

Growth Through Belonging

How to deliver experiences that make more students feel seen, supported, and at home

Sonia Thompson | Thompson Media Group | Inclusion & Marketing



CAMPING WORLD

Flor

100
PAPARAZZI




TB
@TevonBlair



If you don't love me like FAMU
alumni love their alma mater, I
don't want it.

17:17 · 10/3/20 · [Twitter for iPhone](#)






FAMU Alumni · Join
 Doc Roc · Jan 6, 2023 · 🌐

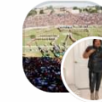
So I've realized not all HBCU alum have the same pride or love for their school as we do

My friend is always like I be doing the most
 So to help him out I figured he should know
 Just know if you ever deal with, date, marry a Rattler 🧡💚👉👈

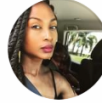
We Bragg Different isn't just a motto but a way of life you must accept

- any clothing/shoe drops something orange or green or a combo of the colors we're buying it
- any travel that requires airfare 9/10 we're wearing famu swag to the airport
- we see another Rattler even a complete stranger we greeting them like FAMUaly we've known our whole life
- homecoming is the biggest family reunion we will ever make you attend plan and act accordingly and you will be required to also wear orange and green during this time Or something say my bae is a Rattler
- also homecoming is damn near 2 week event do not ask why we're saying you need to have at least 5 days of PTO available 4 days to party and 1 day to recoup
- whenever we see famu items in the wild we're taking a pic and dropping the location for other rattlers to find
- we're in or follow 50/11 FAMU related groups or pages so we'll often have 1-2 FAMU related post or insta-story
- also we go to any event at another HBCU we again wearing FAMU apparel we petty and like to be seen

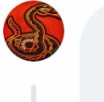
 Write a public comment...   


FAMU Alumni · Join
 Doc Roc · Jan 6, 2023 · 🌐

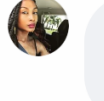
1y Like Reply 7 🧡👍



Jeanna Uwechue
 Seriously! Coming from a business that sells products for many HBCUs - it's always FAMU that buys the most.

1y Like Reply 4 🧡👍

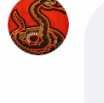

Darque Gable
[Jeanna Uwechue](#) what products and where is the site link?

1y Like Reply

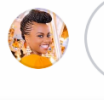

Jeanna Uwechue
[Darque Gable](#)







1y Like Reply


Darque Gable
[Jeanna Uwechue](#) thank you! Bookmarked!!

1y Like Reply

 Write a reply...

 Write a public comment...   

FAMU I love thee



**Life is about belonging. And because of
that marketing is about belonging**

“Fitting in’ often means shaving off your unique edges, hiding and masking what defines you, discarding any behaviors or appearances or images that prompt others to question you or push away from you. **‘Belonging’ is about finding that place where you finally let out a deep breath you had no idea you were holding and feeling with great certainty that the people around you understand you.**”

Chris Brogan, Author, “The Freaks Shall Inherit the Earth”



**Everyone deserves to have a place where
they belong**



Forbes

CMO NETWORK

The U.S. Has The Second-Largest Population Of Spanish Speakers — How To Equip Your Brand To Serve Them

Sonia Thompson Contributor

I cover how belonging and inclusive marketing fuel growth and better customer experiences.

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May 27, 2021, 05:36pm EDT

HubSpot Blogs Newsletters Videos Podcasts Resources HubSpot Products

How To Do Representation in Marketing the Right Way (+ Consumer Perspectives)

Sonia Thompson

Published: November 27, 2023

to article 6 minutes

WELCOME TO BREAK INC. business challenge entrepreneurs. Lead entrepreneurial ventures their stories can inspire.

Call For

company

January 26

Startup's Mission in Sales

Steady Growth Acquisition

Top 100 at the Top

March 22

Cause Marketing

MARKETING

These Common Inclusive Online Marketing Mistakes Can Cost Your Brand Sales

Small changes in the website customer experience you deliver can make a big difference in conversions.

