

Empowering the Unseen: Strategic Marketing for Educational Technologies for the Visually Impaired

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Abstract: *Marketing educational tools for visually impaired students is a nuanced challenge that requires inclusive design, strategic outreach, and deep understanding of the end users' needs. This article explores how assistive technology companies can improve brand awareness and accessibility while engaging various stakeholders—from students to policy-makers. Drawing on market data, competitor analysis, and marketing strategy frameworks, the research presents actionable insights for more effective outreach in this vital niche.*

Keywords: empowering the unseen, strategic marketing, educational technologies, visually impaired

INTRODUCTION

Understanding Assistive Technology (AT)

Assistive Technology (AT) includes tools designed to enhance the functional capabilities of individuals with disabilities. For visually impaired students, this ranges from Braille displays and screen readers to magnification software and specialized keyboards. The technology can be as simple as a magnifying glass or as complex as AI-powered wearable devices like OrCam MyEye.

Prominent manufacturers in this space include:

- HumanWare (Braille displays, magnifiers)
- Freedom Scientific (JAWS screen readers)
- Apple (VoiceOver software)
- Enhanced Vision (low-vision magnifiers)
- OrCam (wearable AI tools)

Audience Segments

Successful marketing in this field must target a diverse audience:

- Visually Impaired Students – need accessible, reliable tools tailored to their age and educational level.
- Educators & Administrators – require training and resources to integrate AT into classrooms.
- Parents & Caregivers – often make purchasing decisions and support learning at home.
- Advocacy Groups & NGOs – play key roles in promoting accessibility and providing funding.
- Policy Makers & Funders – influence regulations and resource allocations crucial for AT adoption.

Competitor Landscape

Companies in this niche adopt varied approaches:

Company	Strength	Weakness
HumanWare	Innovative and premium quality	High cost
Freedom Scientific	Strong brand and wide reach	Limited institutional targeting
Enhanced Vision	Affordable and user-friendly	Narrow product range
APH	Strong in foundational tools and education	Less tech-focused
OrCam	Cutting-edge AI devices	Limited classroom applications
Bookshare & Learning Ally	Extensive digital content	Device dependency

Marketing Strategies for Impact

Accessible Content Creation

Websites and materials must support screen readers and audio tools. Descriptive alt texts and voice-assisted features are critical.

Leveraging Social Media

With over 5.2 billion users globally, platforms like Facebook, Instagram, and LinkedIn offer accessible outreach.

Influencer Collaborations

Partnering with visually impaired influencers can enhance credibility and reach.

Institutional Partnerships

Schools, NGOs, and government programs can be strategic allies in reaching the target audience.

Public Relations & Advocacy

Media exposure and conference sponsorships help build brand awareness.

Community Building

Online forums offer continuous engagement, feedback, and advocacy.

Evaluating Effectiveness: Metrics That Matter

Social media metrics like impressions, engagement rates (likes, shares, comments), and interaction patterns are invaluable in measuring success. Tools like data mining and performance indicators (KPI analysis) offer real-time feedback for campaign optimization.

Key Recommendations

- Segment your audience by type of impairment, age, and educational level.
- Use device-compatible formats to ensure inclusive content delivery.
- Engage stakeholders via samples, events, and outreach programs.
- Prioritize user input in product design and marketing evaluation.
- Track results using social and web analytics to guide future strategies.

CONCLUSION

Marketing for visually impaired students isn't just about selling products—it's about promoting empowerment through accessibility. Companies that listen, adapt, and innovate with empathy will not only improve lives but also position themselves as leaders in a socially responsible market.