



B2B  
Marketing™

Crowdsourcing

Best Practice Guide

Published February 2014

**KEY TAKEAWAYS**

## KEY TAKEAWAYS

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# About this report

The *Crowdsourcing Best Practice Guide* was produced by B2B Marketing, with contributions from Brighter Directions, Gyro, Reading Room, Realise and Wiki Solutions.

This report talks B2B marketers through planning, starting and managing a crowdsourcing project. It helps marketers leverage crowdsourcing to enrich customer insight, gather product ideas and feedback, and capture and analyse data.

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# 1. Introduction to crowdsourcing

- **Find out what drives your audience to contribute.** Crowdsourcing can offer an increased sense of ownership of the brand in question, which could motivate the target audience to contribute.
- **Use crowdsourcing to produce content.** Content creation can be immensely time consuming, and for some brands crowdsourcing content is the answer.
- **Crowdsourcing can inspire creativity.** A significant number of crowdsourcing vendors exist for the purpose of commercialising a community's creativity. This commercialisation offers multiple benefits, all made possible by crowdsourcing.
- **While clearly the list of possible benefits is considerable, it's vital to go in to any crowdsourcing activity with your eyes wide open.**

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# 2. Planning and preparation

- **Get inside the head of crowd members.** *It is helpful to begin this process by stepping outside the mindset of the organisation and instead considering the steps an audience member goes through.*
- **The real value of a successful crowdsourcing project lies not in the prediction of the future, but in examination of the past and present.**
- **Empathise with your community.** *Understanding culture, attitudes and behaviours of a community is necessary if you want to convince them to perform tasks or contribute in any way.*
- **A crowd that has been built and retained can be an incredibly useful tool.** *It has the potential to frequently produce serendipitous, or unexpectedly useful results.*

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# 3. Audience research

- **Remember different crowds will react differently.** Getting the right people and group on board is based on strategy and doing your homework about your audience.
- **Create a compelling story.** Research continues to show one of the most important triggers to donations and actions are compelling stories.
- **Access the right crowd for your project through the services of online crowdsourcing websites.** These are marketplaces for companies to interact with crowds and source the right talent pool.
- **Approach crowdsourcing as an opportunity to engage a new group of potential supporters for your brand.**

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# 4. Implementation

- **You need to invest in implementation to get the best out of your crowdsourcing venture.** How you implement your plan will determine whether or not you achieve that success.
- **To get the best result you need to get the best people to give you their best work.** Think about what you can do to make the brand look special to attract the crowd.
- **As a rule of thumb, the more you want to personalise and the more features you want, the more it will cost.** Many vendors offer a degree of customisation and personalisation on their platforms, so think carefully about which platform suits your needs.
- **Don't just reach out to the crowd when you want something from them.** Think of ways you can stay in touch and give them something of value.

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# 5. The future

- ***As technology continues to play a huge part in all of our lives, it makes perfect sense that adaptable crowdsourcing platforms could develop into those the everyday person begins to use regularly (e.g. Jelly).***
- ***Linking up social media and crowdsourcing could be powerful. In the coming years we could see more businesses focusing more attention on the ways in which social media combined with crowdsourcing can fuel campaigns and solve business problems.***
- ***The future could see the focus shift to a much greater level of outsourcing via crowdsourcing as opposed to marketers and brands struggling to innovate solely from an internal perspective.***

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# Benefits of buying this report

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