EXPERT OPINION BY SONIA THOMPSON, INCLUSIVE MARKETING STRATEGIST AND CONSULTANT @SONIAETHOMPSON

Illustration: Getty Images

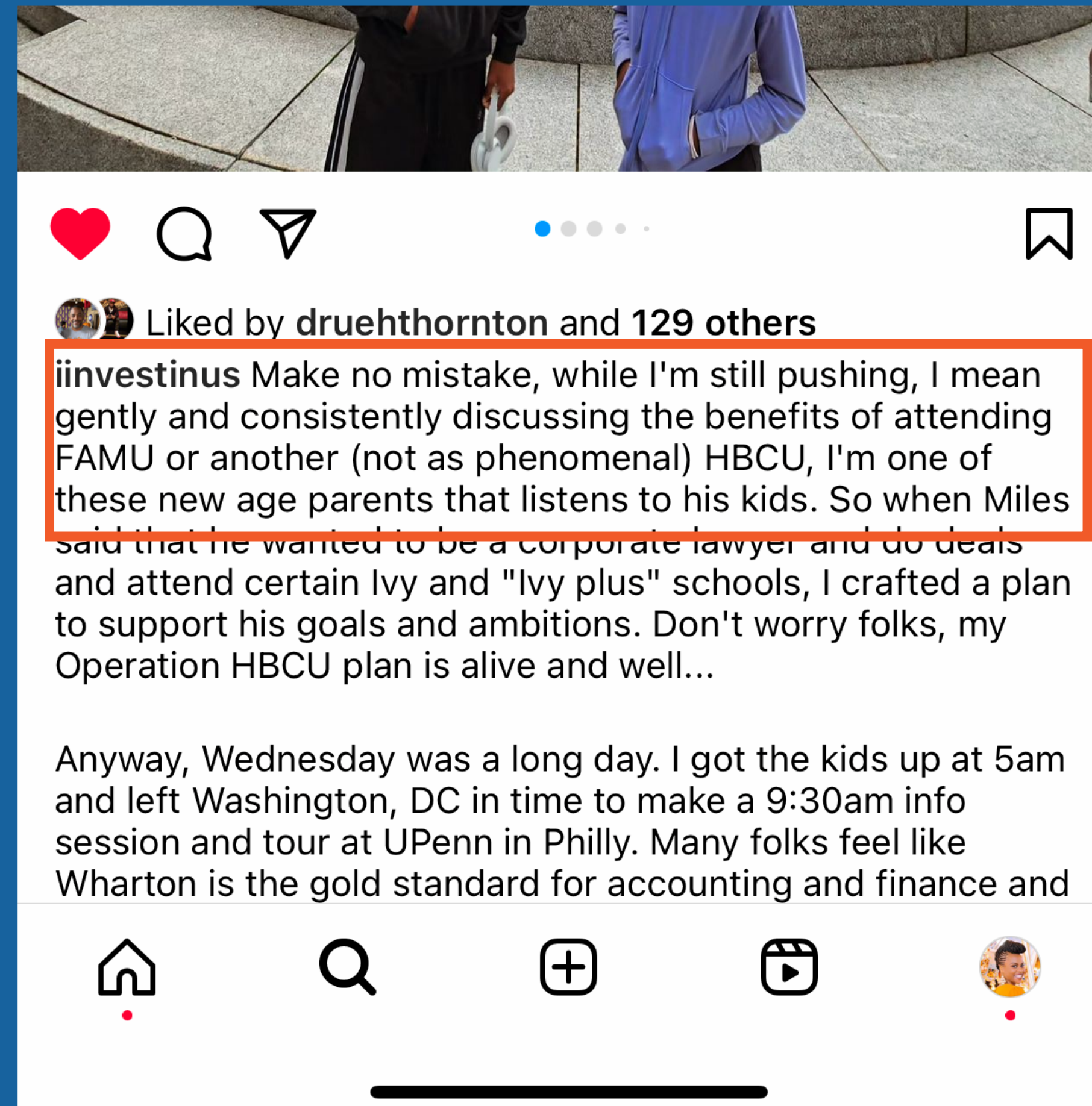




“A true fan is defined as a fan that will buy anything you produce. These diehard fans will drive 200 miles to see you sing; they will buy the hardback and paperback and audible versions of your book; they will purchase your next figurine sight unseen; they will pay for the “best-of” DVD version of your free YouTube channel; they will come to your chef’s table once a month.” - Kevin Kelly

Investment

Enrollment



Alumni who are emotionally attached to their school are twice as likely to be thriving in all elements of well-being and twice as likely to be engaged with their jobs.

