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WORKPLACE ADVOCATES

# Marketing Strategies for a Successful ERG

Out & Equal Summit 2018 Session

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# About Your Presenter

Jeff Mancari

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## Salesforce

- Digital Marketing Professional with 6+ years experience
- Corporate Email Marketing Team

## Outforce Leadership

- Global Communications Chair



# Take-Aways

1. **Expand** your ERG marketing program
2. Ways to incorporate **Intersectionality**
3. Taking your ERG marketing **Global**



# What is an ERG?



# Why are ERG's Important?



Guidance

Events

Equality

Community

Mentorship

# Salesforce ERGs

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“Outforce **brings together** employees who are allies of equality in sexual orientation and gender identity. We **promote an open and inclusive culture** that empowers employees to bring their **whole, authentic selves** to work every day. Outforce also **educates** our Salesforce ecosystem on how diversity and inclusion create business success. We are out and proud, LGBTQ+ (Lesbian, Gay, Bi-Sexual, Transgender, Queer) members and allies , and we celebrate our **pride** all around the world.”



# Brief History - Outforce

## Salesforce's First ERG

- Formed in 2010
- 2011: Logo Created and First LGBT Dreamforce Party
- 2012: Officially became a Salesforce Ohana Group
- 2013: Outforce ANZ - First Regional Group created outside of San Francisco
- 2013: First Delegation sent to Out & Equal
- 2018: 4200+ Members
- 2018: Plan 28 prides globally



# ERG Marketing



# ERG Marketing - Branding

## Develop Your Brand

Mission Statement

Brand Guidelines

Goals

Your Audience

## Stay on Brand

Consistent Creative

Logo | Color | Imagery | Copy

Similar Messaging Across Channels

Email | Social | Print | Text | Events

Recurring Programs

Events | Campaigns



# Expand Your Marketing Program



# Getting Started

## Create a Communications Plan

### Goal

- Main Purpose of your plan

### Objectives

- 3-5 tangible items that will help you achieve your main Goal

### Target Audience

- Outline demographics/personas

### Calendar or Schedule

- Evaluate the audience's flow through all channels

### Methods or Channels

- Email, Social, Print, Media, Etc.

### Attach Creative Materials

- Copy Samples
- Branding Guidelines
- Image Repository

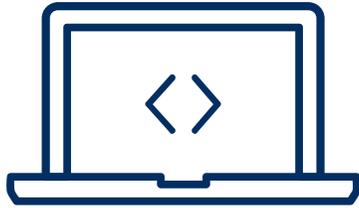


# Pride Communications Schedule Sample



|                  |                                       |                  |  |
|------------------|---------------------------------------|------------------|--|
| <b>6/1/2018</b>  | Email – Invite 1<br>Social – Invite 1 | <b>6/27/2018</b> | Email – Reminder<br>Social – Reminder      |
| <b>6/8/2018</b>  | Media – Lobby Displays Live           |                  | SMS - Reminder                             |
| <b>6/12/2018</b> | Email – Invite 2<br>Social Invite 2   | <b>6/28/2018</b> | SMS – Day of Reminder<br>SMS – Line Up CTA |
| <b>6/18/2018</b> | Event Promo - Lobby                   |                  | SMS – Thank You                            |
| <b>6/20/2018</b> | Social – Contest Launch               | <b>6/30/2018</b> | Email – Follow Up & Survey                 |
| <b>6/25/2018</b> | Email – Event Details                 |                  |  |
| <b>6/26/2018</b> | Email – Contest Winners               |                  |  |

# Multi-Channel Implementation



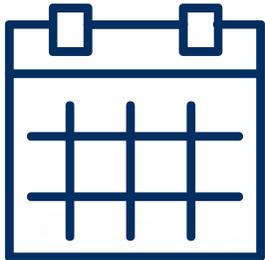
**Email**



**Social**



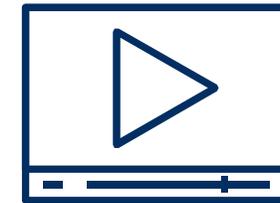
**Text**



**Events**



**Print**



**Media**

# Email

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# Email

## Getting Started

- What does your Email program look like?
- How do I send?
- Build a Template
- Data
- Sender Profile/Alias



