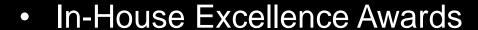


LGBTQ+ Marketing Inclusion: Measurement and Tools for Brand Growth

October 15, 2024 Greg Wright (he/him) SVP - ANA

Introduction

- Advertising Financial Management
- Agency Relations
- In-House Agency
- LGBTQ+
- Marketing Operations
- Production Management



Webinars



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Key Findings from the Report

Significant benefits of inclusive marketing:

- 97% of respondents reported that inclusive marketing improves company or brand perception.
- 83% saw increased brand loyalty.
- 79% experienced greater word-of-mouth marketing.



Key Measurement KPIs

- Brand perception (90%)
- Brand awareness (77%)
- Employee approval/internal metrics (69%)
- ROI/ROAS (43%)
- Purchase intent (43%)
- Conversion (38%)
- Lead generation (17%)
- Direct sales (24%)



More Than Just Pride: 365 Days

- 97% of inclusive marketers run campaigns year-round
- Consistent, authentic support is key
- Key LGBTQ+ events/dates outside of June (e.g., National Coming Out Day, Transgender Awareness Week).



New resource: 2024 & 2025 U.S. LGBTQ+ Dates and Observances



The Untapped Potential of LGBTQ+ Media

- Only 34% use LGBTQ+-owned or targeted media.
- Rich history of community-building, advocacy, and shaping public perception.
- Targeted LGBTQ+ campaigns can generate 2x purchase intent among LGBTQ+ consumers than mass-market campaigns.



New resource: US LGBTQ+ Media Outlets





Thank you!

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