How accessibility shapes marketing's *next chapter*

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More like *marketing colander*.

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Your funnel assumes 100%; reality quietly deletes 25% before conversion.

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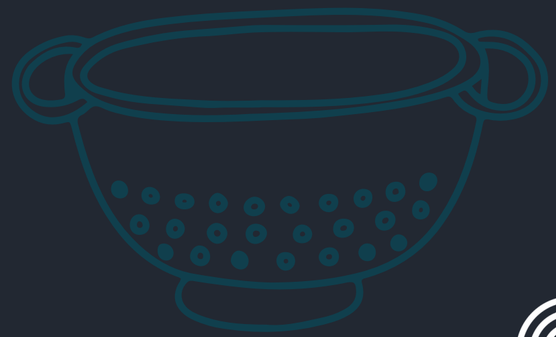

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Build once, reach *everyone.*

The curb-cut effect: ramps built for wheelchair users are now used by strollers, suitcases and trolleys.

Captions were built for deaf users; now so many social videos are watched on mute.

Accessibility doesn't serve a minority - it upgrades the experience for everyone.



Marketing's *next chapter.*

Personalisation has been about targeting people, not serving them.

Building for everyone flips that: an experience that meets people where they are.

It also builds better performing SEO and GEO and improves your technical performance.

The brands that win won't shout loudest. They'll be the ones whose funnel has only one hole (at the bottom for conversion).



You have optimised every step of the funnel, except the one that decides whether a *human can use it.*

The challenge tonight:

Reach an important part of your website (a donation form, event sign up page, support form etc) using only your keyboard.
Can you get there?

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