Tuesday, September 25, marks the 8th annual Outfierce benefit at Dreamforce. Hosted by Outforce, Outfierce brings together Dreamforce's LGBTQ community and allies every year to give back and raise funds for a deserving nonprofit. **Here are the top 4 reasons why you should reserve your ticket today!**



# Email

## Newsletters

- Decide your cadence
- Create Content
  - ERG News
  - Event Schedule
  - World/Community News
  - Recurring Features
    - Employee Spotlights, LGBT Term, Gif of the month, etc
  - Be Creative!



# Email

## Other Types

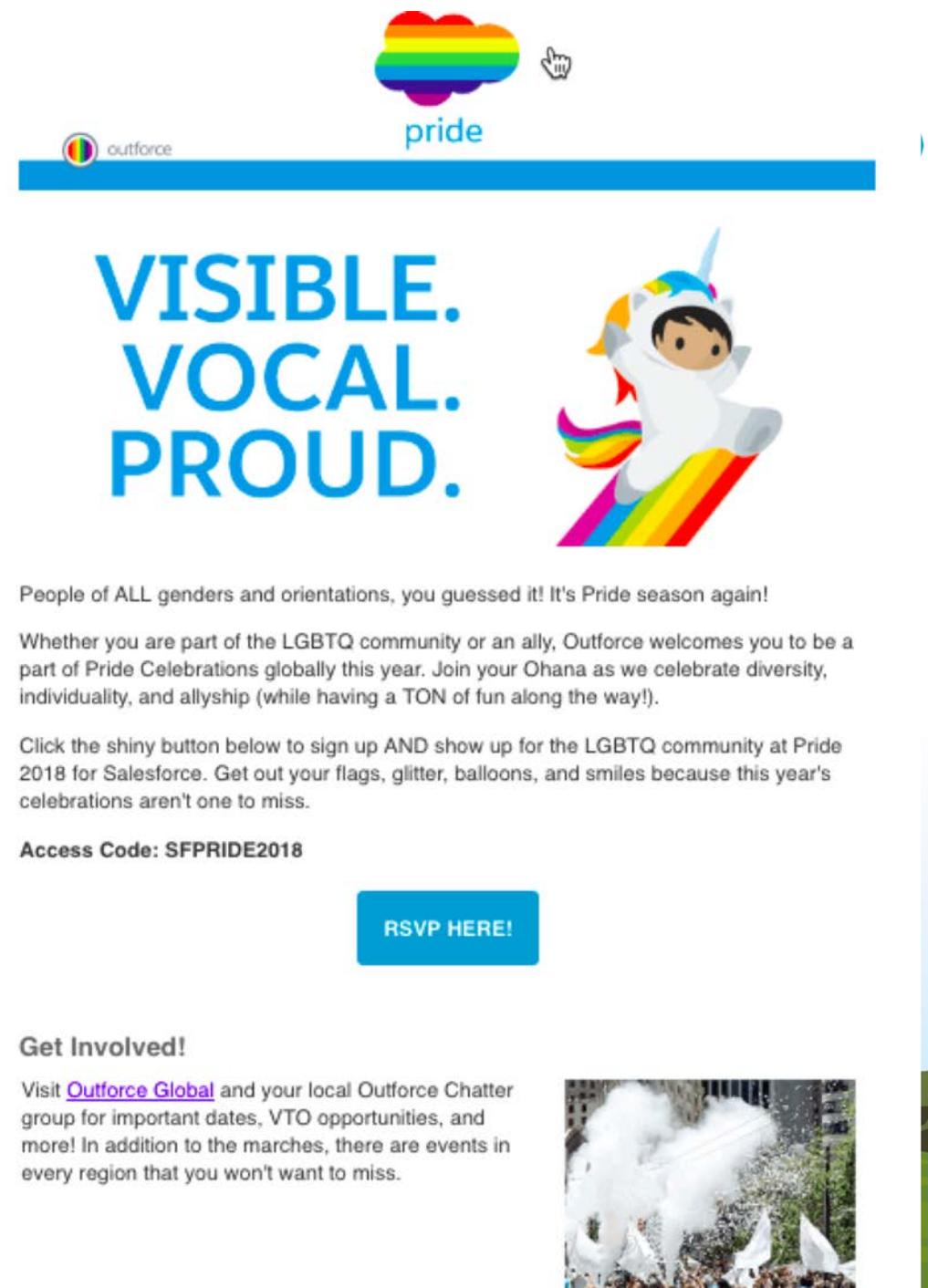
- Group & Company Announcements
- World Events and Political Content
- Education & Allyship
- Event Related
  - Invitations
    - Registration Increase up to 300%
  - Reminders & Confirmation
  - Follow Ups, Thank You, Surveys



