and leading to a range of negative consequences.

Without the essential elements campaigns risk appearing disrespectful, inauthentic, disingenuous, and will potentially alienate customers who value transparency and alignment with brand values.

- ❖ A lack of inclusive content in marketing campaigns —such as tone, language, and imagery that accurately reflects diverse audiences—can result in marketing that feels exclusionary or tone-deaf, further diminishing brand loyalty.
- ❖ Without proper diversity & representation, SMEs risk perpetuating stereotypes or reinforcing narrow views, ultimately limiting their market reach.
- ❖ Neglecting accessibility can prevent customers with disabilities from engaging with campaigns, reducing the potential audience and breaching accessibility guidelines.

# Impact of Not Including: Essential Elements For Inclusive Marketing

- ❖ Cultural insensitivity & incompetence can lead to unintentional offense, eroding trust and damaging a brand's reputation.
- ❖ Finally, failing to remove bias from campaigns risks reinforcing outdated and discriminatory viewpoints, undermining efforts to contribute to positive societal change.

The impact of neglecting these essential elements can be substantial—lower engagement, missed opportunities for connection, and even damage to the SME's credibility and customer base.

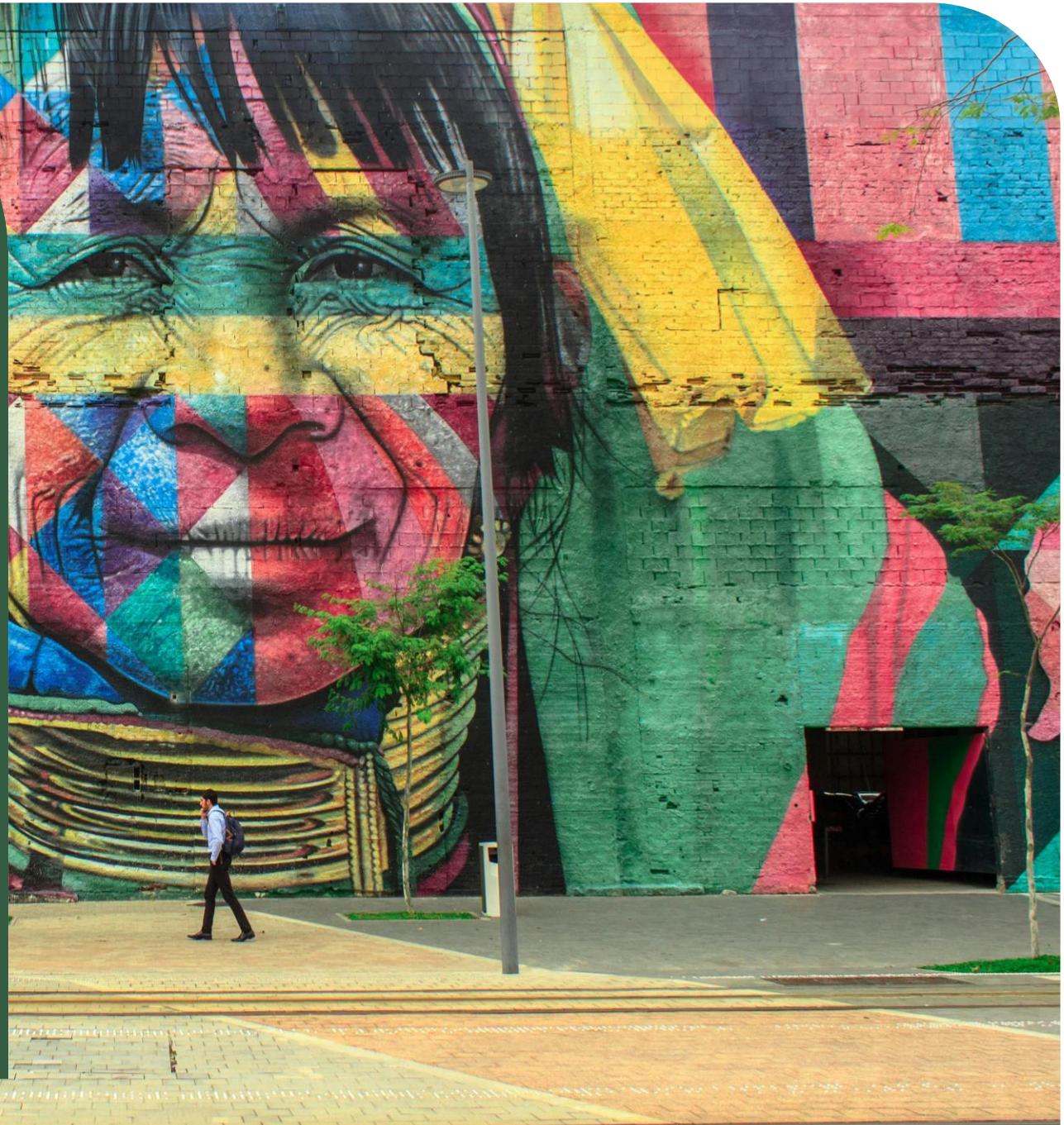
In today's competitive marketplace, inclusive marketing is a constant learning and aligning so that companies can successfully build sustainable relationships and ensure long-term success.



## Brands Supported for Creating Inclusive Societal Change.

A 2022 study by Sprout Social found that 70% of Europeans believe it is important for brands to take a public stand on inclusion and social issues. Customers support their efforts by being loyal and purchasing their products and services. ([Source](#))

54% of European consumers say that they would stop buying from a company if they were found to have been misleading in their sustainability and inclusivity claims. They would boycott such brands they perceived as non-inclusive or tone-deaf. ([Source KPMG](#))



# 1. Be Authentic

**Building an inclusive brand as a small business starts with authenticity.** Businesses that oversell their efforts to be representative may be perceived as performative or shallow by customers. Your print and digital marketing efforts must genuinely reflect diverse perspectives, experiences, and values.

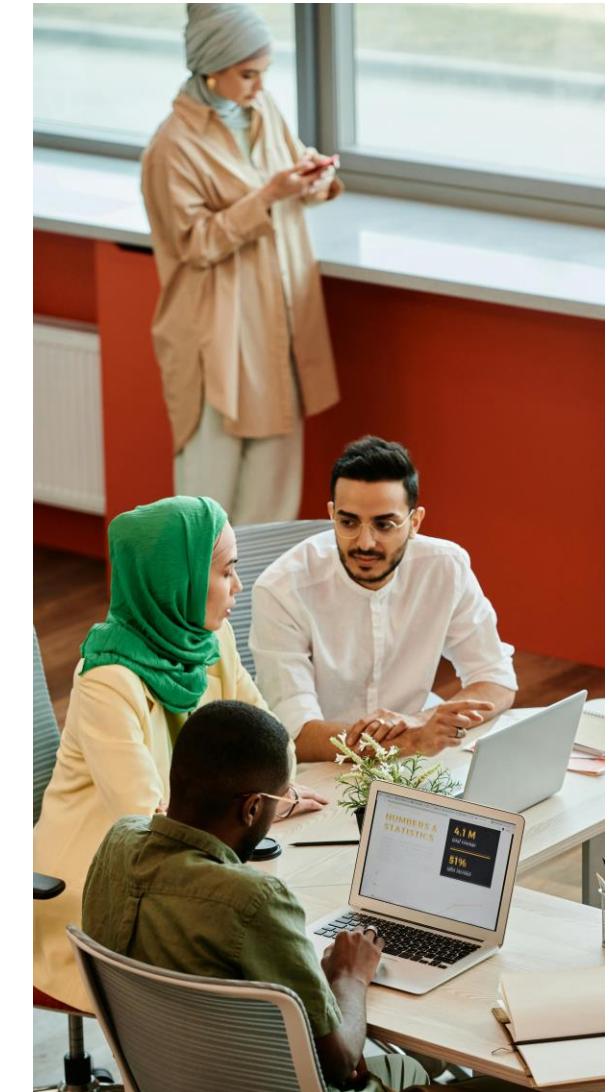
**Start from the inside out:** It is not something that your company should simply portray, it should start from the inside out so it's essential to embed inclusivity in your core values and practices rather than treating it as a trend. Invest in diversity, equity, and inclusion (DE&I) training for your workforce. This not only helps break the cycle of unconscious biases but also ensures that your brand's inclusivity isn't just a glossy veneer. Have transparent team documents that outline diversity and inclusion policies, as well as zero-tolerance against discrimination.

**Consider inclusivity in everything you do:** This might mean being more diverse when hiring new team members for your small business, collaborating with other inclusive businesses, or even just making sure you always use respectful, inclusive language when talking with customers.

# Be Authentic – Create an Inclusive Workplace

Cultivate a diverse and inclusive workplace culture (Module 4): You should be inclusive in everything you do and value a diverse and inclusive company culture and workforce. Not only should your marketing messages be diverse, but so should your workforce.

**DEI (Diversity, Equality and Inclusion is better for your company:** As we know that to truly lead with Equality in everything that we do means adopting inclusive practices across the business and that they are all interconnected. Create an inclusive work environment where everyone feels safe, valued, heard, and empowered to succeed as well as speak up. This will help you attract diverse talent, enabling a better understanding of diverse perspectives. It's important that we strive to create workplaces that reflect society for many reasons but in inclusive marketing in order to have diverse customer representation, content creators and review panels. [Learn more about how to Develop An Inclusive Workplace Culture in Module 4.](#)



# Be Authentic – Create an Inclusive Workplace

**Collaborate and Partner with Diverse influencers, partners and communities:** Collaborate with diverse influencers, partners and communities to look for opportunities to work together and help each other. This will help your brand reach diverse audiences through trusted voices. By working with diverse influencers, community leaders, and partners, you ensure that marketing messages are culturally sensitive and authentic. Make sure to choose partners who align with your brand values and have genuine connections with their audiences. (See Module 6 for more on this topic)

**Tailoring products and services to diverse audiences:** Inclusivity is a holistic effort, encompassing not only your marketing campaigns but also your products and services. Adapt all aspects of your business and if possible your products and services to meet the needs of diverse consumer groups. This can be achieved by catering to different cultural preferences, languages, or accessibility requirements.



# Be Authentic

**Be transparent and take accountability:** The most important factor is being transparent and taking accountability for championing inclusivity practices in the workplace. If you are beginning your inclusivity journey, admit your brand's past shortcomings and apologise for them. Transparency shows that you're committed to real change.

**Partner up:** Once you have ensured that your business is authentically inclusive internally, you may want to branch out and support other companies with inclusive partnerships, sponsorship or volunteer opportunities.



Burger King @BurgerKingUK

Women belong in the kitchen.

