Alanna Schuh

Lexicon Essay

AAD 610

The marketing strategy that will be explored in this assignment is Diversity Marketing. Diversity Marketing is a paradigm that uses marketing as a means to communicate with diverse populations. This means that businesses aren't focusing their efforts at the community at large rather they market their product or idea to a select grouping of people. This categorizing can be very broad, such as marketing to Baby Boomers, Latinos or the LGBT+, etc., but the benefit to this strategy is that they can hone in and market to one of these populations specifically and possibly delve into a niche market group. Diversity Marketing involves acknowledging that marketing and advertisements must offer alternative ways of communicating because, in America specifically, the population is much more diverse than it was five or even ten years ago and people of all backgrounds want to be represented. In order to successfully market to a particular group of people, the message needs to be adapted to the market and not trying to adapt the market to the overall message (What Is Diversity Marketing, 2012).

For the purposes of this essay I will be using fairly broad and generic terminology unless I specify otherwise. Because all people have had different life experiences, and  just because they may fit into a blatant category like being Latino, that doesn't mean that all people who identify a Latino want the same thing or think the same. So terms like groups, community, populations and culture will be used in a generic, all-encompassing sense because organizations using this marketing strategy, while occasionally they might include more specifications or acknowledgement that all people are different, usually clumps people of a certain background together and focusses their message in that direction.

Diversity Marketing is designed to appeal to a widespread audience and to recognize that each individual subgroup of that audience may have different ideas and should be appealed to in a different manner through advertising that demonstrates cultural awareness. One area that must be considered in-depth is to not stereotype or insult the audience. Diversity Marketing is about focusing in on a specific population segment, the need to demonstrate not only your organizations understanding of and respect for the culture, but also how your organization's product or service supports that culture. Using relevant imagery, language, themes and design, the organization can align the culture of their company with the culture of a population. Extensive research needs to be conducted to gain proper insight into the different group's needs, barriers and culture for Diversity Marketing to be an effective marketing strategy. One distinction to make with Diversity Marketing, it isn't merely picking an audience and marketing something to them. This isn't about age or sex, even though some of those aspects do play into account, rather it is about directing the message to an underrepresented community in the hopes that they will consume your product and create an emotional tie with the organization because they are being represented. Diversity Marketing doesn't mean that a commercial is produced showing an openly gay man, for example, kissing another man while showcasing the product or whatever the advertisement is about. The mere use of an openly gay individual shows that the marketing team understands there is diversity, that homosexuals want the same things as heterosexuals and that they support the inclusion of equal representation. Now this isn't a universal thought, the ad could be using this inclusion specifically to sell their product and equal representation doesn't even factor into the equation.

I will be exploring how this particular marketing strategy relates to six lexicon terms from the fall course. Before I delve into the relationship between this marketing strategy and the terms, I will define these terms for a better, well-rounded understanding based on the definitions developed in my fall course. The first of these six terms is *Environmental Scan*; this is the process of surveying and interpreting data gathered about the area to identify any and all external opportunities and threats that the environment holds. This is useful to not only better understand the area but to better understand any possible needs that have yet to be met for those living in the area. The second term is *Infrastructure* which is the basic physical and organizational structures needed for a society or business to operate. This can be things like the rules and values that govern the organization or the management team that keeps the organization on track with their vision and values. The third term is *Personal Learning Environment (PLE)*; this is a way to determine the ways that someone learns. It can be a physical location or items present like music, technology, etc. This is an extremely useful tool when researching more about the group of people you're marketing towards. If the organization is creating a product or a space that they want a group to utilize, it would be good to know if that idea is even applicable to those people based on cultural beliefs, age, educational background, etc. The fourth term is *Accessibility* which, in marketing, refers to how available an item(s) is to a group of people; can they come across it with little difficulty, are there other outside factors that could add potential struggles for them to get to the item. The fifth term is *Audience*; this is the group of people who participate in any type of event and in terms of marketing, this is the group of people that the marketing message is directed at. Regardless of the intended direction of the message, the audience can be anyone who listens to the message, even if they weren't originally a part of the target audience. The sixth and final term that will be connected to this marketing strategy is *Resources*. Resources are any materials necessary to effectively operate; in business this would be things like money or other assets, and in life this would be food, water, etc. All of these lexicon terms have multiple meanings depending on the context that they appear in, for the purposes of this paper they will be discussed in a business context.

