



# How to get diverse ideas into your marketing strategy

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THOSE THAT DARE

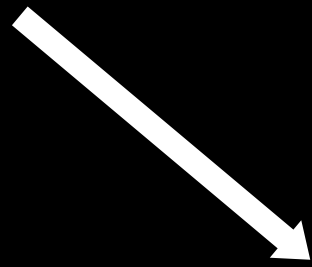
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**THOSE  
THAT  
DARE**

# How to get diverse ideas into your marketing strategy

Very serious  
marketing strategist



Diverse ideas help us innovate and keep us away from the "This is how we've always done it" mindset.



How do we set up an environment for diverse ideas?





**With diversity comes a variety of likes, dislikes, and behaviours.**

**You need to ensure that you also vary how you include everyone.**

Meetings for all  
personality types.





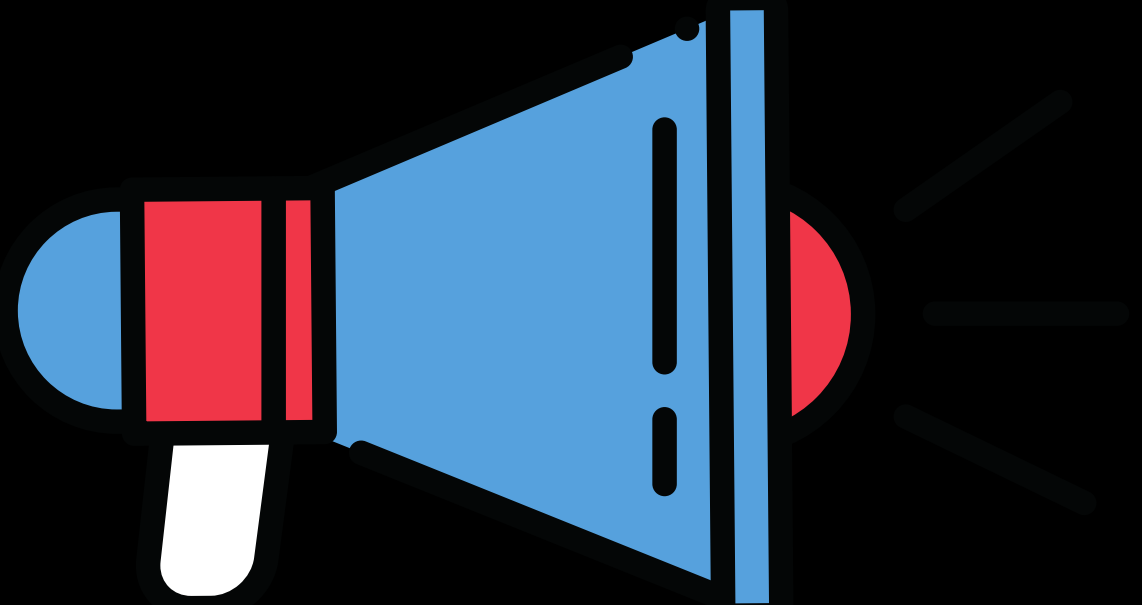
**Not everyone is  
comfortable in a room  
full of people.**



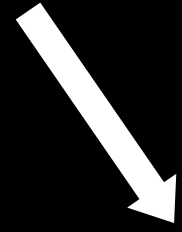
# Verbal and non-verbal feedback.



**Build an environment where everyone can share their voice in a way that feels comfortable to them.**



3 areas to  
find diverse ideas



# Organisation

**Meetings.  
Ergh.**



# Organisation Idea Generation

Different meeting formats (informal / formal / creative)