4:01 AM · Mar 8, 2021 · Twitter Web App

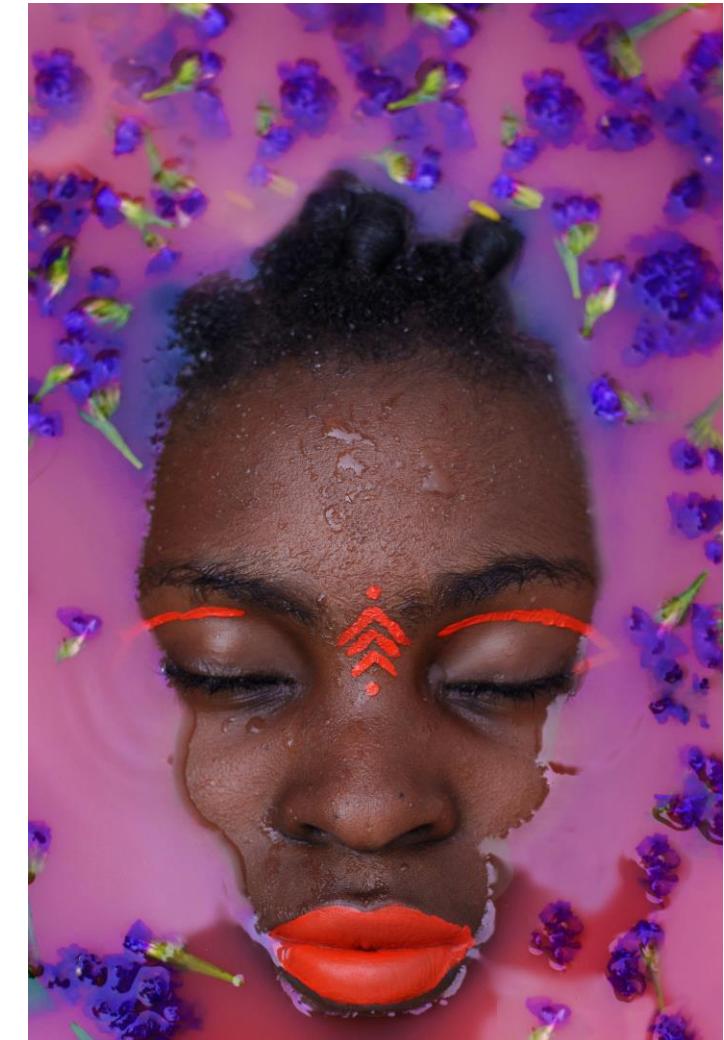
On International Women's Day, Burger King posted a shocking tweet. It was meant to about gender disparity in the restaurant industry, but the damage was done by the time they explained.

*'We hear you. We got our initial tweet wrong and we're sorry. Our aim was to draw attention to the fact that only 20% of professional chefs in UK kitchens are women and to help change that by awarding culinary scholarships. We will do better next time.'* — Burger King (@BurgerKingUK) March 8, 2021

# Be Authentic

**Inclusive Marketing Strategy:** Make sure you have a dedicated inclusive marketing strategy that is authentic and carefully considered. Potential customers will soon see through it if you're just pretending to be more diverse, but don't actually practise what you preach. For example, if you start selling LGBTQ+ themed products during Pride month, but don't do anything to support the community throughout the rest of the year, you'll simply be seen as rainbow washing. You have to take your inclusive marketing seriously.

**Inclusive Marketing Campaigns:** Authenticity in your inclusive marketing campaigns can raise awareness, promote an inclusive culture, and connect with your target audience meaningfully. Demonstrate sincerity by avoiding tokenism and ensuring your actions align with your messaging. This level of authenticity in brand messaging lays the foundation for building trust among diverse audiences.



# Be Authentic: Avoid Diversity Washing, Inclusivity Washing

**Diversity Washing:** Welcome to the world of “Diversity Washing”—a hot topic that’s wrapped up in misconceptions.

At its core, this practice involves businesses projecting an image of diversity and social responsibility primarily for commercial gain, rather than a genuine commitment to these values. The practice extends to various areas such as advertising, corporate communication, and even recruitment. When a company claims to stand for diversity yet doesn’t reflect these values in its organisational structure, employee benefits, or business practices, it’s engaging in diversity washing.

**Diversity washing is closely related to, but not the same as, other terms like ‘inclusivity washing’ and ‘rainbow washing.’**

While ‘diversity washing’ broadly refers to exploiting the idea of cultural, disability and racial diversity for marketing purposes, ‘inclusivity washing’ leans more towards pretending to embrace a broader range of social issues, including gender, and other forms of marginalisation.

# Avoid Rainbow Washing, Woke Washing

‘Rainbow Washing,’ on the other hand, specifically relates to brands leveraging LGBTQ+ symbols and themes without substantive commitment to the community. Diversity washing can also be seen as an extension of “woke washing,” which is the capitalisation of social justice movements and terms without the actual commitment to those causes.

While ‘Diversity Washing’ tends to focus specifically on issues related to racial, gender, and other forms of diversity, ‘Woke Washing’ encompasses a broader array of social justice issues, from environmental sustainability to human rights.



Reaction to Entertainment Weekly’s pride logo—shock, confusion, and possible laughter. It’s implies disgust when marketing for marginalized communities.  
<https://www.semnexus.com/inclusive-marketing-in-june/>

**Inclusive marketing is crucial for companies in Europe due to the region's growing diversity and the changing preferences of consumers.**

**Germany:** Nearly 26% of the population (around 24 million people) have a migrant background, with significant Turkish, Syrian, and Eastern European communities.

[https://en.wikipedia.org/wiki/Demographics\\_of\\_Germany](https://en.wikipedia.org/wiki/Demographics_of_Germany)

**Italy:** Over 10% of the population are immigrants, predominantly from North Africa (22%), Eastern Europe, and South Asia (22%).

[https://en.wikipedia.org/wiki/Immigration\\_to\\_Italy](https://en.wikipedia.org/wiki/Immigration_to_Italy)



## 2. Content Is Critical

**Content is the cornerstone of inclusive marketing**, serving as the bridge between your brand and its diverse audience. Inclusive content ensures everyone feels seen, heard, and valued.

It reflects a brand's commitment to understanding and respecting the unique identities, experiences, and values of the communities it serves.

By creating content that resonates with varied perspectives, small businesses can make stronger connections, build trust, and expand their reach to previously untapped markets.

Inclusive content goes beyond just representation—it's about inclusive understanding, creating opportunities, and promoting equity. The right tone, language, and imagery can inspire, educate, and create a sense of belonging, allowing audiences to see themselves in the story your brand is telling.



# (Content) Tone: Emotional and Linguistic Expression

Tone is the emotional and linguistic expression of your brand's message, and it plays a critical role in inclusive marketing. Often when people are offended or turned off by a piece but can't quite put their finger on why, tone is at the center. We suggest considering the intended subject, topic, message, and overall impact of a piece in the planning stages to help reach the right and respectful tone. The right tone ensures your audience feels respected, welcomed, and valued, while the wrong tone can alienate or offend. An inclusive tone is:

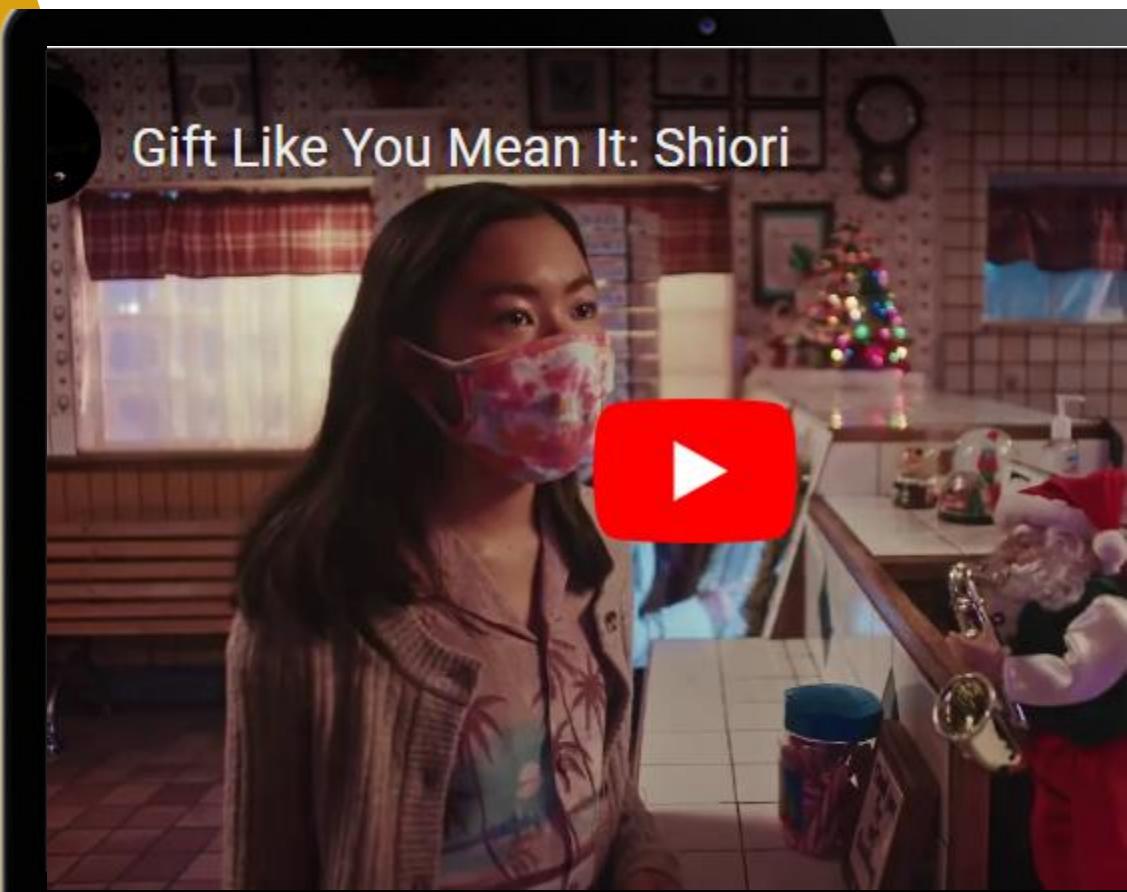
**Empathetic:** Show understanding and sensitivity to the diverse experiences of your audience. **For example**, instead of “Overcoming challenges,” use “Navigating unique journeys,” which feels less judgmental and more supportive.

**Authentic:** Speak from a place of sincerity, not performance. Avoid exaggerations or language that sounds overly polished. **For example**, instead of saying, “We’re the most inclusive brand,” say, “We’re committed to making everyone feel seen and valued.”

## ETSY Campaign: Gift it Like You Mean it - Theme: Underrepresented

Etsy's 2020 "Gift it Like You Mean It" campaign showed a girl named Shiori, who usually cannot find her name represented in stores, receiving a personalised necklace with her name on it. This campaign highlights the importance of representation and personalisation in marketing and shows a deep understanding and empathy of diverse customer experiences. By offering a personalised product for a less common name, it creates an emotional connection, making customers with unique names feel seen and valued. This not only promotes inclusivity but also enhances customer loyalty by catering to individual identities.

## Example Inclusive Tone for the Underrepresented



# (Content) Tone: Emotional and Linguistic Expression

**Conversational:** Use language that's warm, approachable, and easy to understand. This fosters connection and avoids the risk of sounding distant or condescending. **For instance**, “We’re here for you” feels more inclusive than “We strive to address your needs.”

