AMPLIFY

HOW TO USE PAID, EARNED AND OWNED MEDIA TO PUMP UP

THE VOLUME OF YOUR CONTENT MARKETING

Introduction

How content marketers can take control of the volume dial

Not so long ago, media was ruled by large news outlets and powerful media conglomerates, and accessible to marketers only when they paid their way onto them or, on rarer occasions, earned their coverage. As a brand you could produce great content, but you had to rely on somebody else to amplify it for you. It was like being a great underground rock act that couldn't get onto the agenda of the radio stations – without someone to broadcast your sound, you couldn't get the credit your content deserved.

Today, things have changed. Those news outlets are just one slice of a much larger digital media pie. Social media, technology and the changing nature of online behavior have levelled the playing field for small businesses and savvy marketers. In this age of media upheaval, content marketers have more options than ever in the form of paid, earned and owned media. Understand these three different strategies, and you'll be able to amplify your content marketing and reach an audience whenever you need to.

In this eBook we will uncover the difference between paid, earned and owned, and discuss how you can get the most out of each. We'll look at best-in-class examples, and we'll reveal how best to measure the performance of each area. Are you ready to turn up the volume? Then let's begin…

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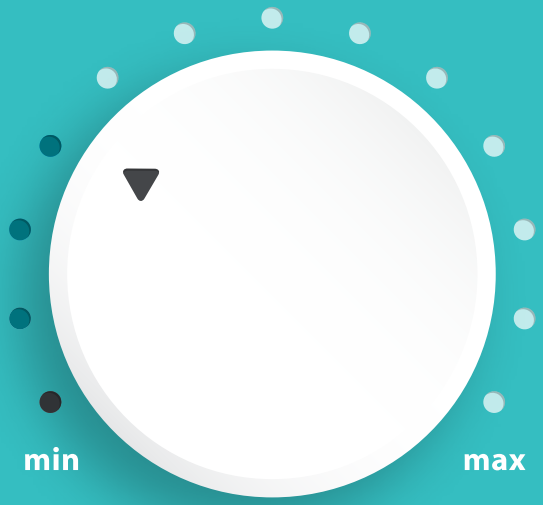
CHAPTER 1

WHY YOU NEED A STRATEGY **TO MAKE YOURSELF HEARD**



According to B2B Content Marketing: 2016 Benchmarks, Budgets and Trends North America report, only a paltry 30% of North American content marketers reported that their content marketing is effective.

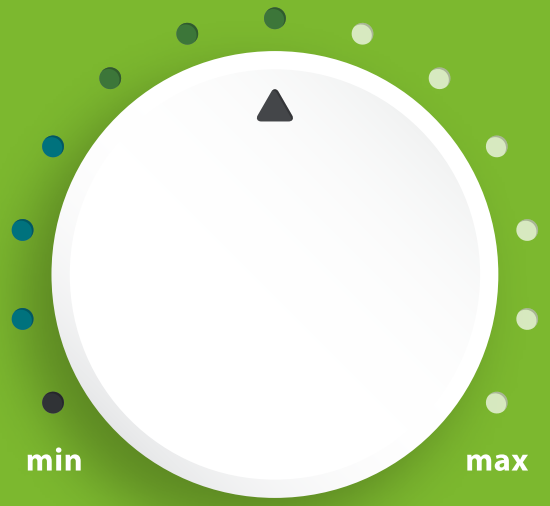
The report also revealed an obvious cause– only 32% of content marketers in North America actually had a documented content marketing strategy, even though the research consistenly shows that those who document their strategy are more effective in nearly all areas of content marketing.

OF NORTH AMERICA CONTENT MARKETERS REPORTED THAT THEIR CONTENT MARKETING IS EFFECTIVE.

OF NORTH AMERICA CONTENT MARKETERS ACTUALLY HAD A CONTENT MARKETING STRATEGY.

