

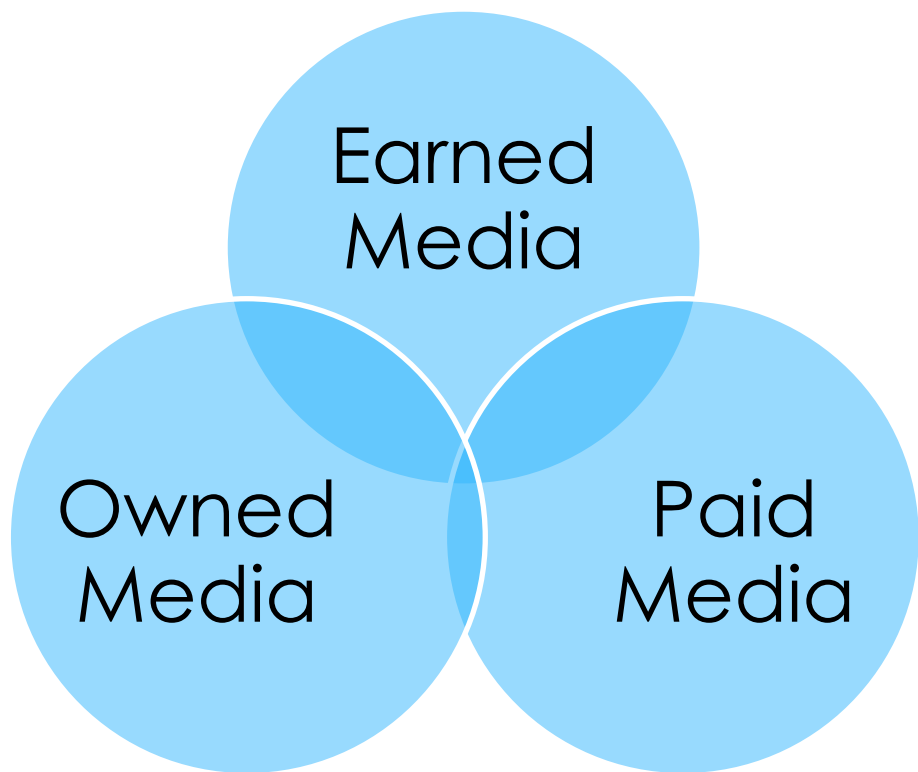


POEM

Paid, Owned and Earned Media

www.theonlinecircle.com

Defining your Digital strategy

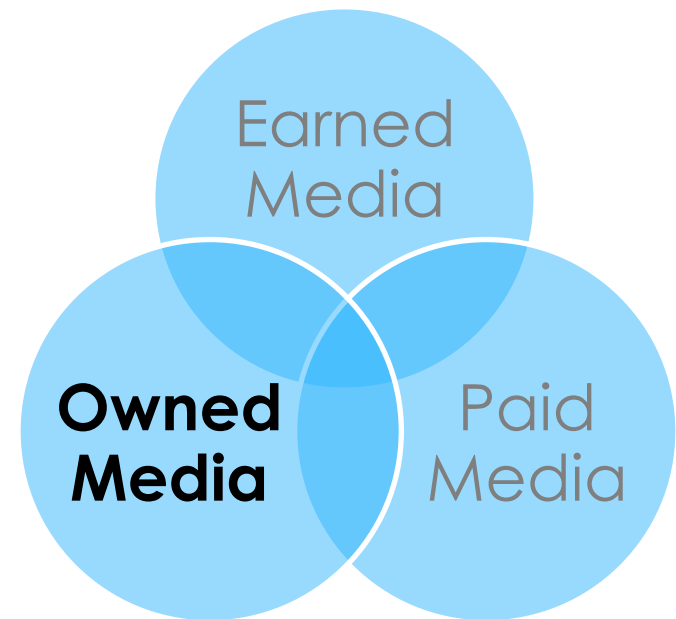


Defining your Digital strategy

Media type	Definition	Examples	The role	Benefits	Challenges
Owned media	Channel a brand controls	<ul style="list-style-type: none"> • Web site • Mobile site • Blog • Twitter account 	Build for longer-term relationships with existing potential customers and earn media	<ul style="list-style-type: none"> • Control • Cost efficiency • Longevity • Versatility • Niche audiences 	<ul style="list-style-type: none"> • No guarantees • Company communication not trusted • Takes time to scale
Paid media	Brand pays to leverage a channel	<ul style="list-style-type: none"> • Display ads • Paid search • Sponsorships 	Shift from foundation to a catalyst that feeds owned and creates earned media	<ul style="list-style-type: none"> • In demand • Immediacy • Scale • Control 	<ul style="list-style-type: none"> • Clutter • Declining response rates • Poor credibility
Earned media	When customers become the channel	<ul style="list-style-type: none"> • WOM • Buzz • "Viral" 	Listen and respond — earned media is often the result of well-executed and well-coordinated owned and paid media	<ul style="list-style-type: none"> • Most credible • Key role in most sales • Transparent and lives on 	<ul style="list-style-type: none"> • No control • Can be negative • Scale • Hard to measure