**Respectful:** Be mindful of how words may resonate differently with various groups. Avoid stereotypes, assumptions, or terms that may exclude or marginalize. **For example**, instead of “mankind,” use “humankind” to ensure gender inclusivity.

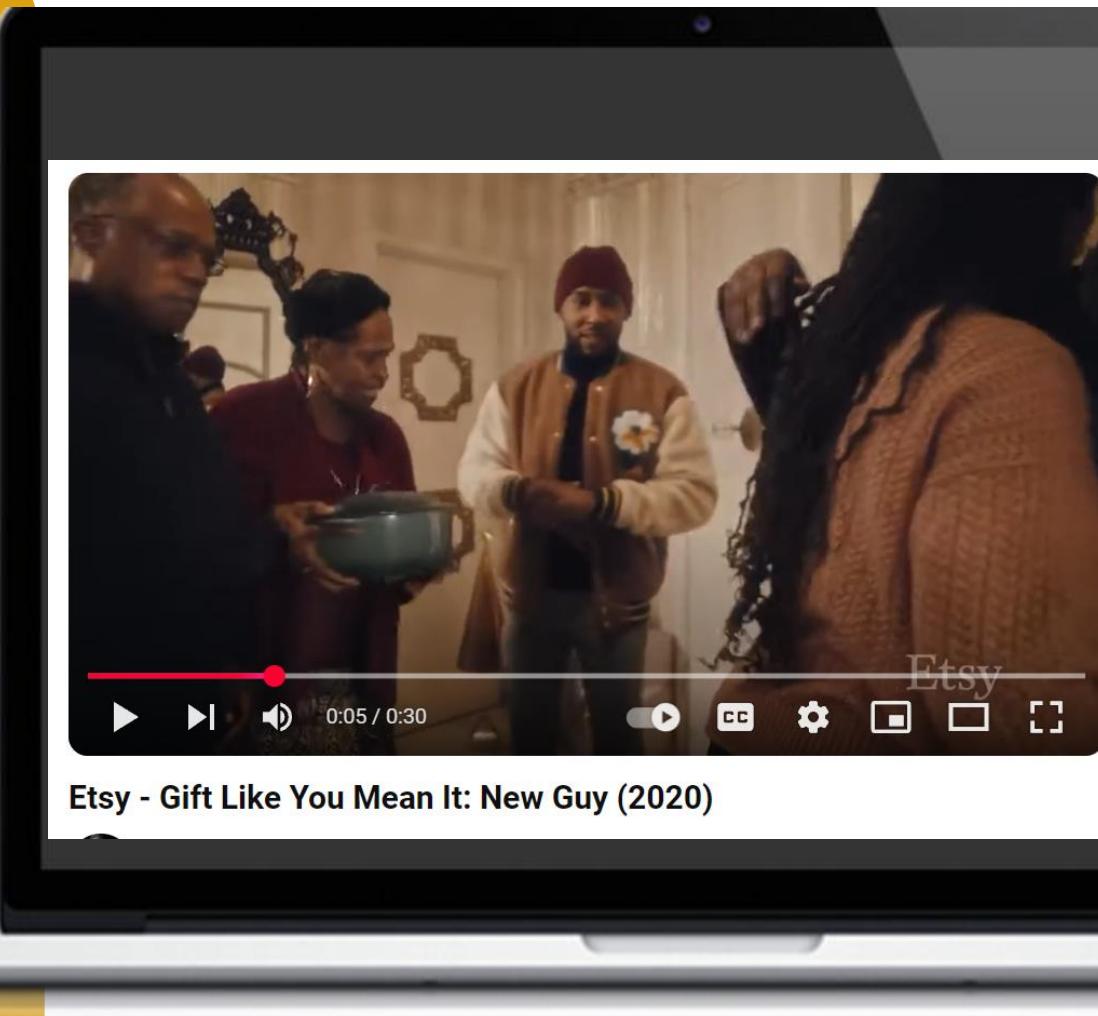
**Empowering:** Focus on uplifting and celebrating diversity. **Phrases like** “Celebrating all identities” or “Championing different perspectives” reinforce a positive and inclusive tone.



## ETSY Campaign: Gift it Like You Mean it – Theme: LGBT

Etsy sets the scene of a couple spending their first Christmas together with other family members. The difference? It's told through the eyes of a same-sex couple who appear apprehensive about how they'll be received. They needn't have worried as they are warmly welcomed into the home and handed a joint present of a cross stitch featuring both of their names – the kind of gift that may not be available in high street stores, which is Etsy's main target audience. In another smart ad, Etsy shows how it offers a gift solution for people – in this case a girl named Shiori – who feel excluded because of their uncommon name.

### Example Inclusive Tone



[https://www.youtube.com/watch?v=u\\_zXwq0D4-E](https://www.youtube.com/watch?v=u_zXwq0D4-E)

# (Content) Language: Intentionally be Inclusive

**Language is one of the most powerful tools in inclusive marketing.** Language includes the words, phrases, symbols, or metaphors used to describe something. There is immense power in language — it can deepen understanding and strengthen relationships, or it can confuse or even cause harm. For these reasons, it's an important practice to carefully consider every word, symbol, or phrase — not just what the words say, but also how and where they are placed.

**Be intentional:** The words and phrases your business uses should intentionally reflect respect, empathy, and inclusivity, and build genuine connections with diverse audiences. Being intentional means consciously choosing language that avoids bias, celebrates diversity, and ensures everyone feels seen and valued.

**Thoughtful language:** Inclusive language or thoughtful language demonstrates your commitment to creating a space where all individuals feel welcome and represented. It avoids alienating or offending audiences, helping your brand build trust and credibility. Thoughtful language also conveys your values authentically, ensuring your messaging resonates meaningfully.

**Use Visuals:** Complement inclusive language with visuals that represent a range of identities, cultures, body types, and abilities. Ensure the imagery reinforces the values expressed in your messaging.



Inclusive Language	Examples
<p><b>Avoid Stereotypes:</b> Stay clear of language that reinforces assumptions about groups based on race, gender, age, ability, or other identities.</p>	<p>Instead of <b>“A strong mom juggling it all”</b> use <b>“A dedicated individual balancing responsibilities.”</b></p>
<p><b>Gender Neutral Language:</b> Gender inclusivity respects people across the spectrum of identities.</p>	<p>Instead of saying, <b>“Hey guys!”</b> say, <b>“Hey everyone!”</b> or <b>“Hey folks!”</b></p>
<p><b>Acknowledge Diversity in Stories:</b> Represent people’s unique experiences without reducing them to a single identity.</p>	<p>Instead of <b>“She’s breaking barriers as a female entrepreneur”</b> use <b>“She’s paving the way as an entrepreneur.”</b></p>
<p><b>Be Mindful of Accessibility:</b> Use clear, concise language that’s easy to understand. Avoid overly complex jargon, ensuring content is inclusive for people of varying literacy levels or cognitive abilities.</p>	<p>Instead of saying, <b>“Utilize our proprietary solutions for superior outcomes”</b> say, <b>“Use our unique tools to achieve great results.”</b></p>
<p><b>Empower, Don’t Patronize:</b> Focus on strengths and contributions, rather than framing groups as victims or solely highlighting struggles.</p>	<p>Instead of: <b>“Despite their challenges, they succeeded.”</b> Use: <b>“Their resilience and determination drove their success.”</b></p>

# Vanish Campaign: Me, My Autism & I

## Theme: Autism

This year, Vanish looked to spotlight the often-overlooked relationship between autistic individuals and their clothing choices. In the empowering campaign titled “Vanish: Me, My Autism & I,” the focus is not just on Autism but specifically on Autistic girls, a vastly underrepresented group.

Vanish’s campaign comes to life through a short film that delves into the authentic story of an Autistic girl and her profound connection to a hoodie. The film captures how seemingly small details, like a particular fabric or pattern, play a vital role in the emotional regulation of many in the Autistic community. The short film itself isn’t outwardly a promo piece. It sends a clear message to audiences that Vanish is not just a brand but an advocate for diversity and inclusivity. By focusing on the autistic community, Vanish is committed to recognising and celebrating the often marginalised voices within its consumer base.

## Example Inclusive Language



# Vanish Partnered with 'Ambitious About Autism' and Gave a Clear Inclusive Marketing Campaign Message

**IN PARTNERSHIP WITH AMBITIOUS ABOUT AUTISM**

We continue to nurture the conversation to broaden public understanding of autism. We're raising this awareness because we're committed to helping clothes last longer. For most autistic people, familiar and consistent clothing can help with sensory regulation and provide a source of comfort.

[VISIT OUR PARTNER HUB](#)



FOR SOME,  
A JUMPER  
CAN MAKE THE  
WORLD A  
LITTLE MORE  
COMFORTABLE

## (Content) Imagery: Evoke Emotions & Showcase Representation

Imagery is as critical as language when creating an inclusive marketing strategy. Images evoke emotions, tell stories, and reflect your brand's values. Inclusive imagery ensures diverse audiences see themselves represented in your content, enabling connection, trust, and loyalty.

**Represent Diversity:** Many customers will appreciate seeing a diverse range of people representing your small business, even if the models don't directly reflect their own demographic. Use photos or illustrations that include people from varied racial and ethnic backgrounds, genders, abilities, body types, cultural backgrounds, ages, and lifestyles. Avoid tokenism by integrating diversity throughout all your campaigns, not just in standalone initiatives.

**For instance,** a fitness brand could have models of varying sizes and abilities to demonstrate health and wellness is for everyone.

An employer could show people with disability in a recruitment campaign.



## **(Content) Imagery: Evoke Emotions & Showcase Representation**

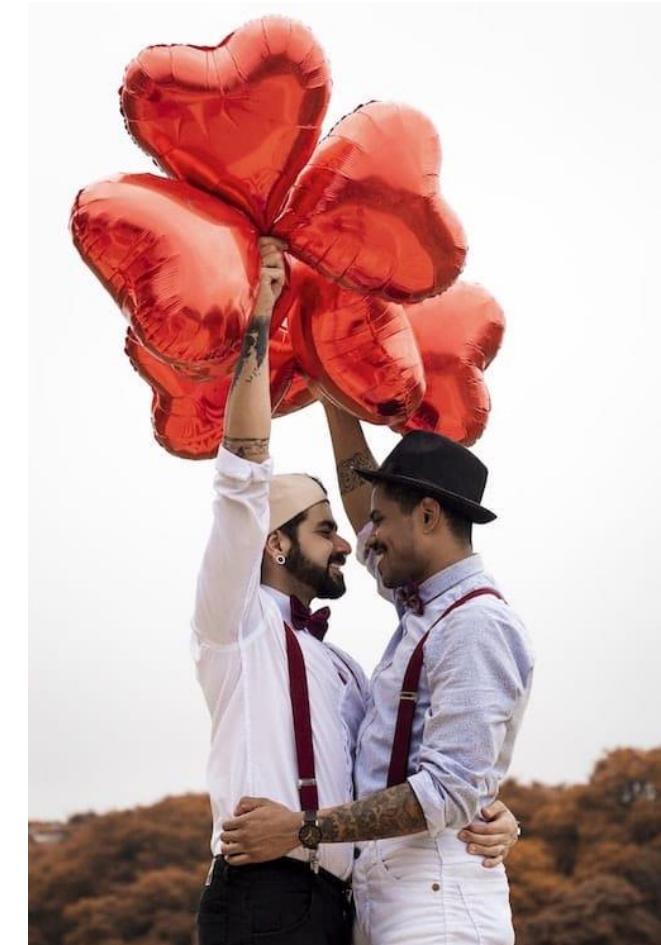
**Reflect Realities:** Showcasing diversity in race, gender, age, body types, abilities, and cultures helps audiences feel seen and valued.