CHAPTER 2

THE EVOLVING **ONLINE MEDIA LANDSCAPE**



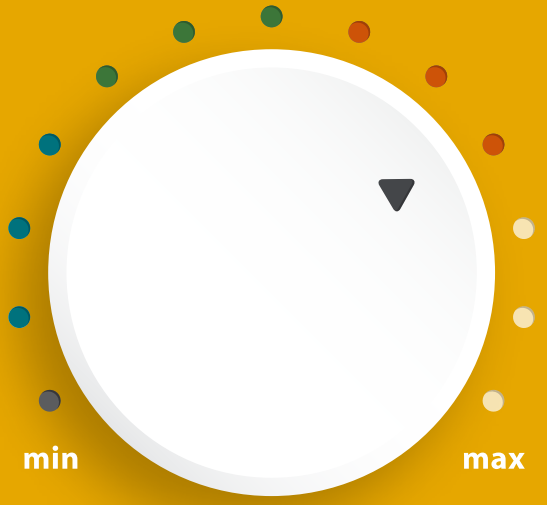
According to a recent Vouchercloud infographic, global internet traffic has spiked from 100 GB per second in 2002, to a projected 50,000 GB per second in 2018. That's a 49,900% increase. Nielsen says that digital media engagement has spiked to an average 9 hours a day, per consumer. But, how much more media time can consumers really handle? Not much, in our opinion.

In 2014, Mark Schaefer – social media expert and author of "The Content Code" – declared we had entered an era of "Content Shock." As Mark described, content creation was far outpacing content demand. As more brands create content, it's become more and more difficult to capture audiences' attention through that content.

Just as the internet has evolved, so too must content marketers. The first step to getting your content in front of your desired audience is learning how to use paid, earned and owned media to your advantage. That's the key to continuing to deliver relevant content to relevant people at relevant moments – but doing it once isn't enough. The way that audiences find your content one year may not be the same the next – and content marketers have to stay nimble and evolve their approach in order to stay on their audiences' playlists.

CHAPTER 3

CHOOSING THE AMPLIFIERS **THE WHAT AND WHEN OF PAID, EARNED AND OWNED MEDIA**



No matter what your business is, thriving in today's digital world requires a media strategy that makes sense. While there are no magic formulas to follow, there are certainly best practices we can all learn from. Below we've outlined how your different paid, earned and owned options line up – and best practices to follow in each area.

What is PAID MEDIA?

Paid media is defined as any media space purchased – whether physical or digital – to promote a brand, idea, person, campaign or organisation. For our purposes, we are limiting our definition of paid media to all things digital. This could include, but is not limited to:

Search Engine Marketing

- Sidebar search engine ads commonly seen on Google, Bing and Yahoo triggered by search engine keyword query
- PPC ads can also live on a website, but are also triggered by keyword query

Banner Ads

Visual banners displayed across various websites at varying sizes and levels of interactivity

Paid Social Media

- LinkedIn Sponsored Content
- LinkedIn Text Ads
- Facebook ads
- Instagram ads
- Twitter ads
- YouTube pre-roll ads

Native

Any digital advertisement displayed on a website or elsewhere online (can be social media) that matches the form and function of the property on which it is displayed

Search Engine Display Ads

- Similar to pay-per-click, but strictly visual in nature
- Can be displayed across a variety of websites using remarketing technology leveraging data stored using cookies from websites

When to include PAID MEDIA in your strategy

Paid media can supplement your content marketing at all stages of your sales funnel. Not sure what all this funnel business is about? Download our eBook, "Rethink the B2B Buyer's Journey" for more information on developing full-funnel tactics.

Here are the most common situations for using paid media:

Search engine marketing, most commonly referred to as PPC, is best used for driving customers into a clearly defined purchase path. Products, software, platforms and books can all benefit from search engine marketing ad spend.

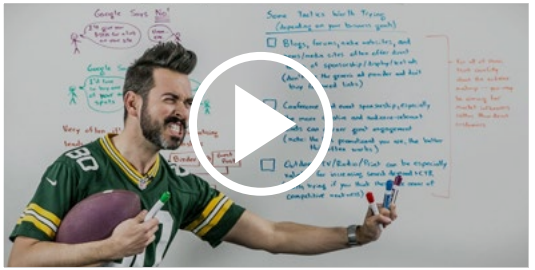
Banner ads are less popular than they were ten years back, but still help large brands gain massive exposure and awareness for new and existing products and services. Most content marketers avoid banner advertising, unless the targeting is spot-on.eBook, asset, campaign, or sweet coupon deal. **When used tastefully, it works.**

Paid social media works fantastically for **gaining increased exposure** for blog articles, eBooks and other content assets meant to drive awareness. Due to the massive amount of demographic information available to marketers via social platforms, savvy content marketers often utilize paid social media advertising in nearly all areas of their content marketing.