As part of an ongoing measurement of college graduates' career and life outcomes, the Gallup-Purdue Index measures graduates' emotional attachment to their alma mater through their level of agreement with two statements: "I can't imagine a world without [College name]" and "[College name] was the perfect school for people like me." ←
Graduates who strongly agree with both statements are considered emotionally attached.

Gallup research conducted among alumni of several individual universities suggests that those who strongly agree with Gallup's measures of emotional attachment are more likely to be alumni donors. The research also shows that only 18% of U.S. graduates are emotionally attached to their alma mater. The conclusion? If colleges and universities can cultivate strong attachment among students *before* they graduate, the payoff in the end could be significant for those institutions.

“XXX Is the perfect school for people like me”

Hallmarks of belonging

- Being “seen”
- A commitment to including me
- Authenticity and shared values
- Other ‘people like me’ makes it easy to be me
- Support in becoming the best version of me

Being “seen”



A commitment
to including me

The image shows a screenshot of a TED video player. At the top left is the TED logo with the tagline "Ideas worth spreading". At the top right are navigation links: WATCH, DISCOVER, ATTEND, PARTICIPATE. The video player itself shows a woman in a yellow blazer on stage. A subtitle menu is overlaid on the video, titled "Subtitles (27 languages)" with a toggle switch set to "On". The menu lists various languages with radio buttons, including English (selected), Arabic, Northern Kurdish (Kurmanji), French, Burmese, Persian, Italian, Chinese (Simplified), Portuguese (Portugal), Japanese, Chinese (Traditional), Portuguese (Brazilian), Spanish, Croatian, and Romanian. Below the list is a link: "Don't see a language, [become a translator](#)". Below the video player, the video title "Get comfortable with being uncomfortable" is displayed, along with "9,420,365 views | Luvvie Ajayi Jones | TEDWomen 2017 • November 2017". Below the title are icons for Share, Add, and Like. A "Read transcript" button is circled in orange. Below the button is a short paragraph of text from the video. At the bottom, there are several tags: Social Change, Communication, Race, Success, Motivation, Personal Growth, Humanity, Writing, Society, Identity, Fear, Equality. On the right side, there is a "Watch next" section with a small video thumbnail.

Authenticity & shared values

The screenshot shows the Ben & Jerry's website header with navigation links: Ice Cream Flavors, Where to Buy, Shops & Catering, Activism, About Us, What's New, and Contact Us. The main heading is "Our Values, Activism and Mission". Below it is a paragraph about their social mission. The "Our Values" section features three icons: a globe with hands, a globe with a heart and scales, and a globe with leaves. Each icon is accompanied by a title and a short paragraph describing the value.

BEN & JERRY'S Ice Cream Flavors ▾ Where to Buy ▾ Shops & Catering ▾ Activism ▾ About Us ▾ What's New Contact Us

Our Values, Activism and Mission

We believe that ice cream can change the world. We have a progressive, nonpartisan social mission that seeks to meet human needs and eliminate injustices in our local, national, and international communities by integrating these concerns in our day-to-day business activities.

Our Values

We love making ice cream—but using our business to make the world a better place gives our work its meaning. Guided by our Core Values, we seek in all we do, at every level of our business, to advance human rights and dignity, support social and economic justice for historically marginalized communities, and protect and restore the Earth's natural systems. In other words: we use ice cream to change the world.

Human Rights & Dignity

We are committed to honoring the rights of all people to live with liberty, security, self-esteem, and freedom of expression and protest, and to have the opportunity to provide for their own needs and contribute to society.

Social & Economic Justice

We are committed to achieving equity, opportunity, and justice for communities across the globe that have been historically marginalized, recognizing that this is tied to fair livelihoods that enable individuals, families, and communities to thrive.

Environmental Protection, Restoration, & Regeneration

We are committed to a positive, life-giving environmental impact that restores degraded natural environments and enables increased diversity and abundance of ecosystems.

Other 'people like me' makes it easy to be me



Natalia Sanyal (She/Her) · 1st

Anti-oppressive copy that sounds like you, sells like hell, an...

