

# Accessible Marketing Checklist

Achieving **8 out of these 10 criteria** will mark your marketing as accessible in your brand representation.

An **accessible marketing campaign** is primarily concerned with ensuring that the promotional and communication aspects of your brand reach and resonate with a diverse audience, including individuals with different abilities and backgrounds.



ID: dozanü team lined up against the wall, each holding a folder with the text, “Marketing reimagined, hand delivered by dozanü innovations” and dozanü logo.

Accessible marketing campaigns concentrate on reaching and engaging diverse audiences through promotional efforts, while accessible products or services focus on ensuring that the offerings themselves are usable and beneficial for individuals with various abilities.

Characteristics of an accessible marketing campaign include:

## **Simple and Straightforward Language**

Diversity fosters inclusion by shifting the perception that accessible marketing is only about catering to people with disabilities. The focus is on making information, products, and services universally accessible. Brands can achieve this by promoting authentic representation, diversity campaigns, and providing universal content.

## **Genuine Actions Over Performative Statements**

Demonstrate your commitment through actions rather than simple statements. A non-performative approach involves leading by example, ensuring your marketing aligns with authentic representation and inclusive design practices.

## **Accessible Events and Activations**

Extend inclusivity to events and activations associated with your brand. Ensure these activities are accessible to individuals of all abilities, creating an inclusive experience for diverse audiences. Activations refer to engaging and interactive brand experiences that connect with your audience on a personal level, fostering a deeper connection.

## **Consideration for People with Disabilities**

Evaluate how your product or service will be used by individuals with disabilities. Ensure that your marketing materials are designed to be accessible and inclusive, offering a seamless experience for users of all abilities.

### **Representative Partnerships**

Forge partnerships that align with your commitment to diversity and inclusivity. Collaborate with organizations and influencers that represent a variety of backgrounds, amplifying authentic voices in your marketing endeavors.

### **Inclusive Perspectives and Narratives**

Demonstrate a genuine commitment to diversity that goes beyond token representation. Create marketing that welcomes diverse perspectives and consider different aspects like gender, sexuality, and race, ensuring that your marketing content is welcoming to everyone. Recognize that narratives are infinite, ever-unfolding, and inclusive narratives help audiences see situations from a variety of angles.

### **Community Engagement and Feedback Loops**

Actively involve and respond to your community, valuing their diverse perspectives. Establish feedback loops to continually enhance the accessibility of your marketing efforts. Engaging with your audience ensures that your campaigns are responsive to the evolving needs and expectations of diverse communities.

### **Multi-Channel Accessibility**

Ensure that your marketing campaign is accessible across all the channels and platforms that it is distributed on. Recognize that your audience engages with content through different mediums, such as social media, email, print, or events. Implementing accessibility features consistently across these channels ensures a cohesive and inclusive experience.

### **Seamless Digital Integration**

Ensure your online presence is user-friendly for all. Incorporate accessible features on websites, apps, and interactive content, adhering to universal design principles and ensuring that everyone can engage with your digital content effortlessly.

### **Inclusive Development Process**

Implement an inclusive approach throughout the development process, from research and production to casting and employee makeup. This holistic approach ensures that inclusivity is woven into every aspect of your marketing efforts, creating a diverse and equitable foundation for your campaigns.

## **Accessible Marketing is Universal Marketing**



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