Thinking time before and after meetings

1:1 and group interviews

Internal feedback forms, polls, and online forums

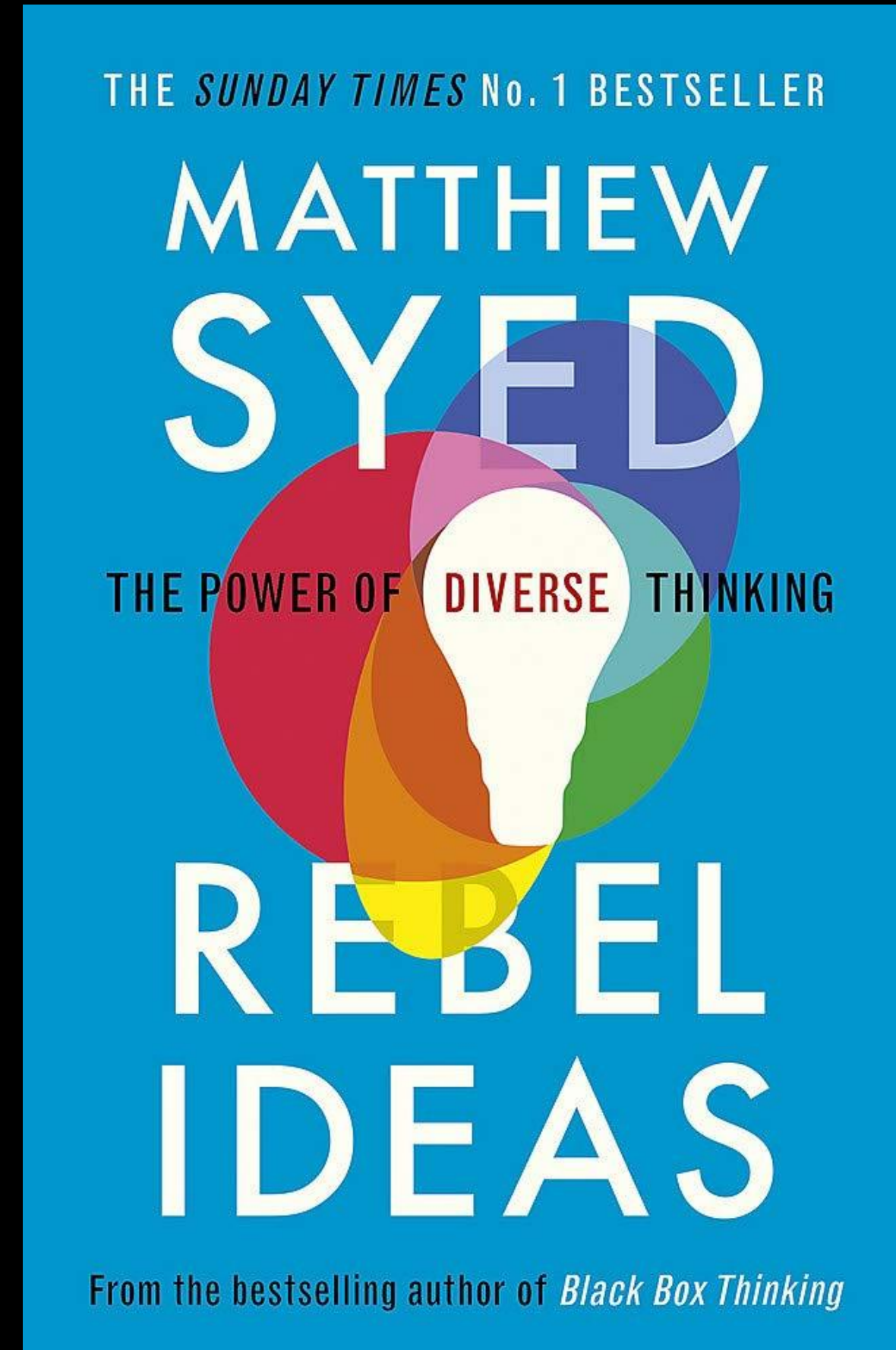


# GAME

## Ideas Lab

We had an open-door policy for people to share ideas, and we actively encouraged contributions via our ideas lab.

# Book Recommendation





**Audience**

**Avoid bias.**



# Audience Data Collection

Feedback forms  
and polls

Online  
forums

1:1 and group  
customer  
interviews

Customer  
Panels

Market  
Research

Surveys -  
Yougov / Find  
Out Now

Data and insight from all your platforms, brand tracking,  
and desk based research

Data gathering can be biased, so make sure you're capturing voices from your entire audience.



**Community / Peers**

Don't have an  
internal team or a  
big audience?



Find a community  
of peers.

# ...and if all else fails, just ask ChatGPT



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