BRIDGING THE GAP: ALIGNING DIGITAL MARKETING WITH EQUALITY

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ARE MY PEOPLE HERE?
BRIDGING THE GAP: ALIGNING DIGITAL MARKETING WITH EQUALITY

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YOU CAN'T FIX SOMETHING THAT YOU'RE NOT AWARE OF.
I BELIEVE THAT THE WRONG PEOPLE ARE IN THIS ROOM.
NEW EPISODE ALERT!

Taking the #BrightonSEO experience up a notch, I am releasing this episode WHILST on @brightonseo stage w/ @andijarvis! 🔥🔥🔥

We discuss where equality sits within your marketing strategies, and LOTS more.

Listen/watch/DL here:

Section 1

FACTS, NO PRINTER
60% OF LGBTQ+
DON'T FEEL SAFE
ENOUGH TO BE
'OAT' AT WORK.
7% of UK ads put people of colour as the sole, or main protagonist.
84% of consumers think it is important for brands to promote diversity and inclusion.
£252BN PER ANNUM: THE DISPOSABLE INCOME OF PEOPLE FROM MINORITY ETHNIC GROUPS
PROJECTED £3.06TN BY 2031
RISING TO £16.7TN BY 2061
PAUSE
IN THE C-SUITE, WOMEN ARE MORE LIKELY TO BE SACKED THAN MEN...IF THEY EVEN MAKE IT THERE.
STUDIES SHOW THAT MALE CONFIDENCE IS ASSUMED, WHEREAS A WOMAN'S IS EARNED.
PAUSE
Section 2

DIGITAL MARKETING
COMPETITION
THINK OF THE TOP 5 AGENCIES OR BRANDS
WHO'S DOING THIS ALREADY
#ShowUs

more women

who look like me

Beatriz, Brazil

Project #ShowUs
WHAT IS PROJECT #SHOWUS

WOMEN LED
Women both in front of, and behind the camera on shoots
WHAT IS PROJECT #SHOWUS

WOMEN LED
Women both in front of, and behind the camera on shoots

REAL DIVERSITY
No staged sets, or artificial scenarios
WHAT IS PROJECT #SHOWUS

WOMEN LED
Women both in front of, and behind the camera on shoots

REAL DIVERSITY
No staged sets, or artificial scenarios

NO DIGITAL EDITS
"Showing unfiltered beauty to the world."
BUT DID IT WORK?
Brand Value of Dove Worldwide (2017-2022)

<table>
<thead>
<tr>
<th>Year</th>
<th>Value (in million USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>4,822</td>
</tr>
<tr>
<td>2018</td>
<td>4,847</td>
</tr>
<tr>
<td>2019</td>
<td>4,486</td>
</tr>
<tr>
<td>2020</td>
<td>4,977</td>
</tr>
<tr>
<td>2021</td>
<td>5,094</td>
</tr>
<tr>
<td>2022</td>
<td>5,097</td>
</tr>
</tbody>
</table>
HERE'S AN EXAMPLE OF WHAT NOT TO DO
Levi’s to Use AI-Generated Models to ‘Increase Diversity’
Section 3

EQUALITY
HOW DO YOU DEFINE \textit{EQUALITY}?
“...the state of being equal, especially in status, rights, or opportunities.”
MORE PEOPLE BELIEVE THEIR IDENTITY/ETHNIC BACKGROUND HAS HAD AN IMPACT ON THEIR CAREER OPPORTUNITIES THIS YEAR

62%  
THE NUMBER IN Y1

75%  
THE NUMBER IN Y2
1.5% OF THE UK's SENIOR LEADERS ARE BLACK

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20% - Unadjusted Ethnicity Pay Gap in London - the highest in the UK.
10.4% - Pay penalty for non UK born ethnic minorities
4.1% - PAY PENALTY FOR UK BORN ETHNIC MINORITIES
There's an £8,000 difference between the lowest female earners and white British men.
That was fun, let's do it again sometime 😊

THANKS!

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THE AZEEM DIGITAL ASKS PODCAST

is this thing on?
TRICKLE DOWN EQUALITY... ISN'T A THING
BEING BETTER
ENSURE EVERY LEADERSHIP BONUS IS TIED TO D&I INITIATIVES - IF POC/WOMEN AREN'T BEING PAID FAIRLY, NEITHER SHOULD THE LEADERSHIP.
START TO MEASURE AND PUBLICLY RELEASE DETAILED YEARLY DIVERSITY DATA. BE ACCOUNTABLE.
INTRODUCE WAGE EQUITY SCHEMES TO ENSURE WOMEN, AND POC ARE BEING PAID ON PAR WITH WHITE COUNTERPARTS.
CONFERENCES - DIVERSIFY LINEUPS, AND PAY SPEAKERS WHERE POSSIBLE.
ARE YOU HIRING FOR MARKETING ROLES RIGHT NOW? 

