IDEASCALE

4 Messaging and Communication Plan

Innovation Planning: Messaging And Communications Plan

Identify The What, Where, And Why Of Effectively Communicating Each New Opportunity.

4. Know Your Audience: Your Community

5. Know Your Audience: Leadership, Stakeholders

6. Know Your Audience: Role Players

7. Value Proposition

8. Identify Channels

9. Measure and Track Success

10. Continuous Engagement

11. Communications Schedule

Notes:

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Know Your Audience: Your Community

As you begin to build your communications plan, try to get in the mindset of your desired community. Think about who you ideally want to see participate. Do they already have ideas to share? Or will they be brainstorming, collaborating, and creating new concepts? Where will they find the time to participate in your campaign? And what is this participation competing with for time?

We want to think like marketers think and develop a profile for ideal participants. You may find that you want to build multiple profiles based on key factors such as: role within the organization, access to your community (do they work at a computer? Do they have a company email to sign in?), region, or even how you'd like them to participate (early adopter, idea creation, build concepts through comments, evaluate). This step may take some research so start planning early.

Group:
Group size:
Location, Access:
Desired action:
Value to participation:
Role in organization/unique perspective:
Available time, resources:
Unique skills, insights:
Best method of communication

Know Your Audience: Leadership, Stakeholders

Leadership and other stakeholders such as budgeting committees, board members, R&D, and more will have a different set of goals and perceive program value differently than your community of idea submitters. Build your program in alignment with leadership perspectives to gain full value, buy-in, and program longevity.

Stakeholders and their role in program development:

Their priorities and goals:

Current method for receiving and identifying new ideas:

What kind of ideas/concepts are they looking for:

Idea requirements to prove value:

Budget and allotted resources available:

Value proposition:

Best method for updates:

Know Your Audience: Reviewers, Moderators

Reviewers and evaluators, including moderators will identify and manage the right ideas on their path through your designed workflow. These role players will be dedicating their time and talents to making your program successful, so it's important to keep them engaged and invested.

Identify this team early to earn buy-in, and benefit from their insights as you determine the requirements for ideas to move into each advanced stage. Identifying the right requirements for ideas early will help your community identify ideas aligned with your program goals, and make evaluation smoother and more effective.

Team (for each stage of evaluation):

Role:

Time commitment:

Value to participation:

Team (for each stage of evaluation):

Role:

Time commitment:

Value to participation:

Value Proposition

Let's workshop your *concept* into a *problem statement* and *call to action.* This will allow you to convey the value of your campaign to your crowd. Craft a few separate problem statements or calls to action for each campaign to keep the content you share fresh. A strong call to action or problem statement will convey:

- How this campaign is relevant to the audience
- The value of the campaign
- The value of participation
- How to participate

Concept:
Problem Statement OR Call to Action:

Using the profiles you developed previously, turn that call to action into a unique *value proposition* for each group.

For Idea Submitters:
For Leadership:
For Role Player Group:
For Role Player Group:
For Role Player Group:

Identify Channels

Email: Newsletter, Digest, Mailing List, Signature Lines
- List and email curated by:
- Email format:
- Deadline:

Offline: Posters, Signage, Monitors
- Location(s) to display:
- Permissions, requirements, restrictions:
- Distribution:

Social, Network, Chat
- Dedicated social media channels:
- Leadership social media handles:
- Collaboration tools (Yammer, Intranet, Slack, GSuite):

Meetings + In-Person
- Upcoming opportunities:
- Who will present:
- Who will they present to:

Dedicated Events
- Event type (in-person or online), location:
- Date(s), Audience:
- Presenter(s), special guests, presentation, additional materials:

Blogs, News Sources, Advertisement, Website
- Owned channels (your blog, website):
- Release schedule:
- Others who while share your content:

Measure and Track Success

Optimize your efforts over time by measuring the effectiveness of your crowd communications. You have limited time and resources to dedicate to communications, so make them count.

Work with your marketing or communications team to identify what tools you can access:

• Track time spend creating content
• Track time spend creating sharable materials
• Track click rates and open rates

Use IdeaScale:

• Connect your Google Analytics account to your IdeaScale Community
• Create member Groups for segmentation
• Monitor activity with the Reporting & Analysis Dashboard

Tips:

• A/B test using different Calls to Actions
• Look at the ratios: # to receive the message >> # to view the message >> # to click through to the community >> # to sign in >> # to participate >> # to add value
• Measure volume of participation AND look for concentrations of activity in segments (location, job description, etc)

Build check-ins into your timeline to check your stats and determine which activities are resulting in the most value for your campaign. Keep what worked and change what didn't. This might mean dedicating more time to communications, or dedicating more resources to one highly effective activity.

Continuous Engagement

Your communications and engagement begin before **Launch** and don't end when submissions close. These are important milestones for your program, but it's also important to update your community as ideas move through your idea lifecycle. The more invested your community becomes—in the stages they participate in and those that they don't contribute to directly—the more ownership they'll feel over the process and the output.

Next we'll start working on your communications schedule. Included in this workbook are sheets for each milestone:

- **Pre- or Early Development Buy-in**
- **Early or Soft-launch**
- **Launch Announcement**
- **Progress Update** (reoccurring)
- **Deadline Reminder**
- **Celebrate Wins**

Communications Schedule

Pre or Early Development Buy-in

Who will you involve?

What needs to be determined before you share?

What needs to be accomplished before you share?

"If you are not willing to risk the unusual, you will have to settle for the ordinary." — Jim Rohn

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Communications Schedule

Early Announcement or Soft Launch

Who will you involve?

What needs to be determined before you share?

What needs to be accomplished before you share?

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Communications Schedule

Launch Announcement

Who will you involve?

What needs to be determined before you share?

What needs to be accomplished before you share?

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Communications Schedule

Progress Updates

Who will you involve?

What needs to be determined before you share?

What needs to be accomplished before you share?

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Communications Schedule

Deadline Reminder
Who will you involve?

What needs to be determined before you share?

What needs to be accomplished before you share?

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Communications Schedule

Celebrate Wins
Who will you involve?

What needs to be determined before you share?

What needs to be accomplished before you share?

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Date:

Channel(s):

Message:

Related Reading

Blogs:

IdeaScale Blog www.ideascale.com/blog

Innovation Management www.innovatonmanagement.se

Books:

- Creating Value with CO-STAR by Laszlo Gyorffy and Lisa Friedman
- Innovation Accounting: A Practical Guide for Measuring Your Innovation Ecosystem's Performance Book by Dan Toma and Esther Gons
- The Wisdom of Crowds by James Surowiecki
- Crowdsourcing by Jeff Howe
- A Guide to Open Innovation and Crowdsourcing: Advice From Leading Experts edited by Paul Sloane (First published in Great Britain and the United States by Kogan Page Limited 2011)

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