

CHECK LIST FOR COLLABORATION + AUDIENCE ENGAGEMENT IDEA GENERATION

CO-MARKETING. COLLABORATIONS WITH OTHER ORGANIZATIONS.

- What is the goal to collaborate with this organization?
 - a.Reach new markets
 - b.Higher brand exposure
 - c.Gain higher trust and influence
 - d.Other
- Do both organizations share similar brand values?
- Do you have complementary products or services that a collaboration will benefit your audience?
- Does the organization have positive brand perception?
- Have you collaborated with them before or know of anyone who has? Was it a positive experience?
- What is the measure of success for this collaboration to both organizations?

CO-CREATION. ENGAGING YOUR AUDIENCE.

- Can you engage your audience by allowing them to tailor your product or service? (i.e. different colours, different combinations, flavours, etc.)
- Can you bring your audience to somehow be part of your product or service development? (i.e. product idea submission, new flavours, names for new products, etc.)
- Can your audience participate in generating ideas or voting on selecting new products or services? (i.e. new style of fitness classes, new Lego creations, new scents for candles, etc.)
- Can you profile some of your audience members using your product or service? (i.e. Styling your clothes, driving your car, event with your flowers, etc.)
- Can your audience vote on who your organization collaborates with or supports? (i.e. Cause where monthly donations should go to, or where to volunteer at, etc.)
- Do you have ways to regularly talk to your audience, answer questions, ask questions? (i.e. Facebook or Instagram lives, quick online surveys, etc.)