## 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: | Benefits: | Challenges: | Owned media examples: |
| :---: | :---: | :---: | :---: |
| Build longer term | - Longevity | - Takes time to scale | - Website |
| relationships with existing | - Control - push audience | - No guarantees | - Blogs/news |
| and new customers and | through journey |  | - Social media channels |
| generate earned media | - Cost effective |  | - Case studies |
|  |  |  | - Videos |
|  |  |  | - Mailers |