Native advertising offers an effective means of getting **editorial content in front of niche audiences**. Consider trying LinkedIn Sponsored Content.

Finally, display ads and remarketing can offer your readers a useful and visual "nudge" as it were, reminding them to return to your website for a download or free trial. **Try some pixel retargeting** for your next eBook, asset, campaign, or sweet coupon deal. When used tastefully, it works.

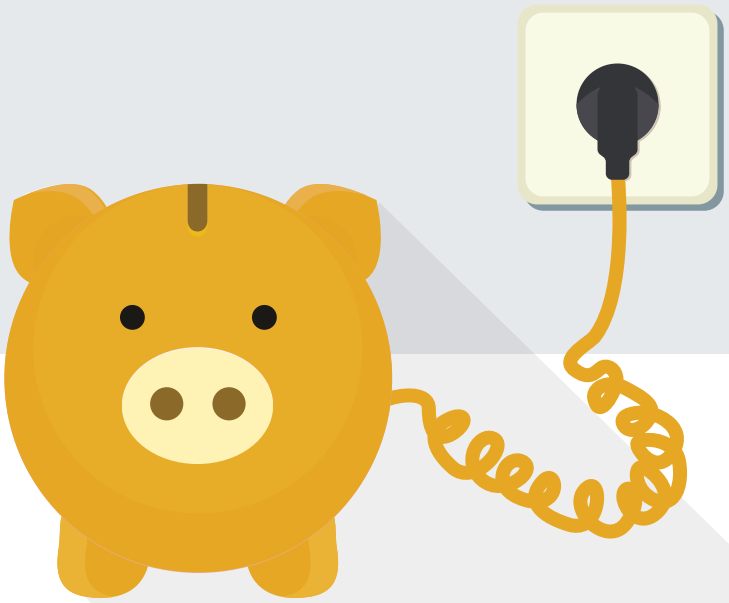
For more on how to improve your organic ranking and content marketing with paid media, watch this video from Rand Fishkin, a.k.a. the "Wizard of Moz."



What is EARNED MEDIA?

Earned media – also commonly referred to as word-of-mouth advertising, PR, publicity or media relations – is an unpaid means of gaining greater recognition and exposure. It is often the result of providing customers with a valuable product, service, experience, or content. Earned media usually comes to fruition as a third-party news article, interview or online review.

Earned media includes:



Links

By providing valuable web-based content, other websites link to your blog post, asset or website

Third-party article or content

When a blog, news outlet, podcast or organization writes content featuring you, your campaign or your organisation

Post in an online community

Businesses that offer consumer services often seek to have third-party users post reviews or mentions on sites like Reddit, Yelp, or Trustpilot.

Social mention

When a customer or business mentions you in a LinkedIn post, Facebook mention, Twitter reply or Snapchat; gaining followers via social media is also considered earned

Organic SEO

By providing valuable web-based content, search engine algorithms (might) rank your content above others thereby bringing an authority to your business and greater reach via organic search exposure

Influencer activity

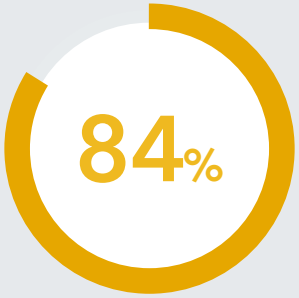
When someone with great influence in your shared area of expertise mentions you online, via social media, or posts content in response to your activity

Word-of-mouth referral

When to include EARNED MEDIA in your strategy

Earned media is the holy grail of marketing. Chipping away at link-building, social media mentions and getting influencers to post about your organization can take months, or even years. It's worth it. In fact, a Nielsen study found a full 84% of consumers around the world trust word-of-mouth recommendations above all other forms of advertising.

Earned media is about mapping your core business objectives to the earned media activities that can further those objectives.