**Consider context and avoid appropriation** where you take or use an aspect from a minority culture without knowing or honoring the meaning behind it. Drawing on people's cultures, traditions, and personal experiences can be both subjective and sensitive. Be mindful of nuance and historical context, to make sure you have cultural respect and awareness. Always seek guidance and diverse opinions, evaluating intent and impact, and elevating authentic voices.

Use modern, forward-thinking imagery which reflects society and the world today. Images that show a diverse range of people doing a diverse range of things. Make sure the images are relevant to your brand and inclusive marketing strategy.

Use Unsplash for stock photos that feature a wide range of people.

**Reimagine...what a LOVE looks Like**



# Air BnB Campaign: #weaccept

## Theme: Cultural Sensitivity

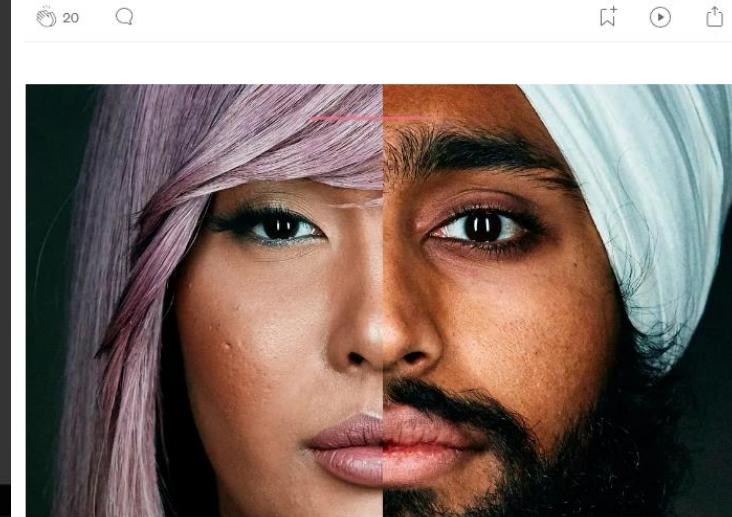
Airbnb: We Accept Campaign celebrated cultural diversity and inclusion, using diverse imagery and a powerful message of acceptance. The campaign emphasized Airbnb's commitment to creating a platform that welcomes all people, regardless of race, religion, ethnicity, gender, or sexual orientation.

It helped them solve discrimination problems such as racial bias, LGBTQ discrimination and ethnic cultural bias. Before the campaign Airbnb faced significant backlash regarding discrimination on its platform. Reports surfaced of hosts rejecting potential guests based on race, ethnicity, or other discriminatory reasons. This tarnished Airbnb's reputation and threatened its core values of inclusivity and belonging. Consequently, Airbnb recognized the urgent need to address these issues and rebuild trust among its user base.

## Example Cultural Sensitivity

### Breaking Down Airbnb's #WeAccept Campaign

Lindsay Gamble · Follow  
3 min read · Sep 4, 2019



<https://medium.com/@l.gamble/breaking-down-airbnbs-weaccept-campaign-f4f46f6c640f>

<https://akshatsinghbisht.com/how-airbnb-solved-solved-discrimination-through-we-accept-campaign/?srltid=AfmBOooEohXPp-ctBY2nrruJExdND-L5LR9gWN6QE5QdS9enGZqIOGAC>

# (Content) Imagery: Evoke Emotions & Showcase Representation

**Avoid stereotypes:** Whether shooting your own campaigns or sourcing stock photos for your website, make sure your imagery is inclusive. Avoid stereotypes which is a standardized image that represents an oversimplified opinion, prejudiced attitude, or uncritical judgment. Avoid showing women in the kitchen or men fixing cars – as this will instantly turn people off. However if it is authentic that you fix cars and you are a man then show this.

**Instead** show individuals in roles and scenarios that challenge traditional assumptions.

**Example** Show men engaged in caregiving or emotional moments. Depict women in leadership roles. Feature people with disabilities in active, everyday situations (e.g., working, traveling, or enjoying hobbies).

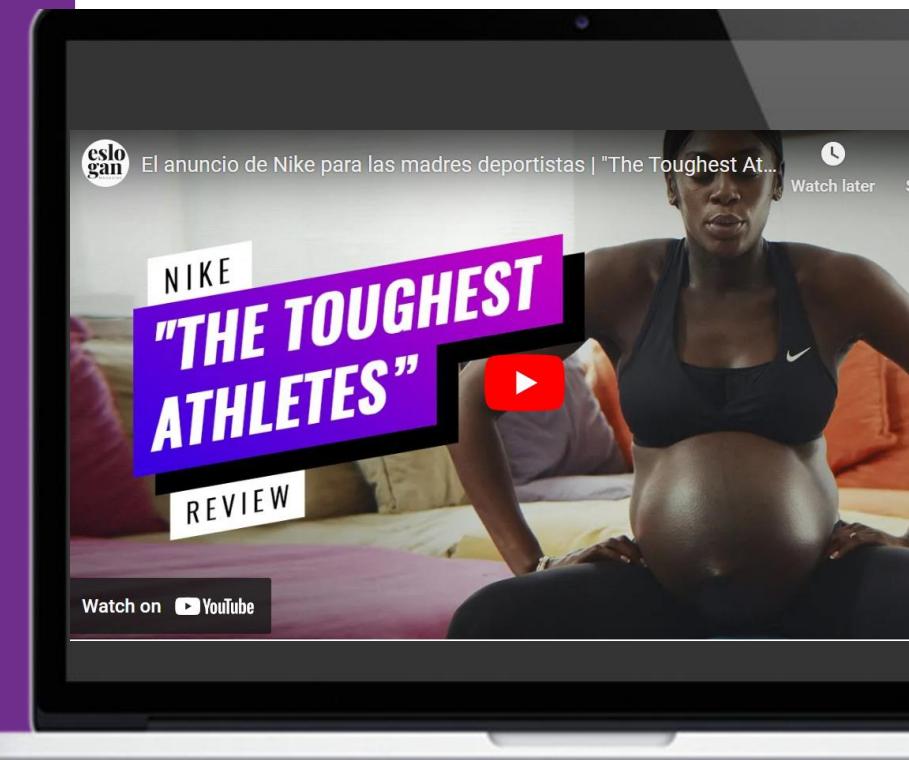
**Reimagine...what a CEO looks Like**



# Nike Campaign: The Toughest Athletes: Theme Pregnant Women

Mums-to-be and women were the focus of this inclusive Nike ad. It balked at gender stereotypes by reminding us that pregnancy and childbirth should not prevent women from being strong and successful athletes. Using a voiceover from Serena Williams, it sends out a powerful message by showing women and mothers from a diverse range of races, ethnic backgrounds, and ages training in Nike sportswear. As impactful as the ad was, some critics argued it rang hollow as only two years earlier Nike had faced a strong backlash after many of its world-class, sponsored athletes revealed their payments had stopped or been greatly reduced while they were unable to compete during their pregnancy. Such was the public outcry that followed that Nike changed its contracts so that athletes would no longer be penalised for being pregnant.

## Example Inclusive Imagery



<https://www.youtube.com/watch?v=2NUuH0TswVk>

# The Value Of Inclusive Markets

**Ethnic Minorities:** According to a McKinsey report, promoting diversity and inclusion can increase revenue by 19% because it helps brands connect authentically with a broader audience.

**LGBTQ+ Community:** Across Europe, the LGBTQ+ community has a purchasing power of over **€3.7 tr billion annually**, with countries like Germany, France, and Spain leading in LGBTQ+ consumer spending. ([Data Appeal](#))

**Women:** Women make up over **51%** of Europe's population and control **85%** of consumer purchasing decisions. ([Forbes](#))



### 3. (Core Message) Diversity & Representation

**Diversity and representation:** For an SME, this approach is not just a moral imperative—it's a business advantage.

Prioritizing diversity and representation in marketing allows SMEs to connect authentically with a wider audience, create an inclusive community, drive innovative marketing, challenging bias, strengthen trust, and establish their brand as socially responsible.

Representation is the visible presence of a variety of identities in a story, image, video, and more. There is immense power in representation. People want to see themselves reflected in media — it helps us to all feel empowered, inspired and heard. It is up to us to make sure we are connecting them to our platforms and giving opportunities to all.



### 3. Diversity Representation

#### How it's Done.

Portray a diverse range of people from different ethnicities, races, ages, genders, body types, abilities, sexual orientations, and socio-economic status in your marketing campaigns.

- Understand your audience:** Research your local and target market demographics and cultural backgrounds. Develop personas that reflect their diversity, needs, values, and preferences.
- Showcase Real Stories:** Feature authentic stories of customers, team members, or community partners from diverse backgrounds for relatability and credibility.



[Source: Mailchimp](#)

### 3. Diversity Representation

- Be Intentional in Representation:** Include meaningful representation of various racial, ethnic, gender, age, and ability groups in your marketing, avoiding tokenism.
- Promote Inclusive Values:** Celebrate important events like Pride Month or cultural heritage days, and partner with community organizations to show genuine support.
- Hire Inclusive Creators:** Collaborate with diverse content creators and professionals to bring unique perspectives and cultural sensitivity to your campaigns. Start with your staff!!
- Audit Your Content:** Review materials regularly to address diversity gaps or biases, and refine messaging with feedback from diverse voices.



**Don't** simply include diverse people in your marketing materials. It is critical to authentically portray diverse individuals in advertisements, content, and branding in a way that accurately represents your customer base while promoting inclusivity.

**For example**, representation may mean including racial and ethnic minorities who make up your customer base but haven't been depicted in your marketing campaigns.

Consider how you can better portray people from various ethnic backgrounds, races, genders, sexual orientations, abilities, and ages in your marketing campaigns.

