COMMUNITY OF PEERS GIVES EARLY FEEDBACK ON MARKETING CONCEPTS

ADVERTISING & MARKETING

Much the way consumers can solicit feedback on their own appearance through checkyourimage.com, marketers can now get early thoughts on new designs and concepts through a community of peers at Concept Feedback. Currently in beta, Concept Feedback is designed specifically for marketers, graphic designers and web developers to provide a simple tool for getting free, sincere feedback from like-minded professionals. Website designs, ads, logos, videos, presentations and more can all be uploaded to the site and submitted for review by other members; the person posting the material keeps all rights. Using a standard review template for consistency, professionals participating on the site can then offer their constructive advice, which gets automatically collected and archived for the submitting member. A system of reputation scores, meanwhile, keeps members honest and helps interpret their advice. The result, according to Concept Feedback, can be that any design problems are caught earlier, ensuring that only high-quality ideas make it into launch. Andrew Follett, the company's founder and CEO, explains: "Most small business marketers and freelancers lack the budget and resources it requires to obtain useful feedback on marketing concepts. A third-party point of view can be critical to launching a website, advertising campaign or concept that is clear, concise and effective." Two heads are better than one, as the saying goes, and in June Concept Feedback was already approaching 500 users. There's no doubt other professions could benefit from something similar—how about applying this to the industry of your choice? (Related: 'Open-mic nights' for business ideas — Professional feedback, instant and peer-to-peer.) Spotted by: Stas Zlobinski

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