2mo · Edited · 🌐

3 ppl have asked me, 'Will I belong?'
They've prolly been in biz spaces where they didn't fit in. ❤️

I shared 7 things about the anti-oppressive marketing cohort in response to that question:

1) Everyone accepted into the program filled in this blank correctly on the application: _____ Lives Matter. Some applicants actually got it wrong. They will not be in the cohort.

2) There will be 40 ppl max in the group.

3) The group is 75-80% BIPOC.

4) People have joined from all over the world. The next group will be gathering from 4 different continents (so far).

5) Participants are visionary changemakers that go by therapist, book coach, gender doula, career coach, neurodiversity coach, ops and systems designer, leadership coach, DEI consultant, TEDx speaker, keynote speaker, and author (so far).

6) Course content comes in audio, video, and written formats to support different needs.

7) Participants all want an anti-oppressive approach to marketing themselves that allows them to:

- a) Minimize harm (aka no mind games and greasy tactics)
- b) Sound like themselves (cuz the standard 'marketing bro' brand voice ain't it.)
- c) Sell out their offers (to increase impact and income)

All 3 humans who asked that question signed up right away. 🥳


If you feel like you belong here, too, apply ASAP.

It takes 3 minutes.

I have 15 spots left with 23 applications to sort through for the right fit.


Link in the 1st comment has the details.

Support in becoming the best version of me




"THE BIGGEST THING WE'VE EVER DONE. We launched our high ticket program and received 215 applicants. Our total sales during cart open: \$306,832! My brain has still not comprehended the magnitude of what just happened."

EMYLEE WILLIAMS & ABIGAIL PUMPHREY




"I wanted to say how grateful I am! I turned my investment with you into \$2 MILLION in course sales and it's been a life changer. I remember right at the end of the program I posted a photo of a dream house in the group, a few months later we got the exact house I had posted all thanks to a whole lotta course sales! When I tell my husband about investments he's usually a little skeptical but when I said I wanted to invest with you he was like "DO IT"! Just wanted to say thank you!"

PAIGE BRUNTON



"I'm finally going over 2020 in detail. My first 7-figure year. Total revenue: \$1,056,927. Profit margin: 52%. Ad spend: 0%. No ads. No sales team (THANK YOU, MARIAM!) Looking forward to using ads to grow in 2021!"

MAYA ELIOUS





"We are not even in the middle of the year and my business already made half of a million in revenue (whoattt!!) I have to admit that I just don't realize what is happening right now. I made 40x my investment! The best investment EVER!"

ANASTASIA HILDE


"June marks our first month on evergreen. We are celebrating 6 evergreen enrollments, and 50% paid in full! To go from not seeing evergreen as a possibility for a \$10k program, to now having 6 in our first month is just mind-blowing! No sales calls. No launches. Pure ease + authentic connection in DM's."

LIZ SIMPSON

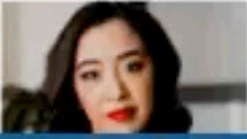
"I grew my course sales from \$28,000 to \$91,500, which is more than I ever made in my corporate career. I now have more time to spend with my family. I'm making 3x more now than I did before joining. I could go on and on about how grateful I am that I found this program, but I'll sum it up by saying thank you to Team Mariah Coz for changing my life."

DESIREE BOOKER




"I promote my evergreen webinar organically which got me to a million dollars the last 12 months, even with a maternity leave and no paid ads. Then, this year since January I have had consistent \$50k-\$70k months WITHOUT launching and while working a lot less, which has blown my mind! I have run everything pretty lean so far, and I work 20-30 hours a week while raising 4 young kiddos."

MORGAN RAPP




"I have all the tools to grow my business as big and evergreen as I want to and I finally have the freedom to run my business my way."




"I'm about to close the doors for the first-ever launch of my signature course. I shared a pre-recorded video and then answered questions live. My students appreciated that I was transparent about how nervous I was... I ended up having 65 enrollments right afterwards and now I'm at 135 new students. Mariah, thank you from the bottom of my heart!!"

RACHE DE LUNA




"We're applying all we've learned in both High Ticket Hybrid and The Accelerator in this launch. We've enrolled nearly 500 students already and cart closes this Sunday! Both webinars so far have made 6 figures. We hit the 7 figure mark for this calendar year 2 days ago!"

