

# Inclusive Marketing In-House Team Training

**Learn how to  
authentically  
connect with  
diverse audiences**

**Brands that implement Inclusive Marketing  
see true bottom line impact**

**Genuine Brand Credibility**

**Repeat purchase 50% more likely**

**Measurable Revenue Gains**

## Product Options

### AUDIENCE 101

Using proprietary and secondary research, we'll build an intro to your audience — including cultural touchpoints, attitudes, and behaviors.

### INCLUSIVE PLAYBOOK

By analyzing primary and secondary research we'll develop a framework for incorporating new audiences into your marketing strategy.

### CUSTOM RESEARCH

From in-depth interviews to focus groups to online communities we'll find the best way to reach your audience and uncover the insights needed to execute impactful inclusive campaigns.

### TRAINING WORKSHOPS

In conjunction with either the Audience 101 Presentation or the Inclusive Playbook, we'll conduct a team workshop to practice and brainstorm specific applications of the insights provided.

**Call us at 312.281.2040  
or email [ozzie@pacocollective.com](mailto:ozzie@pacocollective.com)  
to maximize your brand's growth potential**

## Our Unique Inclusive Approach



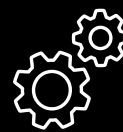
### IMMERSION

We immerse ourselves in your brand and industry with syndicated, desktop, and qualitative research.



### ILLUMINATION

We build on our research with unique insights that we develop into practical training materials for your team.



### IMPLEMENTATION

We work with your teams to develop the materials that will be most practical for applying the learnings.