OF CONSUMERS AROUND THE WORLD TRUST WORD-OF-MOUTH RECOMMENDATIONS ABOVE ALL OTHER FORMS OF ADVERTISING.

Here are just a few common examples of how earned media could be applied to a marketing mix:

- Marketers aiming to promote a software platform seeking to get mentioned in top industry publications in order to build trust and credibility.
- Authors, publishers and thought leaders seeking increased visibility among publishers on social media via customer reviews, and influencers discussing their publications or posts.
- A local business seeking to rank first in search engines, and getting glowing reviews in online communities, forums and review sites.

No matter your business, earned media takes time. While paid media is a lever to be pulled, earned media is more like a door you must consistently, but politely knock upon. At the end of the day, earned media is a reflection of real-world trust and relationships built online.

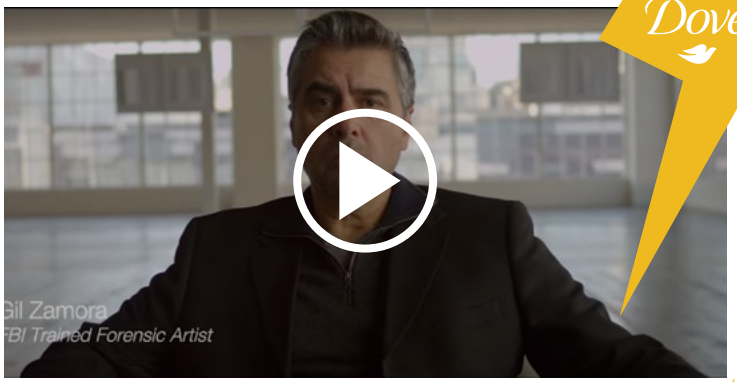
For an in-depth report on consumers, brands and earned media, check out Edelman's Earned Brand 2016 Study.

Brands killing it with EARNED MEDIA

Dove's Real Beauty Campaign

Despite its age, this ongoing campaign was truly a game-changer for Dove. It's one of modern marketing's most talked about success stories, and has garnered an incredible amount of media attention for the brand.

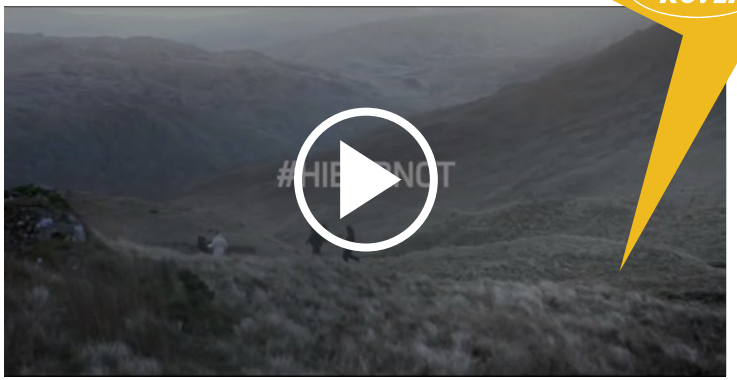
Marketers can learn a great deal about brand authenticity and long-term consumer perception from 'Real Beauty'.



Land Rover: #Hibernot

#Hibernot is a cross-channel media campaign from Land Rover which incorporated social, video and experiential marketing. It launched in 2014 and it's still going strong.

One of the campaign executions involves giant billboards that apply Instagram-like filters to the winter landscape, increasing its sense of beauty, and inviting viewers to see winter differently. The amazing thing about this part of the campaign was that there were no Land Rover vehicles in any of the ads. Its goal was simply to drive awareness and activity around the #Hibernot hashtag – and invite audiences to share their own views of winter. Land Rover understood that success with earned media sometimes requires an initial paid media investment – and a commitment to getting audiences talking.



What is OWNED MEDIA?

Owned media is content you publish or distribute via platforms you own. The key here is having complete control. You are deciding when, how and exactly what is getting published.

