Paid, earned, owned model



The Purpose:

To create more awareness in order to feed owned media and create earned media.

Benefits:

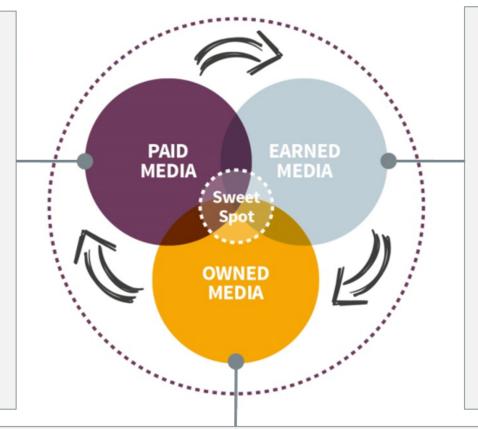
- Scale/broad reach
- Control
- Immediacy

Challenges:

- · Can be seen as 'clutter'
- Declining success rates
- Only works in tandem with owned media

Paid Advertising examples:

- PPC
- Display advertising
- Social media advertising
- Paid blogs/articles



The Purpose:

To listen to current trends/topics and respond in helpful and insightful ways.

Benefits:

- Most credible
- Transparent and lives on
- Helps to feed owned media interest

Challenges:

- No control
- · Hard to measure impact/effect on goals
- Can be negatives

Earned media examples:

- PR
- Good quality owned content, picked up by media
- Testimonials

The Purpose:

Build longer term relationships with existing and new customers and generate earned media

Benefits:

- Longevity
- Control push audience through journey
- · Cost effective

Challenges:

Takes time to scale No guarantees

Website

- Dlags/nor
- Blogs/news
- Social media channels

Owned media examples:

- Case studies
- Videos
- Mailers