

Have you had the conversation?

**Best practices for talking with your company
about LGBTQ+ marketing**

2018 Out & Equal Workplace Summit
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Bleu & Cooper

Workshop Agenda

- Understand where people are in the room
- Be prepared
- Overcome the obstacles
- Roleplay and practice

Q: Who wants their
company to market to
our community?

Q: Whose company
participates in Pride?

Q: Whose company is
already marketing
to us?

Q: Who has had the marketing conversation with their company already?

Be prepared.

Make sure you are ready to have the conversation.

Understand the research



 **CMI Community Marketing & Insights**
Community Marketing, Inc.

CMI's 12th Annual LGBT Community Survey®

USA Report
June 2018

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CMI is the leading LGBTQ+ research firm in the world.

Find their latest Community Survey and other
valuable research reports on their website –
www.communitymarketinginc.com.

Know who
to talk with



**Marketing
Director**



CEO



Starting with your ERG, HR & D&I can help lead the way
to conversations with marketing and the CEO.

Connect with allies



Allies are everywhere in your company – connect the dots to make your way up to the C-Suite or Marketing Division.

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Show that other companies are successfully marketing to us.

How to overcome the obstacles

- Don't understand the community
 - Present the research – www.communitymarketinginc.com
- Not a priority market for us
 - Explain the positive business outcomes
- Don't have the resources
 - Time: already doing marketing so can easily include LGBTQ+ stories & imagery
 - Money: sharing LGBTQ+ stories on social and including LGBTQ+ images in ads, no real additional costs
- Too controversial
 - Even with current political times, companies are still doing the right thing to include us

Roleplay.

Practice having the conversation with a friend, an ally, a co-worker.

Need support?

Have questions? Want to practice? Please reach out –
happy to support you on this journey.

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