

Crowdsourcing for Quick Results

Course Overview

Businesses must think and act fast in today's marketplace demands. Crowdsourcing helps businesses stay current and competitive. This seminar will help you leverage different types of crowdsourcing. This includes microwork, macrowork, crowdcontests, crowdvoting, crowdwisdom, and crowdfunding.

Recommended for: Entrepreneurs, Business owners and small Business Owners

Format: Instructor-led

Duration: One day

Learning Objectives

- Define crowdsourcing and its business value
- Determine when to turn to crowdsourcing for projects
- Understand the crowdsourcing process
- Use social media tools and platforms to support crowdsourcing campaigns
- Identify crowdsourcing types including microwork, macrowork, crowdcontests, crowdvoting, crowdwisdom, and crowdfunding
- Attract and engage a crowd



Course Outline

Unit 1: How Crowdsourcing Came to Be

What Is Crowdsourcing?

A Brief History

Pre-Assignment Review

Finding the Business Value

When Is Crowdsourcing Right for You?

Unit 2: Understanding the Crowdsourcing Process

Unit 3: Choosing Your Crowdsourcing Platform

Identify the Options

Check Out the Sites

Unit 4: Taking a Closer Look at Crowdsourcing Types

Crowdvoting and Crowdcontests

Microwork and Macrowork

Crowdwisdom

Crowdfunding

Applying What You Learn – A Case Study

Unit 5: Using Social Media to Crowdsourcing

Unit 6: Recruiting the Crowd

Unit 7: Top Ten Tips for Success



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