# Email

## Advanced

- Custom Imagery
  - Template Refresh
- Personalization
- Dynamic Content
  - Data-Driven
  - Global Reach
  - Improved Segmentation
- Improve Engagement
  - Subject Line Optimization
  - Testing



outforce pride

## VISIBLE. VOCAL. PROUD.



People of ALL genders and orientations, you guessed it! It's Pride season again!

Whether you are part of the LGBTQ community or an ally, Outforce welcomes you to be a part of Pride Celebrations globally this year. Join your Ohana as we celebrate diversity, individuality, and allyship (while having a TON of fun along the way!).

Click the shiny button below to sign up AND show up for the LGBTQ community at Pride 2018 for Salesforce. Get out your flags, glitter, balloons, and smiles because this year's celebrations aren't one to miss.

**Access Code: SFPRIDE2018**

[RSVP HERE!](#)

### Get Involved!

Visit [Outforce Global](#) and your local Outforce Chatter group for important dates, VTO opportunities, and more! In addition to the marches, there are events in every region that you won't want to miss.



# CAN-SPAM Regulations

- Keep it Internal
  - No need to worry, though some companies have restrictions on MASS Emails internally
- Externally, make sure to follow CAN-SPAM [regulations](#) for Email
- Check your local regulations if based globally



# Social & Marketing Materials



# Social/Intranet

- Social at the Workplace
  - Intranet, Employee Boards, Internal Sites
- Create a Group page
  - Include Resources for your group
    - Calendars, contact information, relevant links
  - Global and Regional Presence?
- Align messaging across channels and update regularly
- Posts
  - Events
  - ERG Success Stories
  - World News
  - Tag other groups
  - Run Contests

# Marketing Materials

- Event Flyers
- SWAG
  - Stickers
  - Shirts
  - Temporary Tattoos
- Content for Allies
  - Define Terms in your community



# Events

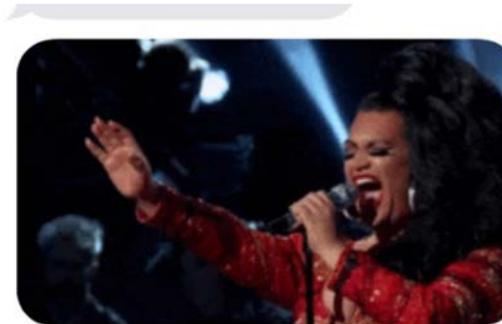
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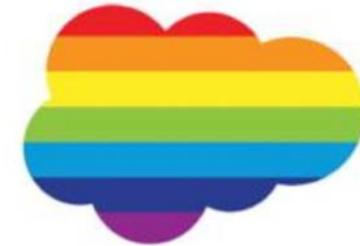
# Events Marketing

- Create recurring Events/Programs
  - Ex: Pride, meetings, Ally Month, holiday party
- Encourage Participation
  - Email Invites, Reminders, Surveys
  - Social Posts
  - SMS Opt-In
  - Mini Events with in-person activation
  - Promotional Materials
  - Contests
  - Displays & Screens
  - Partner with other ERG's and groups \*
  - Think Globally \*



