



## FROM CONSUMER TO CO-CREATOR

### *4 Ways to Elevate the Role of the Customer in Your Marketing Strategy*

In a typical transactional relationship between a brand and its customers, the customer is a consumer. When it comes to participation marketing, however, the customer becomes a co-creator. In this new relationship, customers provide input that in turn dictates how a brand behaves. As a co-creator, the customer takes an active role by giving feedback that can make a product or service better.

#### ARE YOU CONSIDERING ENGAGING YOUR CUSTOMERS IN A CO-CREATOR ROLE?

Check out four ways to get your customers involved in your marketing efforts.

#### #1 ACTIVELY COLLABORATE WITH YOUR CUSTOMERS.

If there is an affinity group around your brand, take new product ideas to them for immediate feedback. This community is typically already invested in your brand and knows what you're about.

#### #2 BUILD COMMUNITIES.

If you don't already have affinity groups around your brand, or if you want to build more, look for points of passion between your customers and your brand. Allow your customers to talk to each other and share feedback and ideas with you via an online social media platform, forum or discussion board.

#### #3 EMPOWER CUSTOMERS AS BRAND AMBASSADORS.

Ask your customers to talk on your behalf. Referral programs are the age-old way to do this, and technology and social media are a great way to accelerate these programs.

#### #4 PROVIDE CUSTOMIZATION OPPORTUNITIES.

This tactic requires a one-on-one conversation with the customer. To help make this scalable, use social media and technology to help customers customize your product on their own.

#### DRIVE CUSTOMER ENGAGEMENT WITH PARTICIPATION MARKETING STRATEGY

Matt Williams, faculty director of the [Online Master of Science in Marketing \(MSM\) program](#) at William & Mary's Raymond A. Mason School of Business, goes in depth on participation as the fifth "P" of the marketing strategy mix. Learn how to use it to boost customer engagement by checking out our new micro-course. This micro-course includes a two-part video series and a Participation Evaluation and Planning worksheet.



Participation Marketing Strategy: Trends to Incorporate in 2023 and Beyond

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