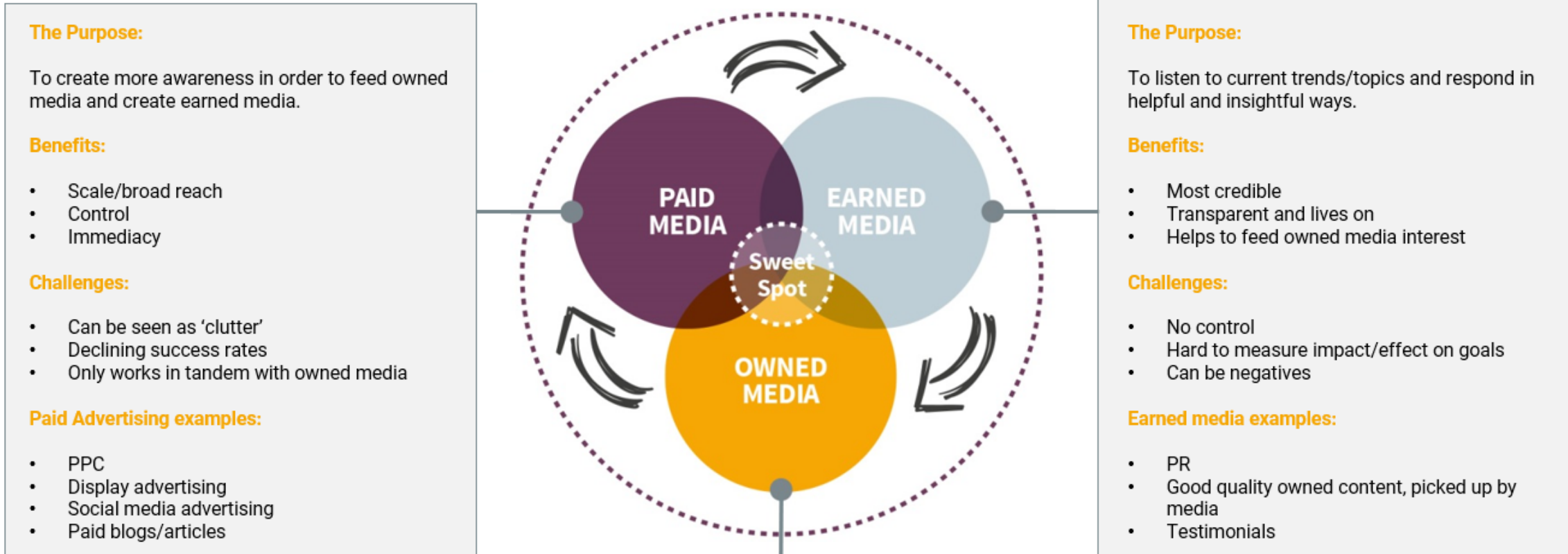


Paid, earned, owned model



<p>The Purpose: Build longer term relationships with existing and new customers and generate earned media</p>	<p>Benefits:</p> <ul style="list-style-type: none"> • Longevity • Control – push audience through journey • Cost effective 	<p>Challenges:</p> <ul style="list-style-type: none"> • Takes time to scale • No guarantees 	<p>Owned media examples:</p> <ul style="list-style-type: none"> • Website • Blogs/news • Social media channels • Case studies • Videos • Mailers
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