The Value creation model helps you define the value your organisation and your audience will co-create through digital engagement activities. It’s the first step towards a digital engagement strategy.

1. Assets
How do you create value for your audience? What are the (possible) products, services, experiences and emotions you make and share with your audience?

2. Audience
How does your audience create value for you? What are their resources (money, time, ideas, energy) and when are they willing to share these with you?

3. Co-created value
Which combinations of your assets and your audience's resources create additional or surplus value for all stakeholders involved?

Examples:
Your wines plus a food & wine recommendation service (assets) and crowd-ratings in this service (audience) highlight the best wine for every occasion (co-created value).
Your financial (or other) expertise (assets) and an open Q&A platform for finance related questions (audience) where you share your expertise create a repository for others and market insights for you (co-created value).