Have you had the conversation?

Best practices for talking with your company about LGBTQ+ marketing

2018 Out & Equal Workplace Summit Phillip Sontag - BleuCooper Communications Phillip@bleucooper.com

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?

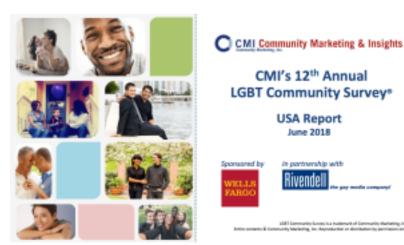
Q: Whose company is already marketing to us?

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 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



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.

Share successes



When two accounts become one

Sharing expresses is a big eres and Wells Farges will had you take it. Together well movigate the mass of ony user period finances and find scharinos tallowed to hold of your needs. Wells Fargo has a vide range of accounts and services that haly you achieve your financial goals. For fields the design of a wells and outputs and one present investment management services, well works with you is hely you save, plan and prepare for the future. This is wells fargo bancter day and takey you is goary to inconfisions.

Together we'll go fa









Show that other companies are successfully marketing to us.

How to overcome the obstacles

- Don't understand the community
 - Present the research <u>www.communitymarketinginc.com</u>
- 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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