VANESSA LAU



"My course is a 12-week program for phenomenal educators to walk them step-by-step through launching an education consulting business. I pre-sold my course in November on a Rapid Validation Webinar and got 9 Early Bird enrollments. When I launched, my email list was 1295, I hit my best goal of 50 enrollments and made \$60,313."

DR. ERICA JORDAN-THOMAS



"My first (but definitely not last) multi-six figure launch! I made \$229,165 with my Published and Paid Event which helps aspiring and published authors lay the foundation for their six figure author-speaking-coaching business. We sold 95 tickets, had 70 live attendees and 23 enrollments... And NOT ONE SALES CALL!"

**Belonging is even more important for
people with identities that are from
underrepresented and underserved
communities**

You belong here

I belong here

Inclusive marketing is all about acknowledging the many ways in which consumers/students are different, intentionally choosing who your brand will serve, and then authentically incorporating those consumers/students throughout all phases of the marketing mix.

Common dimensions of diversity among the students you serve

- Gender
- Race
- Ethnicity
- Language
- Age
- Height
- Geographic location
- Religion
- Sexual orientation

- Parental status
- Weight
- Socioeconomic status
- Physical disability
- Dietary restrictions
- Writing hand
- Neurodivergence
- Marital status
- Education level

Representation Matters



Customer intimacy

FORBES > LEADERSHIP > CMO NETWORK

EDITORS' PICK

What Walmart's New Sensory-Friendly Hours Mean For Your Brand

Sonia Thompson Contributor @

I cover how belonging and inclusive marketing fuel growth and loyalty.

Follow

🔖 0

Nov 30, 2023, 10:06am EST



TROY, OH - MAY 11: An employee restocks a shelf in the grocery section of a Wal-Mart Supercenter ... [+] GETTY IMAGES

Customer experience



My Inclusive Marketing Spectrum



Raise Your
Hand If
You're
Different




ellentube



You've
Got
Options

sprinkles.com/collections/cupcakes



Chocolate Marshmallow

Belgian dark chocolate cake and marshmallow cream with bittersweet chocolate ganache

Lemon Blueberry **GF**

gluten friendly lemon cake studded with wild blueberries topped with lemon cream cheese frosting

Gluten Friendly Red Velvet **GF**

a gluten friendly twist on our classic red velvet.

Vegan Red Velvet **VG**

a vegan twist on our classic red velvet

Lemon

fragrant lemon cake with lemon-vanilla frosting flecked with zest

Banana Dark Chocolate

fresh banana cake with bittersweet chocolate frosting

Sugar Free Red Velvet **SF**

a sugar free twist on our classic red velvet – southern style light chocolate cake with cream cheese frosting

0% off

You're Normal

SKIMS NEW ▾ BEST SELLERS BRAS ▾ UNDERWEAR ▾ CLOTHING & LOUNGE ▾ SHAPEWEAR ▾ MENS ▾ COLLECTIONS ▾ SALE MORE ▾ USD 🔍 👤 ❤️

HOME / BRAS / UNDERWEAR

SIZE ▾

STYLE ▾

LINING ▾

WIRING ▾

COLOR ▾

BAND ▾

CUP ▾

COLLECTION ▾

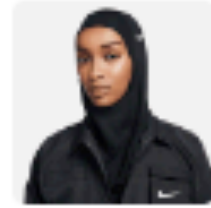
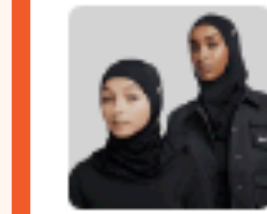
NAKED PLUNGE BRALETTE \$44

NAKED SCOOP LONGLINE BRALETTE \$48

NAKED SCOOP BRALETTE \$44

Sort

Exclusively
For You



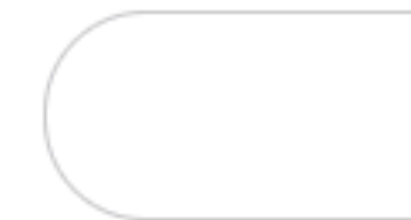
Nike Pro Hijab

\$38

Select Size

XS/S

4 interes



Shipping*

To get accurat

[Edit Location](#)

Free Pickup

[Find a Store](#)

