

THE POWER OF PLACEMENT

Understanding the differences and benefits of owned, earned and paid media

OWNED MEDIA

Spreading your message on platforms you own and operate

Owned media includes communication platforms that you own and manage. This includes things like your external, or internal website. Social platforms and internally printed documents also fall into this category because the content on those types of media is totally controlled by you. Typically owned media is a critical component of internal communications and important in building trust and legitimacy with external audiences. In some cases, owned media can be a great way to expand your message if your organization has multiple offices or locations.

EARNED MEDIA

Working with news and information platforms to help them cover your topic for their audiences

Earned media includes having your message incorporated into news stories or other externally-controlled media sources. This is an important part of the placement mix as these sources often reach multiple target audiences and can be important in conveying trust, legitimacy and information about your message. Getting your message across via earned media starts with relationships. Building good relationships and streamlining ways for media to access your information is one of the most important ways to start earning media presence.



EXAMPLES OF OWNED MEDIA

- Website
- Social media platforms
- YouTube videos
- Internal printed publications
- Public meetings
- Webinars
- Visual content
- Podcasts
- Stickers
- Vehicle branding



EXAMPLES OF PAID MEDIA

- Traditional advertising
- Boosted social media content
- Sponsored content or events
- Advertorials
- Billboards
- Pre-roll video ads on YouTube or other video streaming services
- Radio advertisements
- Show sponsorship



EXAMPLES OF EARNED MEDIA

- News interviews and stories
- Radio interviews
- Talk radio guest appearances or hosting
- Coverage of events on news media
- Word-of-mouth
- Begins with relationships

PAID MEDIA

Paying for access to the platforms audience

This is the traditional approach to advertising. Give a platform money and they give you time and space to present your message or idea. With the wide spread of advertising options, understanding your target audience is absolutely critical when choosing which types of paid media you should utilize.