All of these terms are related to Diversity Marketing because they are either aspects of this marketing strategy that are crucial to it functioning properly or aspects that are useful to create a well-rounded perspective on the group or sub-group that the business will focus its message towards. For a marketing strategy to be effective, the business cannot just target their message at that particular grouping of people without examining that group’s environment. For example, when using Diversity Marketing, if the intended audience are members of the LGBT+ community, regardless of how broad that terminology is, there needs to be in-depth research conducted to determine what are some common values and beliefs, what issues they are currently facing and what needs are not being met. It is best to use this marketing strategy uniquely, research what resources are already in place within your target audience's community. "Adapt your product or service to meet the needs of your new customers. Be proactive and anticipate your customers’ needs....Try marketing to these audiences by starting a pilot program before devoting substantial resources. Devoting substantial resources to a small market with little growth potential is never a good idea" (Krone 2007).

In order to properly market to a particular grouping of people, the business or organization needs to know what the environment holds. In regards to marketing, not even with Diversity Marketing specifically, there needs to be a basic understanding of the general environment; what it has to offer potential buyers and what might detour them from purchasing or pursuing the product/message. This is where taking an environmental scan of the area would be extremely beneficial. It informs the organization if there is a current need due to lack of similar pre-existing organizations, if there will be a potential struggle for members because another organization is already within the area or targeting the particular audience. For example, if an organization is using Diversity Marketing to aim their message of an arts therapy program at artistic 20 something LGBT+ individuals, the organization needs to identify if a similar organization is currently offering the same thing, if the general area has a high concentration of LGBT+, if the location of the organization is easily accessible or even safe for them to get to. Conducting an environmental scan when doing Diversity Marketing doesn't necessarily means that members of the organization are gathering data in a 12 block radius around the building, they are looking at the area at large. If this hypothetical organization is in downtown Portland, then they need to examine not only all of Portland but some of the surrounding cities as well. They need to consider if issues of income, poverty and education will be a hindrance to the audience accessing the product/message.

 Diversity marketing can come in many different forms, depending on how the organization is marketing their product or message. Because marketing can come in the form of a written advertisement, a radio or TV ad, etc. Utilizing the terms outlined prior is something done when strategizing about the different aspects of the organizations marketing plan; meaning that the audience wouldn't necessarily be aware of how much research and strategizing when into marketing. Some ads that are done through Diversity Marketing are like the Oreos ad, the Ben and Jerry's marriage equality ad and a tweet from Chobani, featured during pride month (shown below). It's a simple ad that targets the LGBT+ community by showing their support and inclusion, all in the hopes that sales will increase.



 For Diversity Marketing to be done as an effective marketing strategy all of the terms defined previously need to be considered and applied to take into account any external strengths and challenges that they will be faced with. If the organization doesn't properly take into account their audience, how accessible they are to their audience, what resources they have within their organization and what the environment is like around their audience then they are not fully aware of all the possible strengths and weaknesses that their organization could face.

This marketing strategy would greatly benefit my organization, PDX Contemporary Arts located in Downtown Portland. Portland's population is made up of a wide spectrum of people that not only come from all different backgrounds, but have an intense sense of pride and connection for their heritage and identity. PDX Contemporary Art could increase their traffic flow if they marketed particular gallery exhibitions to a select population. This could also reduce some stigma that only certain types of people attend gallery shows. This strategy could be implemented relatively easily due to the nature of some of the installations that PDX has. Particular artists do use their art to discuss, reflect and represent their heritage, culture and background. PDX hasn't put much effort into actively and strategically marketing, so they could benefit from using this marketing strategy to build a stronger brand and strengthen who their marketing reaches.

Resources:

**Ad Campaigns Are Finally Reflecting Diversity of U.S. (n.d.). Retrieved February 08, 2016, from** [**http://adage.com/article/news/ad-campaigns-finally-reflects-diversity-u-s/292023/**](http://adage.com/article/news/ad-campaigns-finally-reflects-diversity-u-s/292023/)

**Diversity Marketing | What is Diversity Marketing? (n.d.). Retrieved February 08, 2016, from** [**http://www.marketing-schools.org/types-of-marketing/diversity-marketing.html**](http://www.marketing-schools.org/types-of-marketing/diversity-marketing.html)

**How to Manage Successful Diversity Marketing. (n.d.). Retrieved February 08, 2016, from** [**http://www.diversityjournal.com/10612-how-to-manage-successful-diversity-marketing/**](http://www.diversityjournal.com/10612-how-to-manage-successful-diversity-marketing/)

**Importance of Diversity in Marketing. (n.d.). Retrieved February 08, 2016, from** [**http://yourbusiness.azcentral.com/importance-diversity-marketing-11795.html**](http://yourbusiness.azcentral.com/importance-diversity-marketing-11795.html)

**Researchers Eye Diversity in a Diverse Marketplace. (n.d.). Retrieved February 08, 2016, from** [**https://www.ama.org/publications/E-publications/Pages/ama-journal-reader-november-14-diversity.aspx**](https://www.ama.org/publications/E-publications/Pages/ama-journal-reader-november-14-diversity.aspx)