

How to Tap the \$743 Billion LGBT Market

Capturing Your Share of This \$743 Billion Market

Growing visibility of lesbian, gay, bisexual and transgender (LGBT) people, along with competition among companies for their share of this 16 million person segment, has turned a media trend into creative marketing strategies. Without question, brand loyalty, value and size of this coveted demographic make the opportunities too promising to overlook or mishandle.

It is for many of these same reasons that companies are interested in developing a practical strategy for the LGBT market. Witeck-Combs Communications has over 17 years of extensive experience in guiding the nation's top marketers through this terrain.

To help companies accomplish their business goals, we work closely with marketing, communications, sales and executive staffs to assess the marketplace and develop actionable strategies that will positively impact the bottom line.

LGBT Market Assessment Plan

Here is an outline of the strategic market assessment plan that Witeck-Combs Communications will develop and deliver on your behalf, tailored to your industry:

1. Executive Summary

2. LGBT Market Assessment

- Market Size and Segment Demographics
- Buying Power and Patterns
- Media Reachability
- Consumer Loyalty Dynamics
- Politics and Social Attitudes/ Managing Potential Backlash

3. Industry Competitive Analysis

- Competitive Overview
- Brand Positioning and Reputation
- Advertising/Marketing Communications
- Creative Content in the Market
- Estimated Advertising Spending in the Market
- Alliances/Sponsorships

4. Internal Policies and Past Marketing Activities

- Brand Positioning
- EOO Statement of Policy
- Employee Benefits
- Diversity Training/Employee Resource Network
- Advertising/Marketing Communications
- Alliances/Sponsorships
- Awards/Recognition

5. Recommendations and Market Opportunities

- Message Development
- Customer Profile
- Geographic Profile – Target Markets
- Advertising
- Direct Mail
- Event Creation and Sponsorships
- Cause-related Marketing and Nonprofit Alliances
- Online Marketing
- Public Relations

As an independent firm, we can assure you not only of cost-effective advantages but also consistent and expert attention to your needs.



Smart marketers pursue the LGBT consumer market because of these unique attributes:

- About two-thirds (65%) of all LGBT adults reported that they would be very or somewhat likely to remain loyal to a brand they believed to be very friendly and supportive to the gay, lesbian and transgender community – even when less friendly companies may offer lower prices or be more convenient (Aug. 2007).
- Gays and lesbians also are more likely to ask for a specific brand when ordering alcoholic beverages (60%) compared to 42% of heterosexuals (Jan. 2007).
- Nearly half (48%) of gay and lesbian adults report they like to keep up with the latest styles and trends, compared to only 38% of heterosexual adults (June 2008).
- Because only 21% of same-sex couples have children in the household, LGBT consumers have more discretionary income to spend than the average American family – giving them more per capita buying power than most niche populations (ACS 2008).



Witeck-Combs Communications is the nation's premier strategic public relations and marketing communications firm with unmatched expertise in the LGBT community.

For the past 17 years, Witeck-Combs Communications has pioneered strategic communications and marketing consulting in the LGBT market for many brand leaders, helping company executives develop a productive balance between addressing the needs of their business and recognizing opportunities in the marketplace. It is no longer possible or prudent for a leading corporation to ignore LGBT issues and opportunities in today's marketplace.

To assist executives on the frontlines in a tested and very trusting way, Witeck-Combs Communications has developed a number of tools to help you not only prepare for today's challenges, but also make smart business decisions that positively impact your bottom line.

These include:

- **Communicating Effectively About LGBT Issues**
- **Your Business and LGBT Public Policy**
- **LGBT Market Assessment**

We welcome the opportunity to discuss how we can help guide you through this sometimes delicate process using experience, knowledge and trust. For more information, contact:

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Secrets to Success

Our practical experience in this market has guided our counsel to clients. We develop and implement marketing plans that are not in a vacuum, taking into consideration the way you do business today. By leveraging today's market research tools and applying lessons from other niche markets, marketers are able to make sound decisions that have measurable results.

Rely on Research, Not Hunches

For a market that compares effectively with the Asian-American and Hispanic-American markets and nearly equals the African-American market, it is surprising how often companies tend to make basic business decisions differently than they do in other niche markets.

Sound marketing decisions are based on data that supports historical experiences a company has had with its products and services in other markets: such as the features and functions that sell and why; the demographic characteristics that are considered by ideal customers; the most effective channels for serving other consumer segments (advertising, direct mail) and so on.

Our strategic partnership over the past ten years with Harris Interactive offers companies the opportunity to learn much more about the LGBT consumer and to make decisions based on sound data, not just hunches or anecdotes and expectations. Harris Interactive, the global leader in online market research, utilizes a proprietary LGBT Specialty Panel self-identified LGBT people to help clients learn what these consumers think about their brands and how they compare to the general population.

Avoid Making a Partial Commitment

It is important to recognize that in order to effectively measure the success of outreach to this market it takes a sufficient investment of time, resources and management commitment. One of the most common reasons for LGBT marketing efforts to be limited in their effectiveness appears to come from not investing sufficient time, planning or financial resources to this market.

Marketing plans rely on multiple layers that may require months to reach the desired penetration. When you combine advertising with customer education and nonprofit sponsorship, it is critical to lay the proper foundation to then reap the benefits.

Another reason to consider the marketing plan to the LGBT market as a long-term commitment is to consider that a company also must be perceived as a LGBT-friendly company in order to maximize its success in the market.

By asking the question, "Is your brand recognized among LGBT consumers as a LGBT-friendly company?" we suggest that the answer appears highly favorable – but deserves additional insight to calibrate this respect and understand how it is translatable into the marketplace.

Deliverables

Witeck-Combs Communications will provide for you a written plan summarizing the briefings, as well as present a summary of the plan via a PowerPoint presentation that can be delivered in person.

Assets

Bob Witeck, Wes Combs and the staff of Witeck-Combs Communications enjoy a successful 17-year track record of providing strategic communications and marketing counsel to Fortune 500 corporations and nonprofits regarding LGBT issues. Their innovative market research combined with their consulting insights have built trusted bridges into the LGBT community and market. Business executives, LGBT community leaders and the national media recognize and rely on this pioneering expertise.

In 2006 Wes Combs and Bob Witeck co-authored [Business Inside Out: Capturing Millions of Brand Loyal Gay Consumers](#) (Kaplan Publishing), considered the first-ever book on marketing insights, practical tips and strategies targeting the lesbian, gay, bisexual and transgender market.