



Marketing and communications tips for sourcing ideas

Identify your target audiences

Decide whom you'd most like to attract ideas from and then make sure you frame your request for ideas in a way that makes sense to them.

Use the power networks

Once you've identified the type of people you'd like to reach, do some research to find out which networks they're likely to belong to and use those network to cast the nets. Hopefully you'll soon be reeling in some unexpected ideas.

Ditch the jargon

Particularly when wanting to attract innovative ideas from people outside of your sector, avoid using jargon. You want make sure that anyone reading your call to action understands the opportunity and is inspired to act on it.

Create engaging content

When putting out a call for ideas on social media channels make sure you get creative – text alone won't help. We've found that people respond to infographics, images and video to a far greater degree than text alone.

Make your website work

Make sure that your website content is regularly updated and that the content is an accurate reflection of what you're up to. Keep posting fresh content in the form of articles or blogs to give people a reason to visit your site more than once.

Start talking

We've found that participating at conferences and events as a keynote speaker is a great way of generating interest around what you do and (when done well) inspires people to want to get involved. Make sure that you attend events from diverse sectors if wanting to attract unconventional ideas.

For more on who we are and how we work, please visit www.innovationedge.org.za