Executing belonging through the entire student journey

Pre-Enrollment

Student

Alumni

Pre-Enrollment



OVERVIEW

ACADEMIC & SUPPORT RESOURCES

ACCESIBILITY RESOURCES

ASIAN, PACIFIC ISLANDER, AND DESI AMERICAN (APIA) STUDENT RESOURCES

BLACK STUDENT RESOURCES

Student Organizations

Tampa Bay Region

LATINX STUDENT RESOURCES

LGBTQ+ STUDENT RESOURCES

MIDDLE EAST AND NORTH AFRICAN (MENA) STUDENT RESOURCES

UNDOCUMENTED STUDENTS

BLACK STUDENT ORGANIZATIONS

Visit all of these Tampa campus student organizations on BullsConnect.usf.edu by entering the organization name in the search bar.



The Black Student Union
The purpose of the Black Student Union is to promote racial/ethnic interaction between and among the different ethnic groups at the University of South Florida. Through promoting relations between Black students and other students by providing cultural and social forums and activities, we hope to improve the relations between the different ethnic groups by knocking down the wall of ignorance and building a bridge of understanding.



Black Women in Medicine
This organization strives to provide underrepresented black women with the skills, knowledge and experiences to professional participation in health care fields. We strive to uplift the lives of women in the black community who aspire to obtain an occupation in medicine. Through volunteer, unity, mentorship and research we strive to empower the minds of our future female providers. We plan to implement strategies for our future female provider that will ensure that they are trailblazers in the healthcare field.

