



**Rachel Fox**

Marketing & PR | Inclusion & Accessibility Consultant |  
Accessibility Assessments | NWA Girl Gang Founder  
(585) 465-9571  
[rachel.lynnfox@gmail.com](mailto:rachel.lynnfox@gmail.com)

**MARKETING STRATEGIES and ACCESSIBLE MARKETING TIPS**

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**AUDIENCE vs. COMMUNITY**

**Audience:** A specific group of people that you will communicate to, share information, and raise brand awareness with them while expanding your reach.

**Community:** A segment of your audience that grows with or without your control. Community is a group of people with a shared belief. An engaged community participates in creating a shared space.

***Are you a nonprofit?*** You may need to interchange the words “audience” and “community” depending on what your goals are for marketing and communications.

It is also never too late to brand your organization.

**BRANDING**

**Branding** is one of the most important marketing strategies to implement for your business or organization. It is the **identity** that defines your business and organization.

It also makes a memorable impression on your audience and allows for your audience to know what to expect from your business and organization. A **Personal Brand** is similar to branding a business or organization, but is built around a person.

### **Questioning Exercises:**

What problem(s) are you solving for your audience with your brand?

How is your audience benefiting from your brand?

What of value are you sharing with your audience?

What is unique about your brand that separates you from others?

Do you have a reason for creating this brand that is personal to you and your lived experiences?

How is your brand relatable to others?

**By asking the above questions, it might help you to create your :**

Mission -

Values -

Vision -

Goals-

## **TARGET AUDIENCE**

Identifying your specific group of people/demographic of people that you intend to connect with the most.

### **Questioning Exercises:**

Who do you envision engaging with your brand?

Are you excluding anyone in your target audience and if so, why?

Can you be more inclusive and accessible to a larger audience?

If you have identified your target audience, does that change your mission statement?

## **BRAND “LOOK”**

Once you have decided on your brand's **target audience**, mission, values, vision, and beliefs, you can start brainstorming your **brand's look** (mood board).

### **Questioning Exercises:**

What is your vibe, style, or aesthetic for your brand?

What colors, moods, textures, materials, fabric, environments, locations come to mind?

Who is engaging with your brand and what imagery comes to mind?

Is that your target audience represented through that imagery?

How inclusive can you be by having diverse representation using imagery while still relating to your target audience?

Once you have created the **brand “look”** (or mood board) for your brand, this becomes an element for creating **content**, complimenting your **brand messaging** and your **brand story/narrative**.

## **BRAND MESSAGING**

Is how you communicate your mission, values, vision, beliefs, the problems you are solving, and what makes the way you do it unique to your audience. **Brand messaging** should be consistent across all channels.

## **BRAND STORY/NARRATIVE**

This becomes a “**personality**” ( the storyteller ) that will allow you to share your **brand messaging**. This too should be consistent on all channels. A **brand story/narrative** allows for you to share with your audience:

- What you do, how you do it, and why you do it
- Your mission, values, vision, and beliefs
- The 4 C's of Storytelling Conflict, Characters, Community, Confidence ( or reassurance )

It is important that your **brand story/narrative** or “**personality**” (storyteller) be relatable, honest, authentic, and transparent. This will help you to:

- Build trust with your audience
- Engage your audience
- Inspire your audience
- Grow your Audience

## PERSONALITY /STORYTELLER POV

More often than not, the personality/storyteller should never communicate in a way that makes them seem to be above or removed from the audience and/or community.

Speaking from a collective perspective, the personality/storyteller becomes a part of the audience and/or community. It communicates “WE” instead of “I”.

( ie: “WE are in this together ...” )

## CONTENT

Ways in which you share your **brand story/narrative** and information such as research, data, resources, and insights. **Content** can be ( but not limited to):

- Graphics and Infographics
- Photos, Art, and Illustrations
- Videos
- Audio Clips
- Podcasts
- Blogs, articles, and newsletters
- Memes

## VALUE ADDED CONTENT/ SHARED CONTENT

**Content** that is relevant, engaging, inspiring, informational, or shared as a resource that resonates with your audience and/or community that encourages them to “share” with

others or to “save” as valuable information. It is best to craft this content in a way that is unique and exclusive to your brand, your perspective, and your personality.

( ie: “Important data you should see...”, “The more you know...”, “Our tips for doing this..”, “Resources that you should know about”, or spotlighting other people, organizations, or businesses with their permission ).

## **COLLABORATION**

Collaboration is key! The more you collaborate with like minded businesses, organizations, and people of influence, the more you can grow your audience. You can even create content with them or about them ( with their permission).

## **ACCESSIBLE MARKETING**

Inclusive practices that will allow for a diverse audience and/or community to **fully access, engage, and experience** various forms of information, communication, technology, content, and activities ( no matter one’s abilities, disabilities, or marginalized identities). Here are some things to consider if you want to make your marketing more accessible:

## **CONTENT**

- Use inclusive and authentic imagery/visuals that represent diverse people of all abilities/disabilities

- Real photos will always be received as more authentic and genuine than stock photos
- Stock photos are great, so long as you don't overuse them
- Try avoiding putting too much information in one place or on a graphic
- Consider choosing more subdued choices for visuals/graphics as bold and repetitious patterns may be overwhelming to those trying to focus on the information
- Ensure that the text color and background have contrast when making graphics and flyers for those who are colorblind
- Consider including alternative/ALT text for your images or videos on your website for those that are blind
- Add image descriptions and video descriptions on your captions/posts on social media for those that are blind
- Add narration and subtitles to digital ads using video ads
- Avoid using fancy fonts and consider using larger fonts

## **MESSAGING**

- Keep messages simple, universally recommended to read at a 3rd grade reading level
- Try to avoid "slang", metaphors, analogies, and euphemisms
- Share important information like community events, scholarship information, registration forms, and resources in many different ways, and in multiple places
- Consider giving people multiple ways to sign up for an activity or opportunity that is not just through a form that one might not be able to read or fill out
- Consider different learning styles
- Be mindful of people who are neurodiverse, have intellectual/developmental differences/disabilities



## **TECHNOLOGY**

- Redesign your website and apps to be ADA accessible/compliant
- Add auditory cues and site readers for those who are deaf and closed captioning where videos are used
- Consider using Google Meet for your meetings or virtual discussions/activities that has built-in closed captioning free of charge or third party payment

## **LEARN MORE!**

- Hold focus groups and/or create accessibility councils/committees to see how you can improve your overall marketing/messaging.
- Contract someone that specializes in adaptive/accessible technology or design
- Contract someone that is a Disability Consultant, Accessibility Consultant, or Inclusion Specialist
- Include neurodiverse and disabled people on your board