

4 STRATEGIES TO MAKE YOUR PRIDE EFFORTS YEAR ROUND.



COMMANDO

LGBTQ+ ADVERTISING SPECIALISTS



WHY YOU SHOULD CARE

MISSED OPPORTUNITIES

Many companies spend months ramping up for their Pride campaigns, budgeting, allocating work hours, and pouring all of their efforts into the month of June. Our question for every company, every year, is why stop there?

How many opportunities have you missed to bring your services to the community simply because it doesn't seem like the "right time of the year".

In our experience, there are 3 reasons why you should consider marketing your product or service year-round to this community...





SHEER PURCHASING POWER

The LGBTQ+ holds \$3.7 trillion worth of buying power. Not all of that buying power will be utilized solely within the month of June, so why limit your marketing efforts to one specific month?

We don't only advertise to mothers on Mother's Day or even Women's month, so why do companies tend to apply that logic here.

#1



CONSUMERS ARE SMART

Queer consumers are very aware of rainbow capitalism and queer bating.

The more you can show the community that you are consistent and want to help all year long, the more likely they will be to trust your brand or business. After all, the queer community doesn't disappear come July or August.

#2



SMART MOVES

Because most companies abandon ship after June, there is less competition in the market. By advertising to the LGBTQ+ community in other months, your message will not only be more authentic, but it won't have nearly as much rainbow clutter to get through.

#3

**SO WHAT CAN
YOU IMPLEMENT
TODAY?**





CAN YOU SPEAK LGBTQ+?

AUTHENTIC LANGUAGE

Whether in your sales and marketing or in your day to day relationships with clients, it's extremely crucial for your customers to have a sense of who you **TRULY** are, not who you project yourself to be.

LGBTQ+ consumers have a keen eye for trauma informed language and queer vernacular. That's where we come in. We are a queer owned business who works with businesses and organization to craft queer coded content and marketing.



KNOW THE HANGOUTS

COMMANDO can help take your ads beyond the traditional platforms and into spaces and apps where the queer community is actually hanging out.

COMMANDO has established key relationships with the major dating app publishers.

We have an understanding of the best ad opportunities and strategies that perform at the highest level.



HIRE LGBTQ+ PROFESSIONALS

LET THE COMMUNITY SPEAK

Today's workforce is becoming increasingly diverse, as companies are becoming more aware of the benefits of hiring talent from various backgrounds and the contributions these employees bring to the workplace.

However, diversity doesn't just mean including women and persons from diverse racial, ethnic and religious backgrounds. Hire LGBTQ+ and create a supportive atmosphere for them to thrive.



SPONSOR AN LGBTQ+ EFFORT

If you really want to put your money where your mouth is and make a lasting impression on the LGBTQ+ community, find an organization or space to sponsor or make a donation to.

There are thousands of organizations to choose from that impact the community every day, and even a small donation can make a huge impact. There are likely great organizations that are local to you, but here's a list of 20 nationwide non-profits we encourage you to make a donation to.

No matter what your business offers, you know it is needed year-round. If you are lost on how to communicate or market your offer to the LGBTQ+ community outside the month of June, **COMMANDO has your back. We can help you stay in front of your target LGBTQ+ audience all year round.**



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