## Reimagine...what An Athlete looks Like



[Source: Mailchimp](#)



DIVERSITIES ARE REVIVING ENTERPRISE

Inclusive Diversity & Representation	Non - Inclusive
<p><b>Retail Business:</b> Feature customers of different ethnicities, body types, and abilities using your products in everyday settings.</p>	<p>Using the same model type across campaigns, with no visible diversity.</p>
<p><b>Café or Restaurant:</b> Highlight dishes that celebrate local and cultural cuisines. Show staff and patrons from varied backgrounds enjoying your food.</p>	<p>Focusing solely on a single cuisine or aesthetic that excludes the diversity of your customer base.</p>
<p><b>Health and Fitness Studio:</b> Use visuals of people of different ages, body types, and abilities engaging in fitness activities.</p>	<p>Marketing with only young, athletic, and able-bodied individuals as the face of your brand.</p>
<p><b>Technology Start-Up:</b> Showcase a diverse team in promotional materials and emphasize accessibility features in your product design.</p>	<p>Featuring only generic, uniform stock images of a narrow demographic.</p>

## Coca Cola Campaign: 'I'd Like to Buy the World a Coke – Theme: Representation

Perhaps the most iconic commercial and inclusive marketing campaign of all time. In 1971, Coca-Cola brought a group of diverse people from various cultures and countries together to sing on a hilltop in Italy. The impact was enormous, and the company received over 100,000 letters of glowing praise – surely the equivalent of several million tweets in today's digital age. The song 'I'd Like to Buy the World a Coke' was even turned into a pop version and the commercial has been remade numerous times during the half-century that has passed since it first hit the screens.

### Example Diversity Representation



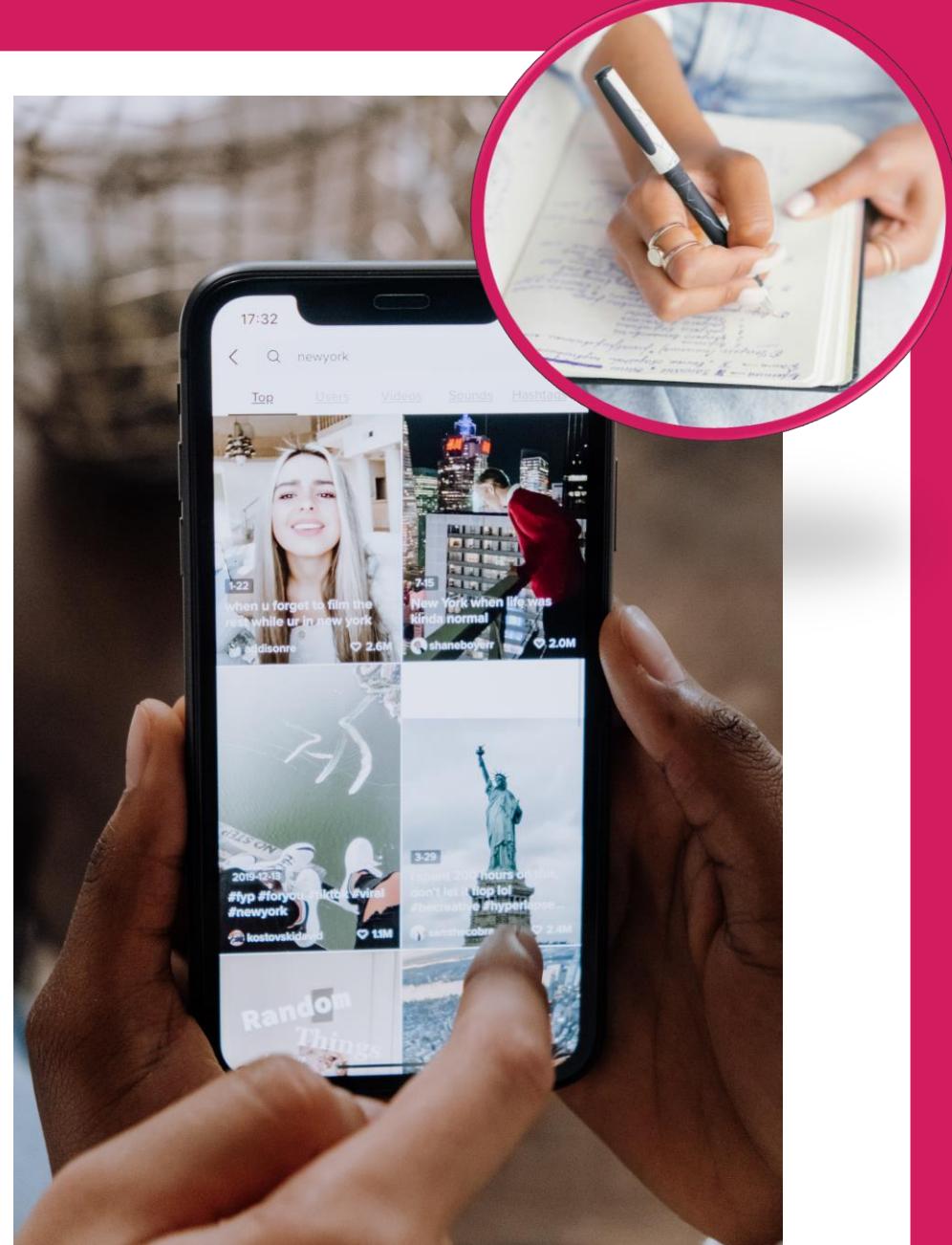
Coca-Cola, 1971 - 'Hilltop' | "I'd like to buy the world a Coke"

<https://www.youtube.com/watch?v=1VM2eLhvsSM>

# Exercises

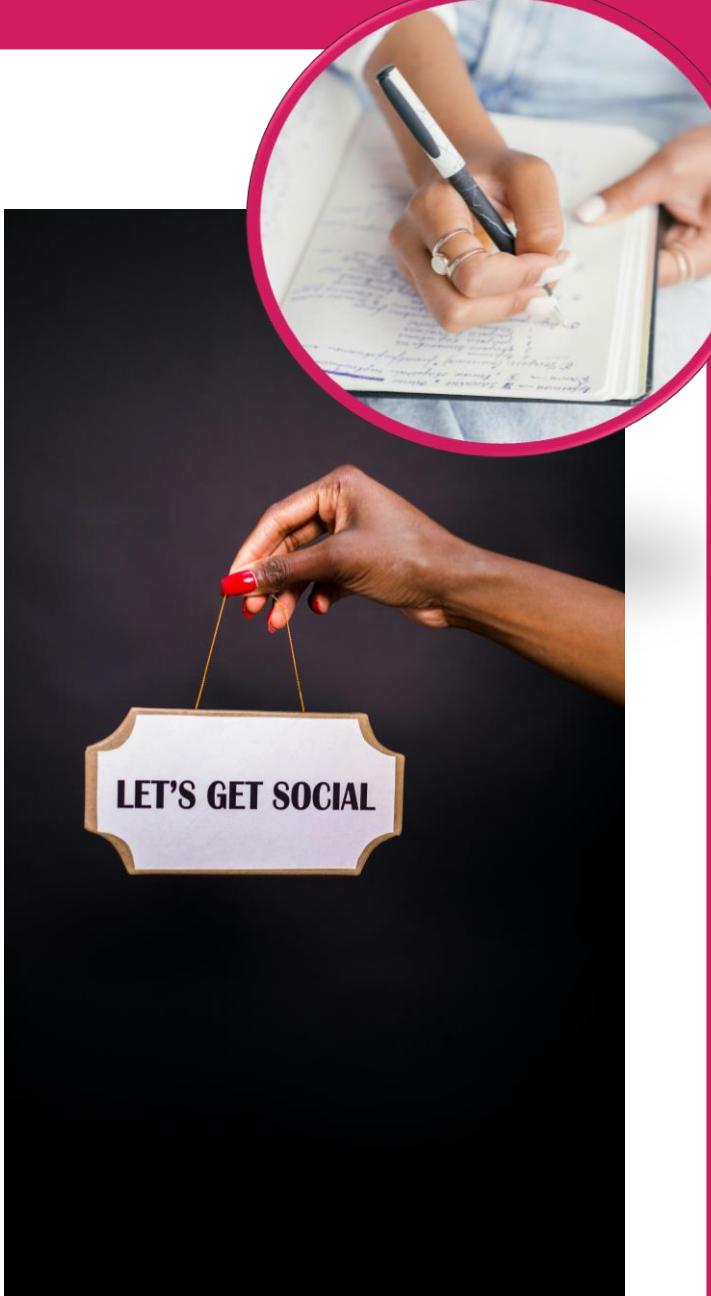
- **Check Current Language Usage:** The first step towards inclusive marketing is to check the language you're using and whether or not it alienates anyone. Without even realising, it's likely that your tone of voice will naturally have a more masculine or feminine slant.

**Use Gender Decoder:** If you're using a lot of masculine words and phrases, will this put off female customers? This interesting [Gender Decoder](#) has been designed to find subtle gender bias in job adverts and can check if your marketing copy is inclusive or not.



# Exercises

- ❑ **Check Your Writing Tone:** What about the tone of your writing and the actual words you use? If your style is very informal and uses many slang words and internet abbreviations, this may alienate older people. Likewise, if you use more formal, academic language, this may put off younger people or those who don't come from university-educated backgrounds. For the majority of small businesses, I'd recommend falling somewhere in the middle of these two extremes to make sure your language is accessible to as many people as possible.
- ❑ **Check for any ableist, sexist or racist language.** However subtle or unintentional it might be, any language like this will instantly alienate a whole group of people. For example, the saying "falling on deaf ears" is a very commonly used phrase. But it does not take into account the feelings of those who are deaf or hard of hearing. This [Conscious Style Guide](#) is a fantastic website full of resources, articles and advice to help ensure the language you use is inclusive and respectful.



# Exercises

- Check Your Imagery:** When it comes to the photos and graphics you use to market your business, how diverse are they? Find FREE Inclusive Photos [Unsplash](#) or [Pexels](#)
- Do they tend to feature people of just one group (for example, white middle-aged males) or do you have a variety of genders, ethnicities, ages and abilities representing your business?
- Diversity and Representation:** Before publishing an advertisement or hosting a panel, for example, ask — does this reflect society? Am I elevating diverse voices?

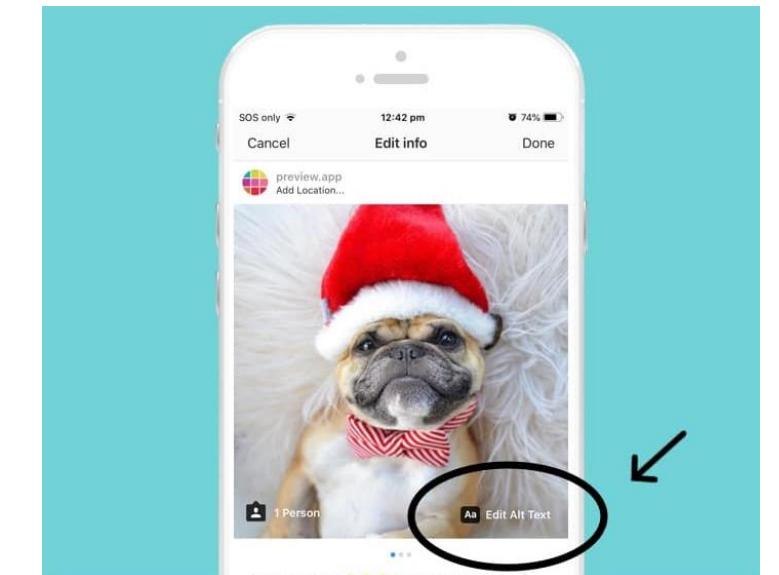


## 4. Accessibility

**Accessibility** For small and medium-sized enterprises (SMEs), accessibility in marketing is imperative, it ensures that products, services, and messages are inclusive and available to everyone, regardless of physical, cognitive, or sensory abilities. Prioritising accessibility is not just about compliance—it's about creating meaningful connections with a diverse audience and demonstrating your brand's commitment to equity.

