

Leave no lead behind:

# Getting started with Inclusive marketing

**Words matter.** They carry meaning that can attract or deter and trigger positive and negative emotions. Knowing this, every marketer should make it a priority to make their messaging as inclusive as possible.

**But where to begin?** Inclusive language is a huge passion of ours at League Digital, and we've dedicated ourselves to helping brands find the right words to connect with everyone in their audiences.

Inclusive marketing is not unattainable, but it does take strategy.

**This is your starter guide to ensuring your messaging doesn't offend or exclude anyone.**

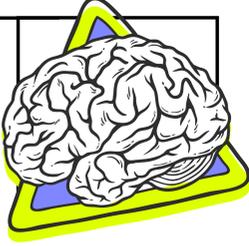
## 1. Neutralise your personas

It's tempting for marketers to be as granular as possible when crafting personas. While you might think you're building a fuller picture of your ideal customer by describing their race, gender or social background, you might be hurting your brand more than helping.

Women buy tyres too, and some trans men still have a monthly cycle. So, even when products seem like they should be targeted to one demographic, you should question whether or not you're alienating a whole segment of people.



## 2. Consult with experts

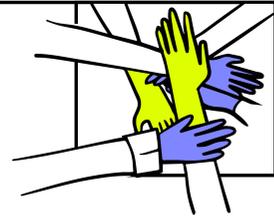


Diversity and inclusion have been around long enough that there are established best practices and trained experts for you to leverage. Even marketing teams are getting upskilled to understand inclusive marketing better, so there's no reason for a brand to go it alone.

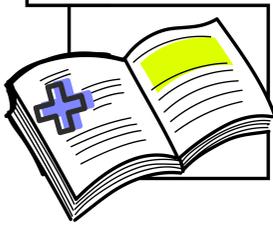
Consulting with experts will help you avoid making dangerous assumptions that could end up doing more harm than good. For example, an expert can help you recognise the nuance between people-first language (children living with autism) and identity-first language (autistic children) and when each is appropriate. They can also help you avoid pejorated euphemisms such as "vertically challenged individual" or medical descriptions such as "dwarf" when "little person" is perfectly acceptable.

## 3. Diversify your team

Hiring for diversity can help you insource insights that could help you hone your inclusive language. Your employees will be able to use their varied personal experiences to help you connect with different identities within your target audience. A diverse team can also help you keep your implicit biases in check and avoid unintentionally microaggressive messaging.



## 4. Be specific (sometimes)



This might seem contradictory to neutralising your language but there are cases where it is important to be specific. For example, if you're running a campaign that addresses pay gaps in the workplace, it would ring false to say certain people earn more than others instead of specifying gender or race. Being general, in this sense, would seem like you're avoiding the uncomfortable aspects of the conversation you started, which could ultimately offend more people.

## 5. Learn and unlearn

This might seem contradictory to neutralising your language but there are cases where it is important to be specific. For example, if you're running a campaign that addresses pay gaps in the workplace, it would ring false to say certain people earn more than others instead of specifying gender or race. Being general, in this sense, would seem like you're avoiding the uncomfortable aspects of the conversation you started, which could ultimately offend more people.



*Just say the word*

**Are you ready to start your journey towards inclusive language?**

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