

# Reach the GLBT Business Community

With our **PBM Spotlight**, use the latest **Web 2.0 Marketing Techniques** available today to reach the **GLBT Business Community** online!

Use our **Company's #1 Reach** in online **GLBT business-to-business social networking** and put it to work for you! Leverage our **15,000+ GLBT business e-mail list** and our strong website **search engine optimization (SEO)** techniques.

## We create a Spotlight feature story on your business

This **Spotlight** is a professionally written feature story written about your business. It can be an overall description and can include case-study examples of work you've done in the GLBT community, interviews with some of your clients and more. The finished product is a 2-page feature article with photos and graphics that is featured in our monthly **Gay Business Report** and our annual **Gay Market Report**. It is marketed as the lead feature article in our monthly **PBM E-mail Newsletter**, reaching over 15,000+ GLBT business recipients.

## The Spotlight is then let loose to do it's work

The Spotlight feature article about your business is then posted online, both from your website and from ours. It is made available to other websites and publications free of charge, and it is posted in our **PBM Facebook Group**, reposted on our **MySpace profile**, and is automatically set to post in our **GLBT Plaxo Business Group**, **FriendFeed.com**, **Twitter.com** and our other automated GLBT business-to-business touch points we have set up, including the **LinkedIn.com GLBT group**.

It is also reposted in our **Ning.com** social networking site we have set up for **GLBT Business-to-Business Social Networking**, as well as added to **Digg.com** (*social news sharing*) and **Delicious.com** (*social bookmarking*), which have also been integrated in online GLBT Business-to-Business Social Networking.

Lastly, this article is posted on our **PBM Business Blog** as well as GLBT Business-to-Business **Ning.com networks** and **CollectiveX.com group sites**.

Optionally, we can pitch this story to websites and publications that are related to your specific business, and we can integrate this story into a component of an online advertising buy for your company, as well as work with individual blogs, websites and publications to receive your company's product sample and other promotional items and encourage original articles to be written by them as well.

## Watching The Results

The steps above will **1) drive qualified customers to your website**, **2) increase your website's search engine optimization**, **3) maximize the results of your banner ad campaign**, and **4) increase the membership in your Facebook and other social networking groups**, allowing you a qualified Web 2.0 database from which to market to in the months ahead (similar to an e-mail list your company may have compiled in the past, but in this case, an e-mail list on steroids!)

Interested? E-mail or call us for a quote today - [matt@pinkbananamedia.com](mailto:matt@pinkbananamedia.com) / (323) 908-3653

Company Spotlight      Gay Market Report 2009

### Marketing Case Study

#### Marketing Strategies for Staying Competitive in the Gay and Lesbian Market

An in-depth look at the success of VisitBritain and Visit London in the GLBT Marketplace



There are several marketing campaigns in the GLBT community that receive exposure in tandem with the **Adweek** coverage with their back cover ads on various GLBT print publications, the **American Airlines** campaign ranging from event sponsorship to print and online advertising to extensive in-person networking with the intensive **Revelation** team, and the fact that the **VisitBritain - Visit London** advertising campaign continues to run for the past several years in a way that continually reminds us of the UK as a top GLBT travel destination. It seems that everywhere we would turn we would see the same marketing effort of this campaign, ranging from a billboard on Santa Monica Boulevard to a large booth at Chicago's North Halsted Market Days (with two, with many other marketing pieces to come on each, with all points online and in print combined).

So how did they do it? As a destination ahead of their time and setting the path for other destinations to follow, what is their strategy and how are they set to take their successes from the past and integrate them with new strategies in the future, using advantages of a variety of new mediums in the Web 2.0 and Social Networking world including Facebook, MySpace and more?

One major part of their success has been their GLBT marketing consult and **OneNightIn - Gay Consultants, Inc. (ONC)** being a strong marketing partner for the world of gay travel. He has helped them gain this name to help both relevant and cut the edge in a name that has well over 200 other registrations worldwide going for the GLBT traveler who has the **WOB** in travel spending.