WOW! What an amazing presence by Salesforce. Thank you for participating! Don't forget to head over to the main stage at Civic Center to see Ada Vox's performance at 2pm! #EqualityForAll #Outforce #SalesforceOhana

Text Message  
Today 3:18 PM



The Pride Parade is almost here! Arrive at Rincon Cafe ([101 Spear St](#)) tomorrow from 7:45am - 9:20am for check in. Remember to bring your employee badge, an ID and everything else you may need (water, snacks, sunscreen, sunglasses, etc). Parking will be scarce so plan on taking public transportation. If you're bringing a minor, make sure to fill out this form. See You Tomorrow! Powered by Salesforce Marketing Cloud. Text STOP to end. - Outforce

# Extra Tips



# Extra Marketing Tips

- Tap Resources Around You
  - Coworkers with expertise in specific areas
  - Create a team with formalized roles
- Executive Marketing
  - Great way to improve acceptance and visibility for your group
  - Get an Executive Sponsor
  - Use Specialized and personal communications



# Intersectionality

the complex, cumulative way in which the effects of multiple forms of discrimination (such as racism, sexism, and classism) combine, overlap, or intersect especially in the experiences of marginalized individuals or groups



# Importance of Intersectionality in ERG

- Allyship across the board
- Increased Understanding & Education
- Promote Inclusivity and Equality for All
- Connect and learn about different experiences



# Incorporate Intersectionality

## Events

- Events
  - Film Screenings
  - Panels
  - Mixers
  - Joint Calendar of all your company's ERG events



CONVERSATIONS:  
Multiple Closets/Stories  
of Faith and LGBTQ  
Identity



Bayard Rustin  
Documentary Screening



Joint Film Screening:  
Faithful

Qwohana+

# Incorporate Intersectionality

## Co-Marketing

- Use Content **relevant** to all groups involved
- Promote **Allyship** between groups
- Discourages group **isolation** and encourages cross group **membership**



### Pride at Salesforce

Let's support our allies in Outforce by showing up for Pride events this year. [Sign up](#) to march in your region and get an exclusive Pride 2018 logo tee made from 100% organic cotton from [Farm Fresh Clothing](#)! Farm Fresh produces their garments in California using eco-friendly, water-based inks.



Beyond Pride, consider working with Outforce at your office to co-sponsor an event. In the past Earthforce has:

- Walked together in pride marches
- Encouraged Outforce to use [green practices](#) for events, such as no disposable water bottles
- Co-sponsored park beautification efforts, like at the [National AIDS Memorial Grove in San Francisco](#)
- Shared Outforce events with Earthforce members on Chatter

### LATINFOURCE SPOTLIGHT ON

#### Christina Quintero

Associate Program Manager - Tech & Prod



Christina Quintero's #EqualityAlly journey started with a need to define her personal narrative. Like many of us, her identity is multifaceted and intersectional - which sometimes left her feeling misunderstood or unable to fully bring herself to the table.

After joining Salesforce, Christina joined Outforce and began meeting other like-minded individuals and building her Ohana at work. Naturally, this network grew, and she found herself attending Latinoforce, Boldforce and SWN events. Today, she leads the Tech & Prod women's leadership group, which is focused on empowering the next generation of leaders to reach their potential.

Her advice? **If you truly believe in equality, join an Ohana Group - especially if you don't personally identify with them. You can learn a lot by listening and empower others to be their authentic selves.**

Join this #EqualityAlly champion at [Outforce's Pride Celebration](#) or at one of Latinoforce's upcoming events.



### Pride Month Spotlight

This April, Qwohana & Women in Tech hosted an event about heteronormativity and the workplace. Formatted as an interactive workshop, attendees shared their struggles as women facing heteronormativity. Stories ranged from LGBTQ+ parenting to gender identity, and how different cultures react to different gender presentations.