Common owned media outlets include:

Blogs

- Many social media practitioners consider their blog a "home base" for all their social activity
- Blogs allow authors to test content types, gain search engine ranking and provide thought leadership and advice to their customers or audience

Websites

Websites allow marketers to position their brands online through customized experiences, content and search engine visibility

Magazines

Marketers often publish digital (or physical) magazines containing unique content completely customized and owned by the brand

Events

Many marketers host their own events where they control programming, venue and the overall experience, in order to develop targeted relationships

Social "owned" assets

LinkedIn company pages, Facebook pages and Twitter accounts are just some of the channels through which marketers can control their posts, content and message

Caveat: *social platforms have a tendency to change over time, which means you won't "own" this content in the same way you would if it existed on your own blog or website*

When to include OWNED MEDIA in your strategy

Owned media is the purest extension of your marketing, organization and brand. This is why the ultimate goal of many content marketers is to develop significant reach and authority via their owned channels. It's critical to build and distribute content on your own platforms, even if your reach is low to begin with.

Here are two valuable pillars to build your owned media strategy around:

1

Creating a unique web experience can be a powerful differentiator, especially for B2C brands. Developing interactive content that captures the attention of your target audience provides a solid, owned foundation on which to build your paid and earned media strategy. But consumer brands should get these experiences up and running before delving into any paid media spend.

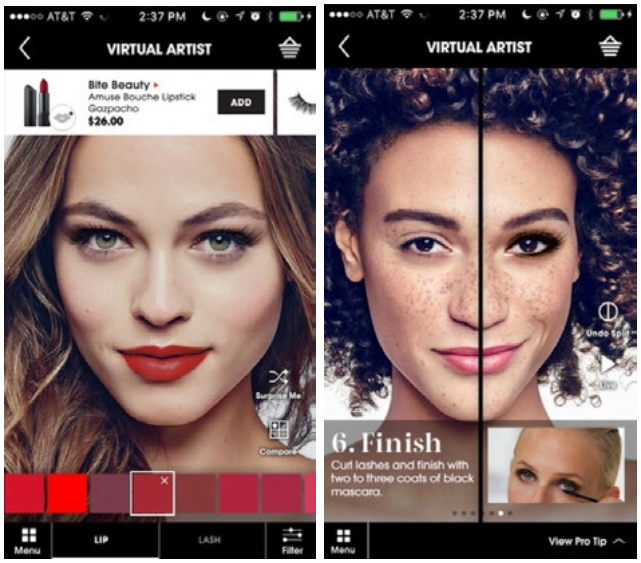
2

Developing a blog, or another owned thought leadership experience (like a magazine) can be a powerful marketing tool for B2B brands seeking to set themselves apart with unique industry knowledge. Drive users via paid and earned tactics to this home base where you can control more of the experience and content served to your audience. Developing content and thought leadership should be a continuous activity in your media mix.

Brands killing it with OWNED MEDIA

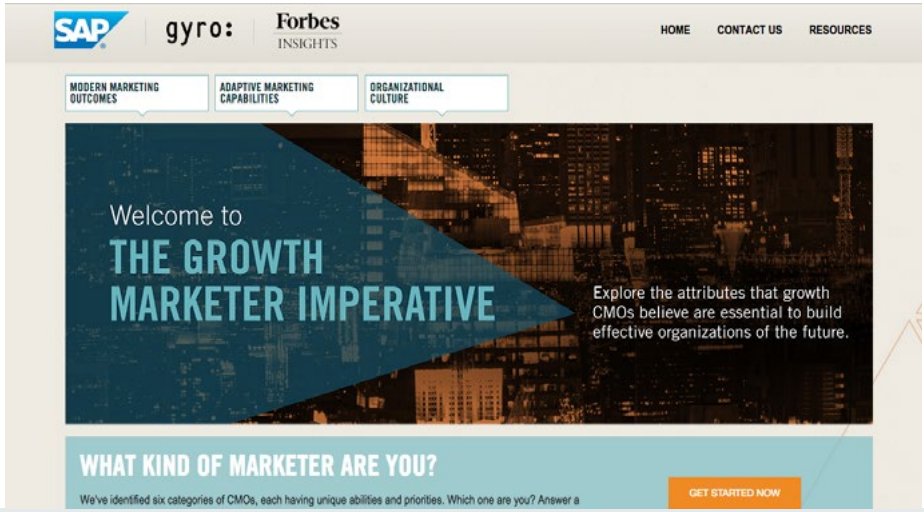
Sephora Mobile App

The Sephora mobile app features the Sephora Virtual Artist tool. It's a killer B2C owned media experience. Within the app, users can test make-up types and colours via augmented reality technology, without ever visiting a store. This campaign has driven significant earned traffic, traditional media mentions and sales. And hey, it's fun to play around with, too.