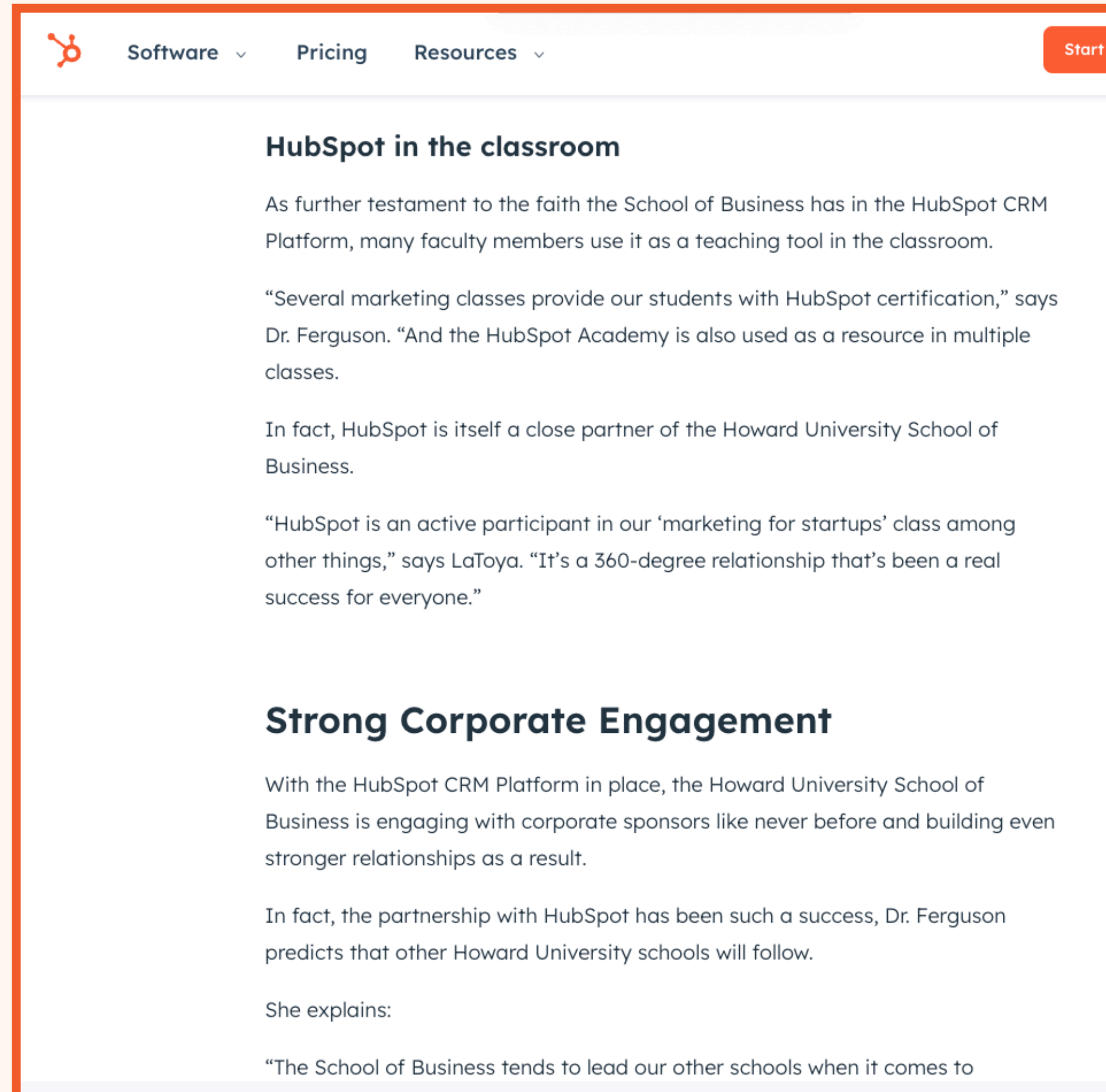


Motivating Black Students into Medicine
Motivating Black Students into Medicine's goal is to encourage middle and high school students to pursue careers related to health care. MBSM aims to include participating in community outreach, attendance of guest speakers, group study sessions, and application preparation for black pre-professionals. Our ultimate goal is to increase the number of black students entering health professions so that the gap between black patients and doctors is minimized.

Student

Alumni

Pre-Enrollment



The screenshot shows a HubSpot blog post with a navigation bar at the top containing 'Software', 'Pricing', and 'Resources' with dropdown arrows, and a 'Start free' button on the right. The main content includes a title 'HubSpot in the classroom', an introductory paragraph, two quotes from Dr. Ferguson and LaToya, a section titled 'Strong Corporate Engagement', and another paragraph.

HubSpot in the classroom

As further testament to the faith the School of Business has in the HubSpot CRM Platform, many faculty members use it as a teaching tool in the classroom.

“Several marketing classes provide our students with HubSpot certification,” says Dr. Ferguson. “And the HubSpot Academy is also used as a resource in multiple classes.

In fact, HubSpot is itself a close partner of the Howard University School of Business.

“HubSpot is an active participant in our ‘marketing for startups’ class among other things,” says LaToya. “It’s a 360-degree relationship that’s been a real success for everyone.”