SWN encourages these conversations and being an ally for the LGBTQ+ community. You can even show your support this month by [signing up](#) to participate with your Ohana at Pride!

# Going Global

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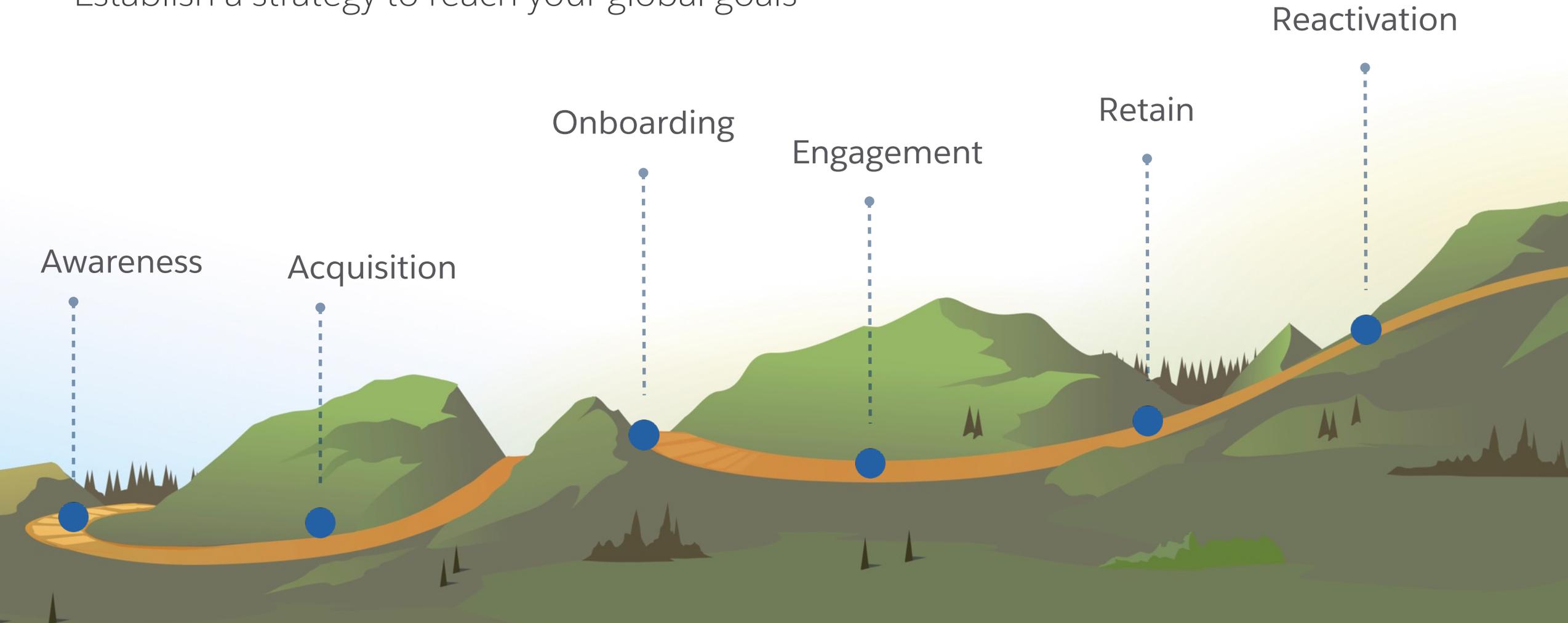
# Scalability

- Establish Global Leadership
  - Where do we need representation?
  - Encourage creation of local leaders
- Schedule recurring meetings
- Stay Organized!

# Global Goals



Establish a strategy to reach your global goals



# Global Marketing

## Engaging Globally

- Keep your Messaging and Branding consistent globally and regionally
  - Copy Library, Templates, Branding Guidelines, Image Libraries, Word Banks
- Create personalized messaging
- Timing
- Cultural Barriers/Knowing the Global Landscape
- Streaming Events

# THANK YOU

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