It all started by identifying the opportunities. VisitBritain and Visit London were able to segment the GLBT market demographic; they were going after two distinct groups with specific marketing techniques of their own. The two target groups and their subsequent opportunities were as follows:

- 1. Targeted Female Gay Visitors Why London and Britain is Hot**
  - Create a contest to get community excited at the possibility of going to London/Britain.
  - Use of traditional imagery (i.e. Big Ben) and gay/lesbian personalities.
  - Introduce "gay friendly" London/Britain. Affordable Britain Message - Gay/lesbian Marketing
- 2. Targeted Male/lesbian Gay Visitors/Why should be the UK choice for LGBT Holiday travel**
  - London is London - gay/lesbian capital.
  - Britain has more gay/lesbian friendly destinations including Manchester, Cardiff and Brighton.
  - Strong/Real LGBT Community.
  - Gay/lesbian life is part of everyone in Britain.
  - Many things to do whether you are gay, lesbian or a couple.
  - Protection of gay rights.
- 3. Targeted LGBT Marketing Why London/Britain should be the UK choice for LGBT Holiday travel**
  - History of LGBT Britain.
  - London - most visible international city for US and German gay and lesbians according to independent travel survey.
  - Have identified these three market segments: Visit London and VisitBritain included women, men and the GLBT market, which has been that this audience wanted to be shown a party perspective, but from a creative, authentic, and unique perspective.
  - Which led them to their own unique GLBT marketing plan for the past year, which included:
    - Active LGBT Outreach
    - LGBT Groups
    - Social Networking
    - MySpace
    - Facebook groups and pages
    - Facebook targeted advertising

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Gay Market Report 2009      GLBT Organizations

### Spotlight On

## MDG Marketing Group

**A New GLBT Marketing & Advertising Agency**  
Specializing in Online Advertising

**MDG Marketing Group** is a unique, full-service marketing and advertising agency specializing in targeted programs aimed at the GLBT online gay and lesbian consumer market segment. Their personal understanding of this demographic allows them to bring unparalleled insight and knowledge to their clients, giving their clients an invaluable look into the lifestyles of these diverse individuals.

At MDG Marketing Group, it is their objective to introduce the gay and lesbian audience to their clients in a way that reflects compassion, caring and consideration for their clients. They believe that education is critical when contacting this audience. Therefore, their team can help you understand the importance of this market segment's spending habits, buying power and impact on your bottom line.

In order to accomplish these goals, they've compiled a well-earned list of gay and lesbian-specific marketing and advertising services which include:

- Strategic Planning
- Project Management
- Integrated Online Advertising
- E-Mail Marketing
- Print Advertising
- Public Relations
- Graphic Design

If your company is looking to build brand awareness and loyalty within the gay and lesbian demographic, then look no further than the experts at MDG Marketing Group. **Dynamic Marketing for Diverse Consumers.**

**About Matt D. Vinkler, President**  
As President of MDG Marketing Group, Matt Vinkler has created a niche marketing and advertising agency focusing exclusively on the \$500 billion gay and lesbian consumer market segment. Her unique insight and familiarity of this demographic is unparalleled which allows her to bring a wealth of knowledge to each client project her agency manages.

In realizing her dream of building her own agency, Matt decided to combine both her personal life with her passion for marketing therefore making MDG Marketing Group a reality. She formed MDG Marketing Group as a way to introduce the gay and lesbian community to "Corporate America" and to bring on a niche to educate her clients on such topics as gay and lesbian buying power, economic influence, lifestyle interests and brand habits.

Matt currently resides in Phoenix, Arizona and is proudly committed to her partner, Tiffany and their family of two dogs and two cats.

If your company would like to learn more about reaching the diverse and affluent audience, please contact Matt today at 877-282-2822 or via email at [matt@mdgmarketinggroup.com](mailto:matt@mdgmarketinggroup.com).



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