Ensure all marketing materials, platforms, and campaigns are designed to be usable and understandable by everyone, including people with disabilities. This encompasses making content, tools, and experiences inclusive of individuals with physical, visual, auditory, cognitive, and other challenges. You will reach a larger audience and you gain an improved user experience.

Instagram introduced automatic alternative text so you can hear descriptions of photos through your screen reader when you use Feed, Explore and Profile. Here is why it is important you use this feature.



**For example,** Inclusive campaigns accommodate diverse needs, improving usability for individuals with different physical or cognitive abilities. For example, you can include audio content on your website to cater to those with visual impairments. **Quick checklist;**

- Alt Text for Visuals:** Provide meaningful image descriptions for screen readers, e.g., “A woman in a wheelchair browsing clothing racks in a boutique” instead of “Image of a woman.”
- Videos with Captions:** Include accurate closed captions for videos to support those with hearing impairments. Edit auto-captions for precision.
- Focus on Universal Design:** Use intuitive visuals with clear icons and minimal text to ensure accessibility for all, including those with cognitive challenges.
- Representation in Imagery:** Feature individuals with visible and invisible disabilities naturally, avoiding stereotypes or tokenism (e.g., using mobility aids or assistive tech).
- Accessible Formats:** Provide materials in multiple formats like PDFs, audio, and braille to ensure inclusivity.

**Don't** overlook Alt Text to describe images. Avoid low contrast e.g., light grey text on a light background which is hard to read for users. Avoid auto play videos which can be disruptive to sensory people. Provide audio options for vision impaired.

## 4. Accessibility

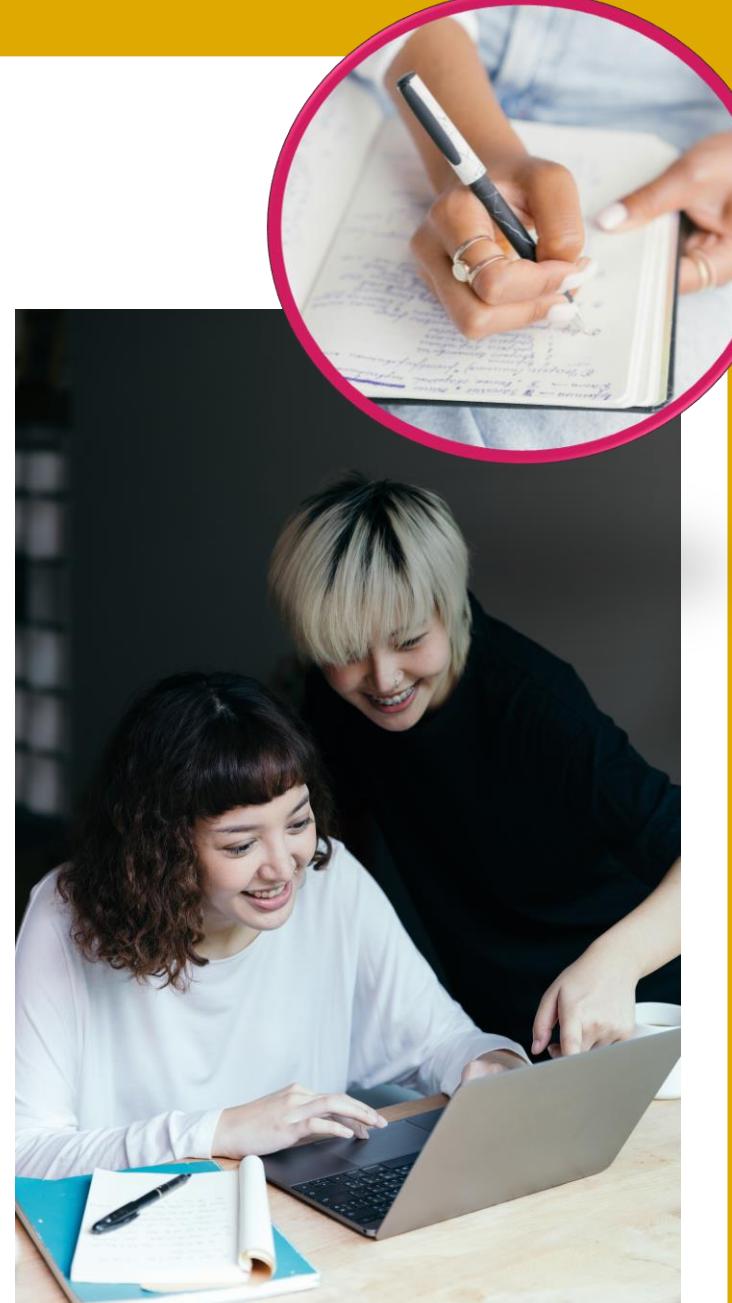
Accessibility	Non - Inclusive
<b>Café or Restaurant:</b> Provide an online menu in an easy-to-navigate PDF with screen reader compatibility and large print options for physical menus.	Sharing a low-resolution image of the menu on social media with no text description.
<b>Retail Shop:</b> Offer virtual shopping tours with audio descriptions and a simple checkout process for people with disabilities.	Using an e-commerce platform that lacks keyboard navigation or accessibility features.
<b>Health and Fitness Studio:</b> Post exercise tutorials with captions and visual demonstrations, ensuring exercises can be adapted for people with mobility challenges.	Sharing only audio-based instructions without additional visual cues or text explanations.
<b>Event Planning Business:</b> Ensure event venues are wheelchair accessible and provide sign language interpreters or real-time captioning during presentations.	Choosing venues without accessibility features and neglecting to provide accommodations for attendees with disabilities.



## 4. Accessibility (Exercise)



- Website Design:** Make sure your website follows [WCAG \(Web Content Accessibility Guidelines\)](#). Features like screen reader compatibility, text resizing, keyboard navigation, and alt text for images are essential. Avoid flashy or moving graphics that could be disruptive for people with sensory sensitivities.
- Inclusive Visual Content:** Provide captions or subtitles for all video content to support people with hearing impairments. Offer transcripts for podcasts and webinars. Use high-contrast color schemes and large, legible fonts in graphics and text.
- Social Media Accessibility:** Write descriptive alt text for social media images so screen readers can describe them to users with visual impairments. Avoid using excessive emojis or text in images that cannot be read by accessibility tools. Create simple, clear captions for all posts.



## 4. Accessibility (Exercise)



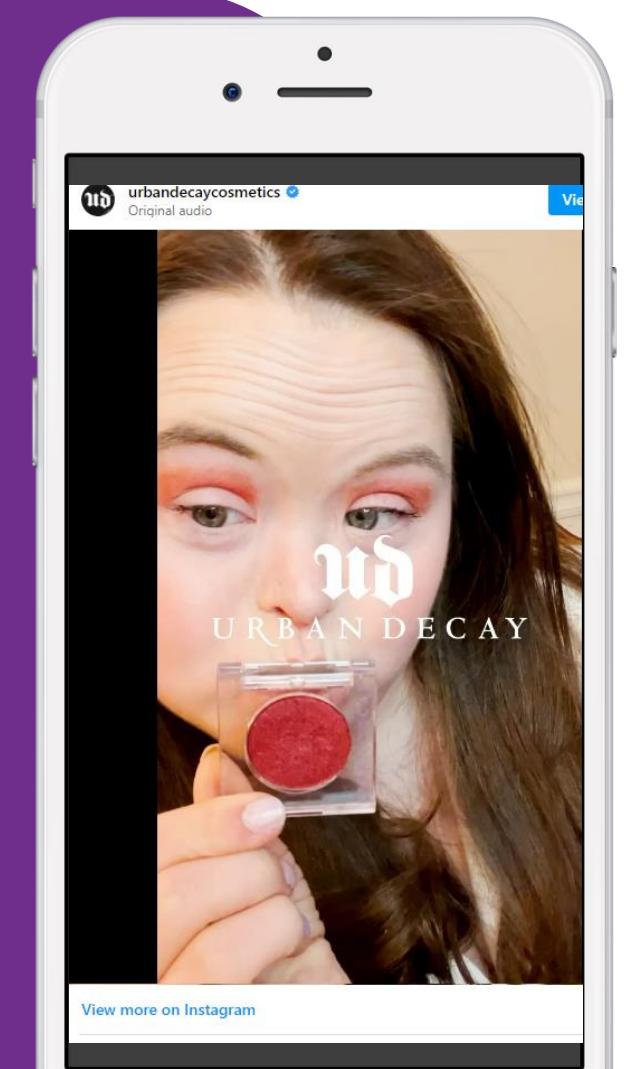
- Accessible Print Materials:** Flyers, brochures, and posters should use large fonts, high-contrast colors, and clean layouts. Avoid overly decorative fonts that can make text difficult to read.
- Multilingual and Simple Language:** As we know all audiences are diverse, nobody is the same, offer marketing materials in multiple languages. Use plain, straightforward language to ensure that people with varying levels of literacy can understand your message.
- Customer Support:** Provide multiple ways for customers to reach you, including email, phone, and live chat. Train staff to communicate effectively and respectfully with individuals with disabilities.

By making accessibility a priority, you are essentially creating a welcoming environment for all potential customers. Completing this exercise will make your marketing more accessible and **improve the customer experience FOR EVERYONE**, which will engage loyalty, meaningful connections, break barriers, and reflect your commitment to diversity and inclusion.

# Urban Decay Campaign: Pretty Different. Theme: Disability

People with disabilities are often underrepresented in advertising and marketing. Cosmetic company Urban Decay reversed the trend with this inclusive social media video. Grace Kay, the star of the video, was born with Down Syndrome but rose above her disability to become an actor, entrepreneur, artist, and founder of the clothing brand, Candidly Kind.

Grace is portrayed as the new face of beauty and cosmetics, and this was quickly picked up by mainstream media, drawing positive attention to the Down Syndrome community.

