

Tool 4.2: Create gender-inclusive marketing collaterals

Converting your technology-specific marketing collaterals to gender-inclusive collaterals will help your women customers realise the impact of your technology. Additionally, showcasing the impact of technology to other prospective women customers will enhance their purchase decision-making and instil confidence in it.

Tool objectives

- To enhance outreach across offline and online channels targeting last-mile women consumers through compelling gender-inclusive marketing materials.
- To enhance your organisation's brand visibility in the market as a socially responsible entity.

Action plan

Step 1: Assessment of the existing collaterals

- ☐ Start by conducting a gender gap assessment of your communication materials, such as training manuals, collaterals, and brochures.
- ☐ To assess how well your existing materials address women's needs, concerns, and priorities, use the following indicators:
 - ☐ **Choice of language:** Assess whether the language used is inclusive and accessible to women of diverse regions. Avoid terms that may reinforce stereotypes or exclude certain groups of women.
 - ☐ **Women-specific topics:** Assess whether the materials address topics relevant to women's needs, such as increase in income and economic empowerment.
 - ☐ **Women's representation:** Assess whether women's images are represented in the materials in diverse roles and contexts.
 - ☐ **Accessibility:** Assess the design and format of the materials to ensure they are user-friendly and accessible to women.

Step 2: Modifying or designing gender-inclusive collaterals

- ☐ Leverage the insights generated by assessing your communication materials to identify the gaps and opportunities and design gender-specific messaging for both offline and online marketing and sales efforts.
- ☐ Co-create gender-inclusive collaterals with a marketing agency.
 - ☐ Select a design agency with a proven track record of creating inclusive and diverse marketing materials, specialising in mobile and web platforms.
 - ☐ Share detailed insights about the target audience, including demographics, preferences, and gender-related behaviours.
 - ☐ Inform where existing collaterals fall short in addressing women's needs or where they could be improved to better meet women's needs.



- ☐ Ensure the agency supports the development of gender-inclusive marketing collateral in vernacular languages.

Step 3: Implementation of potential components within collaterals

- ☐ Include success stories that feature your existing women customers (if applicable) and highlight their achievements, challenges, and contributions.
- ☐ Include women voiceovers or feature women artists in marketing advertisements.
- ☐ Highlight the impact of your technology on women and showcase initiatives and support offered by your organisation to women users on social media and other digital platforms.
- ☐ Work with the agency to implement accessibility features such as alternative text for images and closed video captions.

Step 4: Dissemination of marketing materials

- ☐ **Offline marketing**
 - ☐ Share your printed materials in relevant geographies with target audiences while marketing your technology.
 - ☐ Attend and distribute the materials in the community events, fairs, festivals, self-help group meetings and farmers' markets.
- ☐ **Online marketing**
 - ☐ Ensure your marketing materials are easily accessible on your website. Create dedicated landing pages or sections for each type of material.
 - ☐ Share your marketing materials across relevant social media platforms such as WhatsApp, Facebook, Instagram, and others.
 - ☐ Influencer marketing (*optional*): Collaborate with influencers or industry experts to share your marketing materials with their followers and amplify your reach.
- ☐ Establish a proper customer care/sales conversion channel to follow up on the leads generated via marketing platforms.

Step 5: Monitoring and course correction

- ☐ Engage with women customers to collect feedback on the collaterals and understand their perspectives and suggestions for improvement.
- ☐ Incorporate relevant recommended feedback into the outreach and communication materials.
- ☐ Continuously monitor the impact of the revised materials on women's engagement and understanding of your technology.

Indicative: Required resources and cost and time implications

Resources: Human resources for conducting gap assessment within existing materials and monitoring, and marketing agency, hard copies of the training manuals, collaterals, and brochures, and partnership with an influencer (*optional*).

Cost heads*	Cost implications Low: USD 0–2,500 Medium: USD 2,000–5,000 High: USD>5,000	Time implications Low: 1–3 hours/week Medium: 4–5 hours/week High: >5 hours/week	Frequency of expenses
Human resource (salary)	Medium	Low	Monthly
Partnership with agency	Low	Medium	One-time
Hard copies	Low	Low	As required
Partnership with influencer (optional)	Low	Medium	One-time

**Note: This calculation provides an overview of the primary cost categories associated with the implementation of this tool. Minor expenses may also be incurred.*

Source: Authors' analysis

Potential indicators to measure success

- Increased number of inquiries for products originating from potential women users
- Increase in conversion rates/sales of the technology
- Improvement in brand recognition (measure likes, shares, comments, and retweets to assess how familiar users are with your brand, rise in the follower count)

Success story

In the [Powering Livelihoods](#) programme, we piloted several strategies for creating gender-inclusive marketing materials for cleantech startups. For instance, [Devidayal Solar](#), a manufacturer of solar refrigerators, realised positive results through a targeted social media campaign spanning three months on Facebook and Instagram, specifically designed to gain traction with potential women customers.

Their gender-inclusive content garnered significant traction, generating 95,500 impressions, with exceptionally high engagement on Facebook and video feeds. This generated 504 leads, 100 per cent of them being women. While our marketing efforts yielded promising leads, enterprises must establish an effective sales conversion funnel to capitalise on these opportunities. Setting up such a system ensures that leads generated through marketing efforts translate into tangible sales outcomes.



Image: Devidayal Solar/Powering Livelihoods

Gender-inclusive collateral by Devidayal Solar, a solar refrigerator and deep freezer manufacturing enterprise.