



## **Kelly McDonald Program Description**

### **How to Market & Sell to People Who Are Not Like You**

Diversity marketing is the new norm, and this doesn't simply mean racial diversity. Diversity comes in many forms: gender, race, age, lifestage, language preference, sexuality, and hobbies or special interests are all ways in which people's differences are recognized. By recognizing these differences and tailoring your product, message or marketing efforts to reflect consumers' uniqueness, you are validating the importance of a consumer group.

#### **KEY POINTS:**

- Learn about the hottest new market segments and how they're shaping culture.
- Learn the key emotional drivers for important target segments and how your business can leverage those in marketing messages.
- Learn which group represents the largest opportunity for your business right now and which group will be your greatest opportunity tomorrow.
- Specific strategies and tactics will be discussed for identifying your high-potential prospects and reaching them effectively.