SAP Gyro, Forbes Insights

In partnership with Forbes, SAP created an information hub where executive business leaders can learn, grow and network. Content included research and interviews with 300 senior marketing executives, white papers, articles, infographics, SlideShare decks, webinars and videos. The hub garners solid engagement via social media, blog posts and emails. CMOs are the target audience, and the website has gained significant reach among executives. Whether dabbling in content marketing or scaling a full content department, it's crucial to get a handle on paid, earned and owned media. Thankfully, the days of spray-and-pray are long gone. It's up to each of us to ensure our media mix is sound.

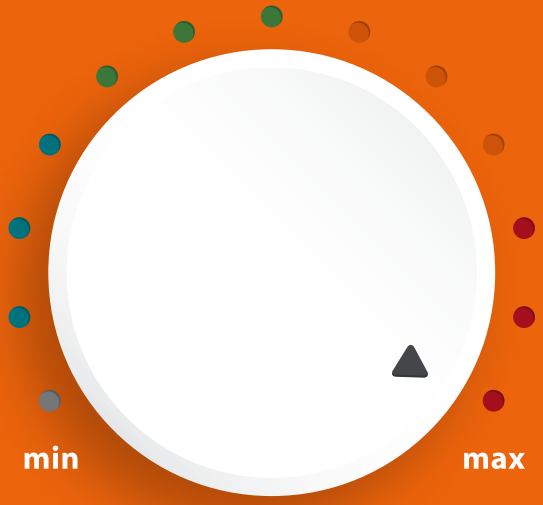


That concludes our journey through PAID, OWNED and EARNED MEDIA.

Now let's look at the metrics that can help you fine-tune your approach and take you to the next level – the rock star frontmen and women your content needs to succeed.

CHAPTER 4

KNOWING IF YOUR **AMPLIFIERS ARE WORKING**



6 essential online advertising metrics: the rock stars that can guide your content to the top

Developing a paid, earned and owned media strategy is just the start. In order to maximize your content marketing and tune in to find out whether your strategy is a success, you'll need to listen to the metrics that matter most. Plain and simple; metrics are the rock stars of your content marketing.

At the front of every epic rock band is a rebel, leader and star. Some tear their hair out and swing from the rafters to win the love of the crowd. Others enchant and delight their fans with soft melodies until just the right moment, when they break into that face-melting guitar solo. Whether loud, soft, insane or methodical, one thing is true of all rock stars; when they take the stage, everything just works.

Use the following metrics rock stars to guide your paid, earned and owned strategy and you'll find everything falling into place. The best way to tune that strategy to perfection is to have an ear for what's working and what isn't. Here are the metrics that you need to listen out for – and their rock star equivalents.

1 IMPRESSIONS: the Paul McCartney of metrics

Impressions defined:

Simply put, a single impression represents a single person viewing your ad, website or campaign. Your total impressions represent all of the people – and all of the times those people – have viewed your ad or campaign. In online advertising, cost per thousand impressions (CPM) is a fairly common bidding system, which advertisers use to purchase ad units. Purchasing impressions in your online advertising guarantees that your ad will get served to the exact number of impressions you pay for.

So why Paul McCartney?

Going back to the Beatles, Sir Paul McCartney has had a magical and broad appeal. More than other rock stars, his music commands a respect and amazing ability to connect with seemingly everyone on Earth. Unbelievably, more than 2,200 artists have covered his song, "Yesterday." Relevant and meaningful for almost any campaign, if impressions were a rock star they would be McCartney.

Author: Oli Gill

2 CLICKS: the David Bowie of metrics

Clicks defined:

Clicks represent the customers who saw your ads, and for one reason or another, clicked on them. Many advertisers focus on clicks as a continued indication of customer interest and success. Another important consideration is the ratio between your impressions and clicks. If you are getting impressions, but no one is clicking, it might be time to re-engineer which channels you are targeting, and what creative assets you are using to reach your target audience. In pricing terms, cost-per-click (CPC) is an advertising model that requires marketers to pay when someone clicks on an ad. It's slightly more expensive than CPM, but often more targeted.