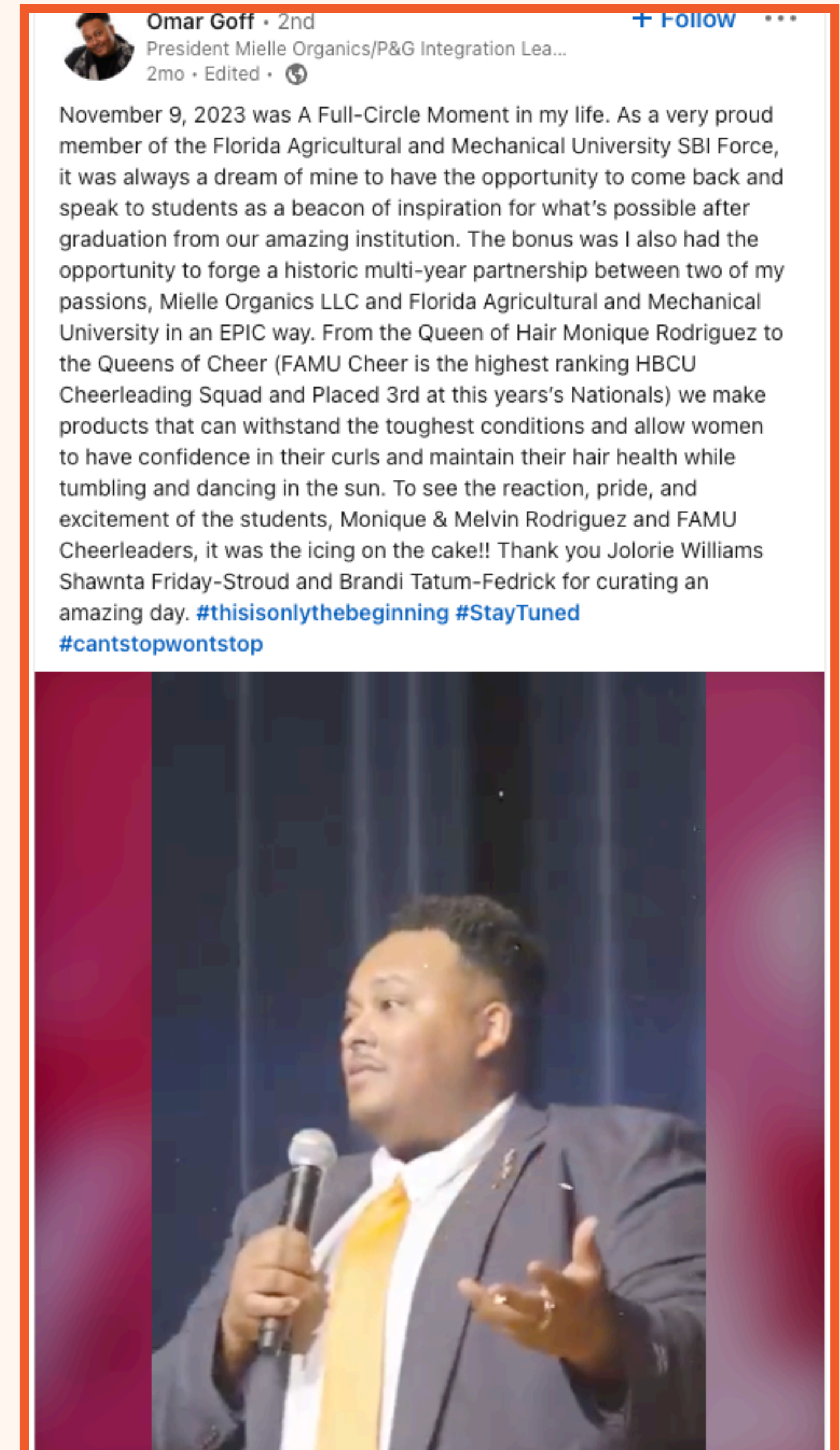
Strong Corporate Engagement

With the HubSpot CRM Platform in place, the Howard University School of Business is engaging with corporate sponsors like never before and building even stronger relationships as a result.

In fact, the partnership with HubSpot has been such a success, Dr. Ferguson predicts that other Howard University schools will follow.

She explains:

“The School of Business tends to lead our other schools when it comes to



The screenshot shows a social media post by Omar Goff, President of Mielle Organics/P&G Integration. The post text describes a significant moment for him on November 9, 2023, where he spoke to students at Florida Agricultural and Mechanical University (FAMU) as a beacon of inspiration. He mentions a historic partnership between Mielle Organics LLC and FAMU, and thanks Jolorie Williams and Brandi Tatum-Fedrick for curating an amazing day. The post includes several hashtags: #thisisonlythebeginning, #StayTuned, and #cantstopwontstop. Below the text is a photograph of Omar Goff speaking into a microphone on a stage.

Omar Goff • 2nd
President Mielle Organics/P&G Integration Lea...
2mo • Edited •

November 9, 2023 was A Full-Circle Moment in my life. As a very proud member of the Florida Agricultural and Mechanical University SBI Force, it was always a dream of mine to have the opportunity to come back and speak to students as a beacon of inspiration for what’s possible after graduation from our amazing institution. The bonus was I also had the opportunity to forge a historic multi-year partnership between two of my passions, Mielle Organics LLC and Florida Agricultural and Mechanical University in an EPIC way. From the Queen of Hair Monique Rodriguez to the Queens of Cheer (FAMU Cheer is the highest ranking HBCU Cheerleading Squad and Placed 3rd at this years’s Nationals) we make products that can withstand the toughest conditions and allow women to have confidence in their curls and maintain their hair health while tumbling and dancing in the sun. To see the reaction, pride, and excitement of the students, Monique & Melvin Rodriguez and FAMU Cheerleaders, it was the icing on the cake!! Thank you Jolorie Williams Shawnta Friday-Stroud and Brandi Tatum-Fedrick for curating an amazing day. [#thisisonlythebeginning](#) [#StayTuned](#) [#cantstopwontstop](#)

Life is about belonging

XXX I love thee

Thank you

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