



grassroots
young entrepreneurs in eco-health tourism

Welcome to Share & Promote Your Vision Creative Marketing Questions



Download the Questions to think about ways you can be creative, connect with your audience, share your message, and inspire action. Each question includes exercises and prompts to refine your approach and make your outreach more impactful and effective.

First: What to Avoid!





Avoid practices that undermine trust and collaboration, such as using misleading information, overpromising results, excluding community voices, or failing to represent your mission authentically. Projects that rely on superficial promotion without meaningful engagement can alienate your audience, harm your credibility, or create misunderstandings about your goals—ultimately reducing your long-term impact.

Make your project about transparency and meaningful connections. Share stories, successes, and challenges honestly, and involve your community in crafting your narrative. Treat sharing and promoting as a two-way exchange, fostering a sense of collaboration and mutual benefit. Always highlight the values and mission that guide your efforts to build trust and strengthen relationships.

For example, if you're promoting an eco-health initiative, focus on sharing real testimonials from participants, spotlighting local partnerships, or documenting your sustainability practices in action. This approach not only builds your credibility but also inspires others to join and support your efforts, amplifying your impact and fostering collective growth.

5 QUESTIONS Share and Promote Your Vision – Creative Marketing

Focus Areas	Questions	Exercises
<p data-bbox="112 445 166 521">1</p>  <p data-bbox="73 554 258 583">Inspire Action</p>	<p data-bbox="382 420 736 562">How can your visual content inspire action and excitement about your idea?</p>	<p data-bbox="778 339 1425 372">Create visuals that capture attention and inspire.</p> <ul data-bbox="778 420 1846 638" style="list-style-type: none"> • Brainstorm Ideas: Sketch or jot down ideas like logos, infographics, or storyboards for videos that visually represent your project. Think of creative ways to share your message and connect with your audience. • Design Content: Use tools like Canva or PowerPoint to create visuals, such as posters or social media graphics, that are engaging and on-brand. • Share Strategically: Post your visuals with clear calls to action (e.g., “Join us!” or “Support our cause!”) on platforms your audience uses most.
<p data-bbox="108 734 162 811">2</p>  <p data-bbox="73 896 349 924">Connect Emotionally</p>	<p data-bbox="382 740 726 924">How can your content connect emotionally with your audience and highlight the impact of your idea?</p>	<p data-bbox="778 681 1528 714">Focus on storytelling that resonates with your audience.</p> <ul data-bbox="778 762 1835 980" style="list-style-type: none"> • Brainstorm Stories: Think of real-life examples, testimonials, or scenarios that show the positive impact of your project. Write down key messages that evoke emotions like hope, inspiration, or urgency. • Create Content: Use tools like Canva or video editors to design posts, animations, or short videos that bring these stories to life. Make them visually appealing and relatable. • Share Strategically: Post your stories with captions that invite engagement, such as “See how this changed lives” or “Help us make this impact bigger!”

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<p data-bbox="112 255 166 331">3</p>  <p data-bbox="104 388 291 459">Communicate Uniqueness</p>	<p data-bbox="382 292 710 397">How can your idea stand out and attract the right audience?</p>	<p data-bbox="778 194 1348 230">Focus on what makes your project unique.</p> <ul data-bbox="778 274 1798 492" style="list-style-type: none"> • Spot Your USP: Write down your project’s Unique Selling Points (USPs), such as innovative ideas or environmental benefits. Highlight what sets you apart. • Design Highlights: Use tools like Canva to create graphics that showcase your USPs. For example, create comparison charts, fun facts, or “Did You Know?” posts. • Share Strategically: Post these highlights in a way that grabs attention, like “Why We’re Different” or “Join a Unique Movement!” Tailor your posts to the platforms your audience uses most.
<p data-bbox="108 536 162 612">4</p>  <p data-bbox="104 751 291 781">Amplify Reach</p>	<p data-bbox="382 714 739 819">How can you collaborate with others to spread your message further?</p>	<p data-bbox="778 536 1315 572">Build partnerships to amplify your reach.</p> <ul data-bbox="778 615 1843 998" style="list-style-type: none"> • List Partners: Write down potential collaborators, such as local groups, influencers, or businesses that align with your mission. • Create Collaborative Content: Partner with others to create posts or videos featuring their support. Use co-branding or shared hashtags to enhance visibility. • Create Engagement Opportunities: Organise events or activities like clean-up days, workshops, or community meetings that promote your cause. Use these events to engage others and gain feedback on your ideas. • Share Strategically: Tag collaborators and encourage them to share your content. Include calls to action like “Join our shared cause” or “Support this community effort!” • Promote Community Sharing: Encourage participants to share your project with their networks by using easy-to-share content, like flyers or social media posts with hashtags. Use calls to action like “Get involved today!” or “Help us make a difference!”



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<p data-bbox="112 503 305 604">5 </p> <p data-bbox="79 670 258 736">Feedback & Improvement</p>	<p data-bbox="384 554 736 696">How can you use feedback from customers and networks to improve your idea?</p>	<p data-bbox="780 459 1315 492">Collect feedback and refine your project.</p> <ul data-bbox="780 539 1792 790" style="list-style-type: none"><li data-bbox="780 539 1792 626">• Ask for Input: Reach out to your current customers or network members to ask for their thoughts on your idea. You can do this through surveys, social media polls, or direct conversations.<li data-bbox="780 637 1792 692">• Analyse Responses: Review the feedback to identify common themes or suggestions that could help improve your project.<li data-bbox="780 703 1792 790">• Implement Changes: Use the feedback to make adjustments to your idea, and let your community know that you are listening to them and making improvements based on their input. Encourage them to stay engaged and share more thoughts.