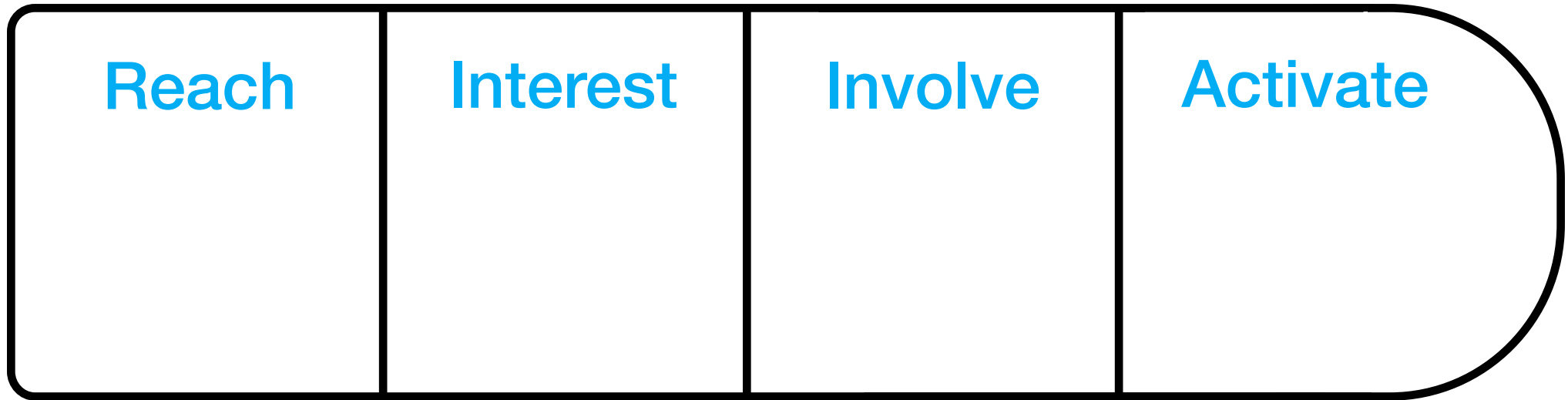


# Engagement phases framework



The Engagement phases framework helps you to develop the activities needed to take your audience from merely reached to sustainably engaged. All stakeholders - internal and external - need to move through all four phases before they actively co-create value.

## **1. Reach**

*How will you connect with your audience? Usually, this happens outside the confines of your own channels. Reach includes advertising and PR.*

## **2. Interest**

*How will you interest your audience and keep their attention throughout the activity? This includes a detailed content strategy.*

## **3. Involve**

*How will you initiate the value exchange between your audience and you? Involve is the simplest, most accessible level of engagement (likes, ratings, etc.).*

## **4. Activate**

*Finally, how will you turn low level engagement into the high(er) level engagement needed to co-create the value you are aiming for?*

Example:

To co-create walking routes that start or end at your venue you create a platform where your audience can create these routes. You reach your potential audience with ads on walking websites, SEA and sponsored content. Interest is achieved with periodic curated walking tours. Visitors of the platform are involved with a rating system and ultimately asked (activated) to share their own tours.