Three Pragmatic Strategies for Leveraging Consumer Empowerment in Co-Creation

by Zach Friedman

In this three-part blog series, we will explore the psychological implications of consumer co-creation, the effects of incorporating consumer input into new product development and pragmatic strategies to increase consumer empowerment. Armed with this knowledge you will be able to build co-creation initiatives that engage consumers and create lasting brand value.

The first post in this series talked about the positive effects of consumer empowerment in co-creation, such as increased future loyalty intentions, a higher willingness to pay more and a higher likelihood of speaking positively about the product. The second post examined the empowering versus non-empowering strategies of communicating your inclusion of consumers’ input and participation in the co-creation process.

This blog post shares three ways to leverage consumer empowerment in co-creation to increase innovation success.

1. **Celebrate the Community, Not the Idea**

Beware of co-creation platforms that only celebrate an individual idea. This alienates the community members whose idea was not chosen. Celebrate the contributions of the community rather than the individual ideas you choose to pursue. Doing so will build a sense of pride in the community and empower all users to take ownership of the idea.

2. **Create Opportunities for Future Loyalty Connections**

Consumers who participate in co-creation are more likely to have future loyalty intentions toward the company. So why not leverage this? When users submit an idea or ranking for a product, solicit them to “like” your Facebook page, “follow” your Twitter account, or “sign up” for your email newsletter. In the prompt, celebrate that particular user’s role in making the community a success. They will be more likely to take you up on your offer to connect and engage with you in the future.

3. **Make it Easy to Share Positive Word-of-Mouth**

Involving consumers in co-creation makes them more likely to talk positively about the product and company. Neilson reports that 92% of consumers around the world say they trust “earned” media (word-of-mouth and recommendations from friends and family) above all other forms of advertising. Leverage this increased likelihood of positive word-of-mouth by using social sharing plug-ins wherever you can. Place a “share to Facebook” or “tweet this” button when you update your community about the products they have co-created with you.

How might you use these insights in your co-creation platforms? Experiment with different approaches to these insights. Measure and compare specific tactics and try to continually improve your efforts to increase the innovation success through co-creation. Broadly communicate these outcomes across your organization for reapplication.

Consumer co-creation is not just a fad; it is an evolution in the way you will communicate, source and validate ideas for new products. Don’t let your organization fall behind; leverage co-creation and consumer empowerment to strengthen your innovation pipeline and win in the marketplace.

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About the Author

Zach Friedman
zach.friedman@kalypso.com
Zach is passionate about innovation strategy and environmental sustainability. He loves to cook, snowboard and go on adventures in the wilderness.