Why David Bowie?

Bowie was intriguing and entertaining, both of which are key to getting clicks in marketing. He combined experimental sounds and striking visuals that always left audiences hungry for more. It's true that not everyone loves Bowie, but everyone sure as heck wanted to know what he was up to. That's the kind of deeper engagement a click can indicate.

3 LEADS: the Mick Jagger of metrics

Leads defined:

A lead is a potential customer that demonstrates interest in your business by filling out a form on your website, or by sharing contact information with your business in another fashion (e.g., at an event). Leads can be broken down into two broad categories: sales leads and marketing leads.

Depending on the size and nature of your business, leads may be automatically funnelled into a marketing automation platform (like Marketo), or passed on to one of your sales team, who will reach out directly to that lead to nurture a deeper relationship.

So why Mick Jagger?

Arguably the most influential front man in rock history, Mick Jagger has had an impact on nearly every rock singer that followed. With a cool but commanding demeanour, and an instantly recognizable voice, Mick is a guy everyone wants to hang out with. And in online advertising, new leads represent people who want to hang out with your brand. Be like Mick Jagger, and go get those leads.

Author : Nationaal Archief

4 CONVERSIONS: the Freddie Mercury of metrics

Conversions defined:

A conversion happens when one of your leads purchases your product, platform or service. Conversions are at the bottom of the marketing funnel, and represent all of the online visitors driven by your advertising who convert into paying customers. Conversions are most often tracked via Google Analytics or another customer relationship management (CRM) system. A key component of the conversions game is tracking each action your customer took prior to making a purchase. Knowing the path to conversion means you can replicate that success, at least in theory.

Why Freddie Mercury?

Freddie Mercury had a voice like no one before, or since. Like a highly creative, differentiating ad campaign that drives customers into marketers' arms, he could sing just a handful of notes and drive album sales sky high. If conversions were a rock star, they'd be Freddie Mercury – proof of the power of creative marketing to make things happen.

Author: Carl Lender

5 COST PER LEAD (CPL): the Prince of metrics

CPL defined:

When advertisers bid to post ads on the web, they have several payment models to choose from. Cost per lead (CPL) describes a pricing model in which advertisers only pay when a lead signs up, or shares contact information with a brand.

CPL is the most accurate means for advertisers to project their guaranteed returns for the amount of money spent on ads.

Why Prince?

Prince was arguably the most elusive and mysterious rock star in history. But one thing was certain, when Prince was in the building, you were guaranteed to get the best show of your life. Prince is our CPL rock star largely because you knew that he would always deliver serious bang for your buck.

Author: Yves Lorson

6 RETURN-ON-INVESTMENT (ROI): the Jimi Hendrix of metrics

ROI defined:

Return on investment (ROI) is the profit your online advertising drives, compared to the amount of money you spent on that advertising. Having a high ROI in your marketing means you're making a good investment. ROI is often tracked quarter over quarter, or year over year by executives and marketing decision makers. The simplest means of calculating your ROI is to divide the amount that customers spend on your products or services as a result of your marketing by the investment you made in that marketing. You can then express this as either a ratio or a percentage.

So why Jimi Hendrix?

Jimi Hendrix was arguably the most influential man to ever pick up a guitar. With a mainstream spotlight that spanned just 4 years, the return on and impact of his short career has been immense. Nearly everyone that has played guitar since Jimi Hendrix has also dreamed of playing like Jimi Hendrix. Jimi represents the ultimate ROI in rock history. With just a few notes, he changed rock forever.

Whether you are dabbling in various advertising methods for your small business, or scaling a new software to the cloud, understanding your key performance indicators and online advertising metrics holds the key to success or failure. And marketing that rocks is essential, if you want your key metrics to head in the right direction.

Today, LinkedIn members number more than 400+ million of the 600 million professionals on the planet, representing the largest group anywhere of influential, affluent, and educated people.

For more information, visit:
https://business.linkedin.com/en-uk/marketing-solutions