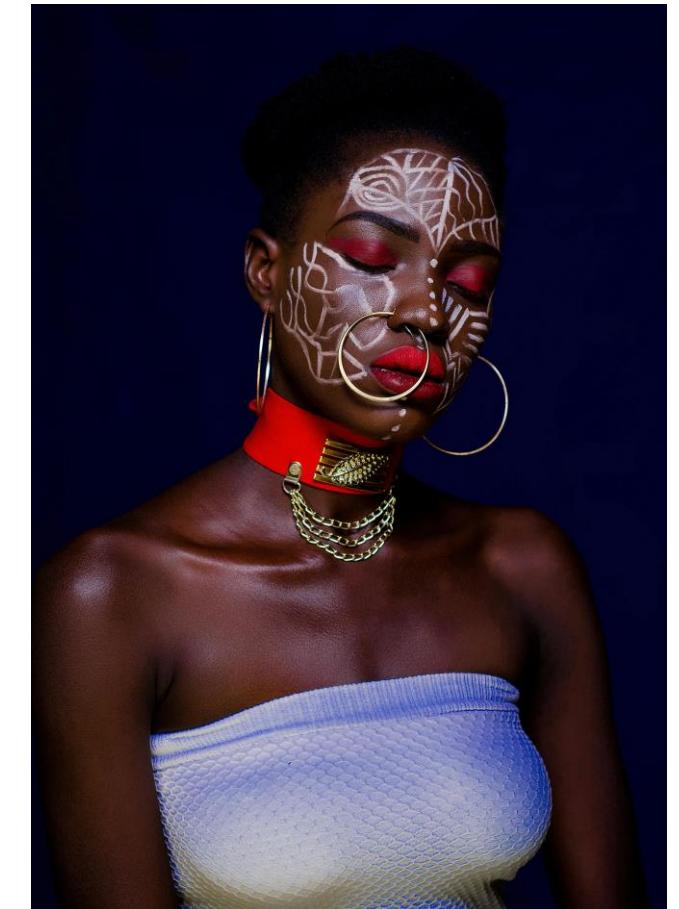


[https://www.instagram.com/urbandecaycosmetics/?utm\\_source=ig\\_embed](https://www.instagram.com/urbandecaycosmetics/?utm_source=ig_embed)

## 5. Cultural Sensitivity & Cultural Competence

**Cultural sensitivity:** Be culturally sensitive and competent by avoiding stereotypes and ensuring respectful representation while authentically representing and celebrating cultural diversity in all aspects of marketing efforts. It refers to the practice of being aware of, understanding, and respecting the diverse cultural backgrounds, beliefs, values, and customs of your target audience. It ensures your marketing campaigns avoid stereotypes, avoid cultural appropriation, or offensive content while authentically representing and celebrating cultural diversity. **You will avoid backlash and disrespecting your audience.**

**How it is Done:** After learning which groups to market to, consider cultural nuances, traditions, and sensitivities, don't fail to consider cultural implications or you will not achieve the desired outcome. Navigate diverse cultural landscapes with sensitivity.



[Source: Mailchimp](#)

## 5. Cultural Sensitivity & Cultural Competence

**Get expert or diverse insight:** Understand your audience and celebrate their diversity with expert advice or research. Let diverse audiences tell their stories. Use inclusive language and celebrate don't appropriate e.g., don't celebrate a cultural holiday by acknowledging its significance and not just using it for profit. Check symbols, colours and messaging.

**Don't:** Portray people from a region as having the same generic profession or dress style. Don't use traditional dress in fashion shoots without understanding their cultural importance. Don't use traditional music without crediting or involving the community.



[Source: Mailchimp](#)

## 5. Examples - Cultural Sensitivity

- **Adapt to Cultural Contexts:** Ensure that your campaigns are relevant to the cultural and societal norms of your target audience. **For example**, holiday campaigns should be inclusive of various celebrations, not just mainstream ones.
- **Culturally Aware Design:** Choose colours, symbols, and imagery carefully, as they can carry different meanings in different cultures. Ensure your marketing is respectful and free of cultural appropriation. **For example**, A clothing brand launches a campaign celebrating traditional attire with models from that culture and highlights the craftsmanship behind the designs.
- **Consult Local Perspectives:** If you're entering a new market, consult individuals from that culture or community to ensure your messaging resonates and is respectful. **For example**, if you are hosting an event consider cultural imagery or symbols, dietary restrictions, religious practices, and cultural preferences.



Source: Mailchimp

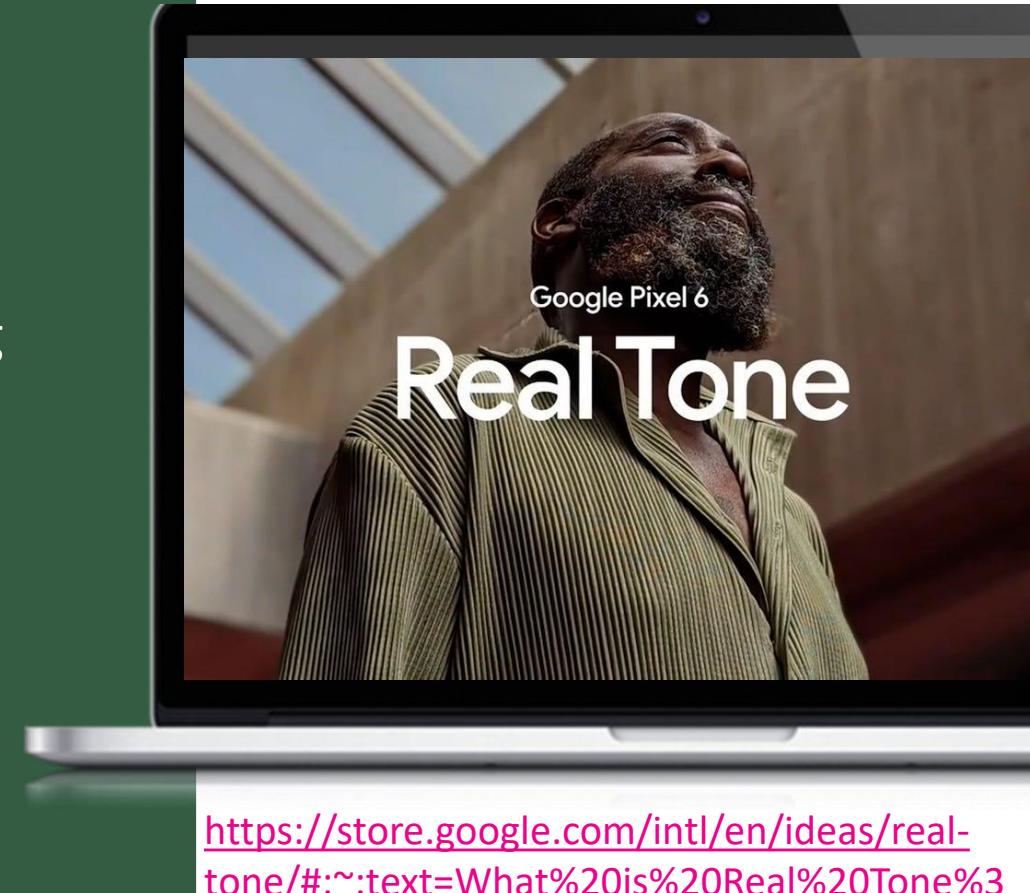
# Google Campaign: Real Tone – Theme: Cultural Competence

Google's "Real Tone" Campaign focused on improving smartphone camera technology to better represent diverse skin tones.

Historically, camera technology has excluded people of color, resulting in unflattering photos for those with darker skin tones. Google improved their camera tuning models and algorithms to more accurately highlight diverse skin tones with Real Tone software.

It trained its face detector models to 'see' more diverse faces. Adapts to skin tones better and makes them more natural. Reduces wash out images so darker skin doesn't look washed out.

## Example Cultural Competence



<https://store.google.com/intl/en/ideas/real-tone/#:~:text=What%20is%20Real%20Tone%3F,those%20with%20darker%20skin%20tones.>

## 6. Remove Bias

Remove bias from ads and data . This crucial for ensuring fairness, inclusivity, and accuracy in marketing strategies. Bias can unintentionally influence marketing campaigns and the data used to inform them, leading to audience alienation and a lack of authenticity in messaging.

Both conscious and unconscious biases can negatively impact how marketing is viewed by different people and could limit the effectiveness of your marketing efforts. Bias could also be in any data you collect to inform your marketing decisions and could result in biased strategies and potentially missed opportunities.

**Don't** Use gendered or racial stereotypes to portray roles or behaviors in ads. Don't assume a one-size-fits-all approach or limit data sources that exclude diverse perspectives.



## 6. Remove Bias - Impact

- ❖ **Unconscious bias** in content creation allows personal assumptions or cultural norms to shape messaging. **For example**, misusing or misrepresenting cultural symbols, traditions, or language.
- ❖ **Stereotypical representation** can reinforce outdated or narrow perceptions of certain groups. **For example**, reinforcing harmful or narrow roles (e.g., associating women only with caregiving).
- ❖ **Omission of diversity** can overlook certain communities or perspectives in visuals, language, or narratives. **For example**, omitting certain demographics from ads or campaigns.
- ❖ **Algorithmic bias** in data means you are relying on skewed data sets that underrepresent marginalised groups. Ensure your data includes insights from various demographics, regions, and groups. **For instance**, ensure surveys and forms provide options for diverse identities and experiences (e.g., gender, ethnicity, accessibility needs).



## 6. Remove Bias – How TO!

- ❖ **Market Research:** Use inclusive survey methods that account for cultural, linguistic, and accessibility needs. **For example**, ensure that data and customer research is as open-ended as possible, such as including a wide variety of people from different backgrounds, circumstances, and with different characteristics.
- ❖ **Note:** Try to avoid conducting market research with preconceived conceptions, such as that your product may be purchased primarily by specific genders, ages, or socio-economic backgrounds.
- ❖ **Algorithmic Fairness:** Regularly review algorithms or automated systems to detect and address biases in audience segmentation or targeting. Incorporate bias detection tools or frameworks to ensure fairness in your data analysis. **For example**, Use data analytical tools to detect bias and understand diversity segmentation to account for diversity with your target audience.
- ❖ **Representation in Insights:** Ensure the conclusions drawn from data reflect the diversity of your customer base, not just the majority's perspective.
- ❖ **Review Content:** Use diverse imagery that represents different genders, races, ethnicities, abilities, and body types. **For example**, make sure your campaign features not just young able-bodied models but models of different ages, abilities, body types, and cultural backgrounds are included to reflect the broader audience.



# Inclusive Marketing Strategy

An inclusive marketing strategy is vital, especially for small businesses. SMEs with small teams and budgets need to make sure to focus their time, energy and resources on the right things. Putting together a marketing strategy doesn't have to be difficult or time-consuming, and having one will make your life a lot easier. Inclusive marketing generates new customers and bridges gaps so the voices of the underrepresented are heard. It creates loyalty and trust and influences positive change with customers and in society by recognising the needs of everyone across a diverse range of customer groups.