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INCLUDE SALARY AND DIVERSITY INFORMATION IN JOB POSTINGS.
GET COMFORTABLE WITH PAIN.
Section 4

ALIGNMENT
LET'S GO BACK TO THE TALK TITLE:
BRIDGING THE GAP: ALIGNING DIGITAL MARKETING WITH EQUALITY

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EDUCATIONAL OPPORTUNITIES
Training scholarship scheme

Helping more people meet, learn and do their jobs a bit better...

We're obviously a tad biased but we think that training and development are vital for search marketers. The world of SEO is always changing so it's important to stay up to date on new technology and trends plus build up your knowledge of adjacent topics like UX and psychology.

Our training workshops cover a wide range of topics suitable for beginners through to experts. They're run by specialists who really know what they're talking about and get great feedback.

We know that certain groups of people are under-represented in the world of SEO so we're excited to offer scholarship places at our training workshops.
PAY EQUITY // MIND THE RACE GAP
DEEDS NOT WORDS
Stop posting platitudes. Start fixing the problem.

CLOSE THE GAP

Gender Pay Gap Bot
@PayGapApp

If you tweet about #IWD2023, I'll retweet your gender pay gap 👀 Tweet '@paygapapp pay gap for (company name)' to get a reply with an employer's pay gap.
ACCESSIBILITY
DIVERSE REPRESENTATION IN ADS + STAFF
INCLUSIVE LANGUAGE
# Gendered Terms

<table>
<thead>
<tr>
<th>Terms to Reconsider</th>
<th>Alternative Terms to Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Man/Woman</td>
<td>Person, Individual</td>
</tr>
<tr>
<td>His document</td>
<td>Their document</td>
</tr>
<tr>
<td>Salesman/Woman</td>
<td>Sales Rep, Sales Person</td>
</tr>
<tr>
<td>Man up</td>
<td>Be Brave</td>
</tr>
<tr>
<td>Male Scientist / Female Scientist</td>
<td>Scientist</td>
</tr>
<tr>
<td>He/Him/His or She/Her/Hers</td>
<td>They/Them/Theirs</td>
</tr>
</tbody>
</table>
MENTAL CONDITION AND ABILITY TERMS

<table>
<thead>
<tr>
<th>TERMS TO RECONSIDER</th>
<th>ALTERNATIVE TERMS TO USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLINDSPOT</td>
<td>MISSED OPPORTUNITY</td>
</tr>
<tr>
<td>CRAZY</td>
<td>RIDICULOUS, UNBELIEVABLE, UNHEARD OF, OUTRAGEOUS</td>
</tr>
<tr>
<td>DISABLED / HANDICAPPED</td>
<td>PEOPLE WITH DISABILITIES</td>
</tr>
<tr>
<td>LAME</td>
<td>UNCOOL, CHEESY</td>
</tr>
<tr>
<td>WALKTHROUGH</td>
<td>REVIEW, GUIDE-THROUGH</td>
</tr>
<tr>
<td>HEARING IMPAIRED</td>
<td>PERSON WHO IS HARD OF HEARING</td>
</tr>
</tbody>
</table>
# Ethnicity, Race, and Nationality Terms

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<th>Alternative Terms to Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blacklist / Whitelist</td>
<td>Allow, Deny List</td>
</tr>
<tr>
<td>Guru</td>
<td>Expert, Authority</td>
</tr>
<tr>
<td>Minorities</td>
<td>Marginalised Groups</td>
</tr>
<tr>
<td>Peanut Gallery</td>
<td>Outside Opinions</td>
</tr>
<tr>
<td>Pow Wow</td>
<td>Stand Up, Meeting</td>
</tr>
<tr>
<td>Tribal Knowledge</td>
<td>Institutional or Background Knowledge</td>
</tr>
<tr>
<td>BAME</td>
<td>Person of Colour / POC</td>
</tr>
</tbody>
</table>

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YOU CANNOT FIX SOMETHING YOU ARE NOT AWARE OF. USE WHAT YOU'VE LEARNED TODAY, AND WILL LEARN - TO SPREAD THE MESSAGE.
IN SUMMARY

YOU CANNOT FIX SOMETHING YOU ARE NOT AWARE OF. USE WHAT YOU'VE LEARNED TODAY, AND WILL LEARN - TO SPREAD THE MESSAGE.

YOUR CUSTOMERS WANT YOU / YOUR CLIENTS TO PROMOTE MORE EQUALITY - THAT INCLUDES YOUR STAFF AS WELL AS YOUR ADS.

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YOUR CUSTOMERS WANT YOU / YOUR CLIENTS TO PROMOTE MORE EQUALITY - THAT INCLUDES YOUR STAFF AS WELL AS YOUR ADS.

TRICKLE DOWN EQUALITY ISN'T A THING IN MARKETING EITHER - BETTER DECISIONS CAN BE MADE 87% OF TIME WHEN ACTIVATING MULTIPLE FACETS OF DIVERSITY.

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That was fun, let’s do it again sometime 😊

THANKS!

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