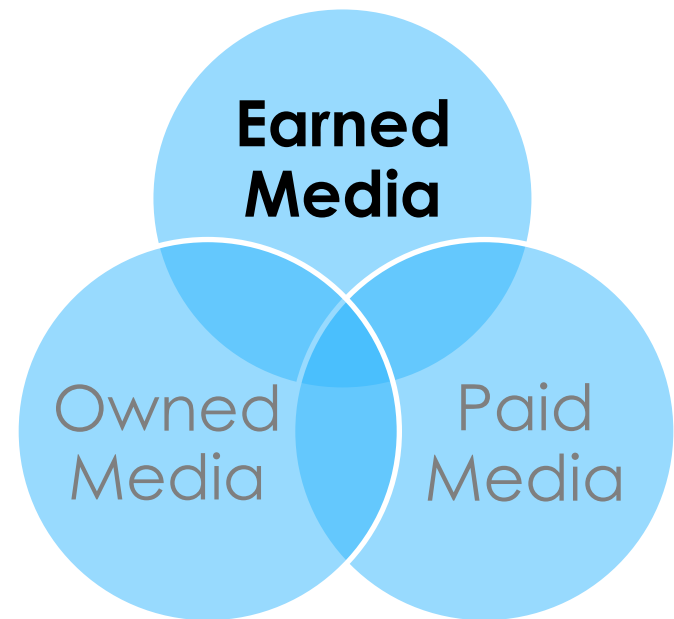
Defining your Digital strategy

- 1) Create a solar system of owned media.** Owned media is a channel you control. There is fully-owned media (like your website) and partially-owned media (like Facebook, Twitter or YouTube). Owned media creates brand portability. Now you can extend your brand's presence beyond your web site so that it exists in many places across the web - specifically through social media sites and unique communities.



Defining your Digital strategy

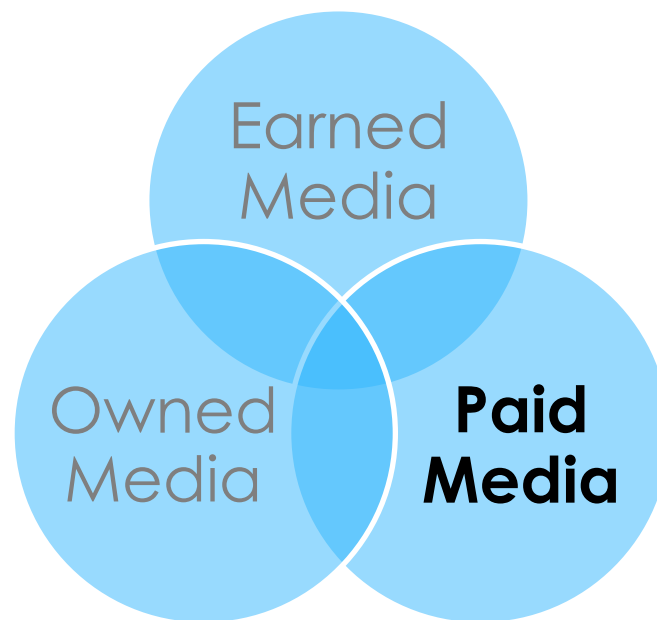
2) Earned media is a result of brand behavior. "Earned media" is an old PR term that essentially meant getting your brand into free media rather than having to pay for it through advertising. However the term has evolved into the transparent and permanent word-of-mouth that is being created through social media. You need to learn how to listen and respond to both the good (positive organic) and bad (spurned) as well as consider when to try and stimulate earned media through word-of-mouth marketing..



Defining your Digital strategy

3) Immediacy and Scale

Paid Media has its role, being a seed strategy, being a catalyst or acting for acquisition for your other medias.





One Extra Thought

Paid, Owned and Earned Media (POEM) is a great way to dissect a brand and it's marketing initiatives in the Planning process.

But we should not only focus on digital.

POEM is media agnostic. TV/Radio/Print is paid media. A bricks and mortar store is owned media. The employees uniform is owned. The trucks used to distribute your goods is owned, SEO is earned.

We should not be limiting ourselves to only digital, it's a disserve to a Brand.

When you plan holistically, you get a better understanding of where the gaps are, but at the same time give you opportunities to do wonderful things. People do not consume Brands in silos, we shouldn't plan that way either.



www.theonlinecircle.com