Figuring out your **Marketing Strategy** usually involves considering the following three things:

1. **USP/Competitive Advantage:** Your small business positioning (or USP, niche, reason for existence, competitive advantage...) – [read more about what makes a great USP](#)
2. **Channels & Tactics:** Your chosen marketing channels & tactics – [read more about selecting your channels](#)
3. **Goals and Budget:** The goals you have & budget you can allocate – [read more about goal setting](#)

**Learn more about how to develop a [Marketing Strategy](#)**

# Exercises



- Practice Empathy Marketing:** At the centre of inclusive marketing is an empathetic understanding of who your customers are, their circumstances, and an accurate portrayal of them in your marketing materials. First analyse your existing marketing materials, identify which groups are not included, and work out how you can adjust to better reflect the entirety of your target audience.
- Align your Content and Campaign to Emotions:** Emotional responses can be essential to how customers engage with marketing. They can influence customers' perceptions of a brand and their interactions with it. If less represented groups are credibly included in your marketing materials, positive emotional responses such as pride, delight, or happiness can be triggered. In your next marketing copy, try to include an emotional connection with your customers. This can help strengthen brand loyalty. Go a step further, get your customers to be empathetic to other marginalised or diverse communities.



# Exercises



- **Develop an Inclusive Marketing Plan:** Once you are satisfied with your inclusive marketing campaign and it represents all the elements of diversity you want it to – it's now time to take it to the next step and develop a plan for the launch. Create a timeline and set deadlines for stages of the launch such as video shoots, web updates, and product designs to ensure all elements are delivered on time. Everyone involved in the campaign should have access to the plan and be kept updated on developments to ensure successful delivery.
- **Make Your Marketing Copy Inclusive:** As part of your research into your customer base and target audience, learn how they want to be addressed, how they discuss specific topics, and how audiences can be represented authentically, visually, and textually. You could even consider building a keyword and visuals library that you can provide to marketing agencies and teams to ensure that copywriting and imagery used in your marketing is representative.



# Ethnic and Racial Diversity In Europe

## Lack of Inclusivity Means You Are Missing Out on Marketing Share

- ❖ Europe is becoming increasingly diverse due to migration from Africa, Asia, and Latin America.
- ❖ Over 8% of the French population (approx 5.4 million people) are immigrants, primarily from Africa and the Middle East. This includes over 3 million people of African descent,
- ❖ Approximately **5-10%** of the population identifies as LGBTQ+.
- ❖ Millennials are leading cultural shifts in lifestyle, with many choosing to remain single, delaying marriage due to economic factors, cultural changes, or personal preferences instead focusing on careers or experiences. Urban areas like Paris, and Berlin have a high percentage of single millennials.



# Monitor & Measure Your Inclusive Campaigns and Adapt Your Strategies Based On Feedback

On your journey toward improving inclusive marketing, be ready to make multiple attempts and refine your strategies over time. Remember conversations, expertise and feedback are the most valuable sources of information on which to improve your marketing efforts.

**Feedback** provides insights into how diverse audiences perceive and engage with your brand's inclusive messaging and helps you adapt strategies to better resonate with diverse communities.

**Digital tools** like [Mailchimp](#) or [Microsoft Forms](#) make gathering feedback easier. These are robust insightful survey tools that enable businesses to collect direct feedback from diverse segments. Use [Canva](#) to build a more positive brand image and campaigns aligned with inclusive marketing strategies crafted to resonate with a broader audience.

**Analytics and reporting** features also help brands track engagement metrics, indicating the effectiveness of inclusive marketing campaigns. Other essential features include A/B testing, personalisation, and segmentation.



# Inclusive Monitoring Approaches & Metrics

**Types of Data:** As with all types of marketing, measuring the success of your campaigns is important for understanding the impact on business objectives. Tracking metrics and key performance indicators (KPIs) can help you gauge engagement, resonance with diverse audiences, and more.

**Robust data collection and analysis** help businesses understand what is working well and what needs to be improved in their inclusive marketing strategy. Comparative analysis can be helpful for benchmarking success between inclusive marketing campaigns and non-inclusive or previous campaigns.

**Continuous monitoring and analyzing:** Analyzing data trends over time also gives brands a better understanding of the long-term impact of inclusive marketing efforts.



## Here are the key KPIs you should be monitoring:

- ❖ **Audience engagement:** These metrics indicate how well a campaign resonates with diverse audiences. Examples include click-through rates, social media interactions, comments, shares, and overall engagement.
- ❖ **Brand perception and sentiment:** These metrics can provide insights into how inclusive marketing initiatives impact brand reputation and how audiences feel about the brand. Examples include sentiment analysis tools or surveys.
- ❖ **Diversity in audience reach:** These metrics assess whether the inclusive marketing strategy is reaching diverse segments. Examples include demographic data and audience insights.
- ❖ **Conversion rate and sales:** These metrics measure the impact on the bottom line. Examples include conversion rates and sales attributable to inclusive marketing campaigns.



According to Salesforce's new research, 90% of consumers believe that businesses have a responsibility to look beyond profit and improve the state of the world.



# Inclusive Marketing is Not a Trend – It's a Fundamental Shift

Inclusive marketing is hard to ignore especially since it is the future— customers demand authenticity, connection and representation. It's a win-win that benefits brands, customers, and society.

It's more than just a trend—it represents a fundamental shift in how businesses operate, starting from their core values and embedding an inclusive workplace culture and how they do things! Inclusive marketing celebrates human diversity and forms deeper connections between businesses and consumers, making customers feel seen, heard, and valued. Brands become more authentic and are more likely to earn trust, engagement, and loyalty.

Fear of making mistakes often holds businesses back, but mistakes are part of the learning and growth process. By consistently embracing inclusive marketing, businesses can not only avoid potential pitfalls but also expand their reach, grow their impact, and serve more people. Take the next step in building an inclusive brand and be part of this transformative movement.





# Start Your Inclusive Marketing Journey Today!

**Remember Throughout Your Journey Think about all Customers and Their Entire Customer Journey With You.**

- Understand Your Audience:** Conduct surveys and community outreach to identify the diverse needs of your target market.

**Example:** If you are a craft shop, ask local artists for input on products and workshops to ensure inclusivity.

- Audit Marketing Content:** Review campaigns for potential biases or stereotypes.

**Example:** If you are a fitness studio, ensure that your promotional images include people of all ages, genders, and abilities.



## Understand Your Minority Audience

Ensure you and your business are aware of the struggles that minority groups face instead of just featuring them in your advertisements



- ❑ **Invest in Accessibility:** Make digital and physical spaces accessible to people with disabilities.

**Example:** If you are a small, bookstore installs ramps and provides audiobook options for visually impaired customers.

- ❑ **Use Inclusive Language:** Avoid jargon or phrases that might exclude specific groups.

**Example:** If you are organizing a community event uses gender-neutral language and invites people from all backgrounds.

If you are a restaurant offering Mother's Day promotions use phrases like "celebrating all types of mothers" to include foster moms, stepmoms, and caregivers.



### **Empower Your Audience**

Empower underprivileged and underrepresented groups, while abolishing stereotypes and prejudices

### **Be Inclusive In Your Workplace**

Be inclusive both in your marketing strategies and in your workplace

- ❑ **Build up Your Inclusive Imagery:** Use visuals that depict diversity in race, age, gender, body types, abilities, and cultural backgrounds. **Example:** If you are a fitness brand feature models of varying sizes and abilities to demonstrate that health and wellness are for everyone.
- ❑ **Develop Inclusive Storytelling Content:** Share authentic stories from underrepresented communities. **Example:** If you are a small fashion business might feature customer testimonials from diverse cultural backgrounds, highlighting how their products fit into different lifestyles and traditions.
- ❑ **Make Sure Website is Accessible:** Ensure content is accessible to all by including closed captions on videos, alt text for images, and easy-to-read fonts and colors. **Example:** If you are writing an educational blog post can be paired with an audio version for visually impaired users.
- ❑ **Create Interactive Campaigns:** Create campaigns that invite your audience to share their unique perspectives. **Example:** If you are a coffee shop host a “Stories Over Coffee” campaign, asking customers to share cultural traditions involving coffee.

# Resources

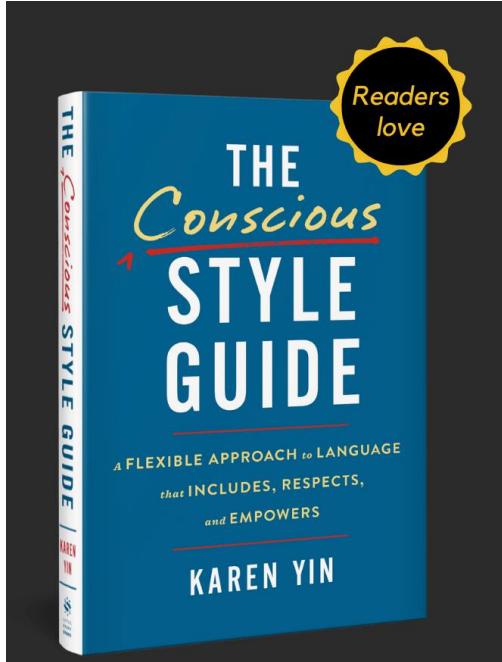


## Your Complete Guide To Authentic Marketing

This guide shows how the most successful brands are reaching and converting customers by developing authentic marketing campaigns that build trust, boost brand awareness, and drive revenue by making an impact on the issues that matter. It outlines the steps you can take to build and improve your brand transparency, and inspire you with some of the best examples of authentic campaigns out there.

## Digital & Web Accessibility Guide For Marketers

A comprehensive resource for digital marketers aiming to understand and implement web accessibility in their strategies. It talks about web accessibility and its importance, legal frameworks, implementation strategies and provides recommendations for user friendly approaches.



## Conscious Style Guide

Is the first FREE website devoted guide to conscious language, created by award-winning editor and writer Karen Yin. Learn how you can use language to include, respect, and empower, explore the topics below. Includes loads of resources and tools, articles and other guides on how to be inclusive and use conscious language. For example, browse by: Ability & Disability, Age, Appearance, Gender and more.



## Gender Decoder

The Gender Decoder is a free online tool designed to help users identify gender-biased language in marketing copy, job advertisements or other types of text. It analyzes the text you input and highlights words that may subconsciously appeal more to men or women based on research into gendered language.



## Learning Objectives

**After completing this module, participants will:**

1. Understand and apply the concept of authenticity in both internal workplace culture and external marketing efforts to build trust and credibility.
2. Use inclusive content strategies—including tone, language, imagery, and context—to reflect the diverse realities of their audience and create campaigns that resonate with a broad range of individuals.
3. Incorporate diversity and representation into core messaging, ensuring that marketing reflects diverse identities and experiences to engage wider audiences.
4. Design accessible campaigns that consider individuals with disabilities, ensuring usability across various platforms and formats.
5. Develop cultural sensitivity and competence by respecting cultural nuances and avoiding stereotypes, fostering genuine connections with diverse groups.



## Learning Objectives

6. Identify and remove bias from marketing materials, strategies, and team dynamics to create authentic and inclusive content.
7. Monitor and measure inclusive campaigns through key performance indicators (KPIs) such as audience engagement, brand sentiment, diversity in reach, and conversion rates to ensure the effectiveness and adaptability of their strategies.
8. Learners will understand that inclusive marketing is not a trend but a fundamental shift in how businesses connect with and serve their audiences.



# End of Module 5

Any questions?

[www.projectdare.eu](http://www.projectdare.eu)

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