



LGBTQ+ Marketing Inclusion: Measurement and Tools for Brand Growth

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SVP - ANA

Introduction

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