



# **PESO in 2021: Creating Media Relations and PR Wins Across Content Efforts**

Presented By: Thomas Bunn and Sabrina Browne

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# Today's Media Landscape

*In years past, the traditional ways of brands delivering messages often started from the center, branching outward to key demographics. Today, the democratization of news by social media influencers paired with the contractions in the job market and social justice issues have created a seismic shift in media. Consumers are hyper-stimulated in this hybrid environment and if you want people to be moved to action by your story, your brand must show up across multiple channels, at the right place and right time, with the right message. Earned media alone can't reach targets audiences and you have to approach media relations through an integrated lens. A PESO strategy.*

# PESO in 2021

**PAID  
MEDIA**

Sponsored Content  
Social Media Ads  
Digital Out of Home  
Lead Generation  
Affiliate Marketing

**EARNED  
MEDIA**

Media Relations  
Investor Relations  
Corporate Reputation  
Word of Mouth

**SHARED  
MEDIA**

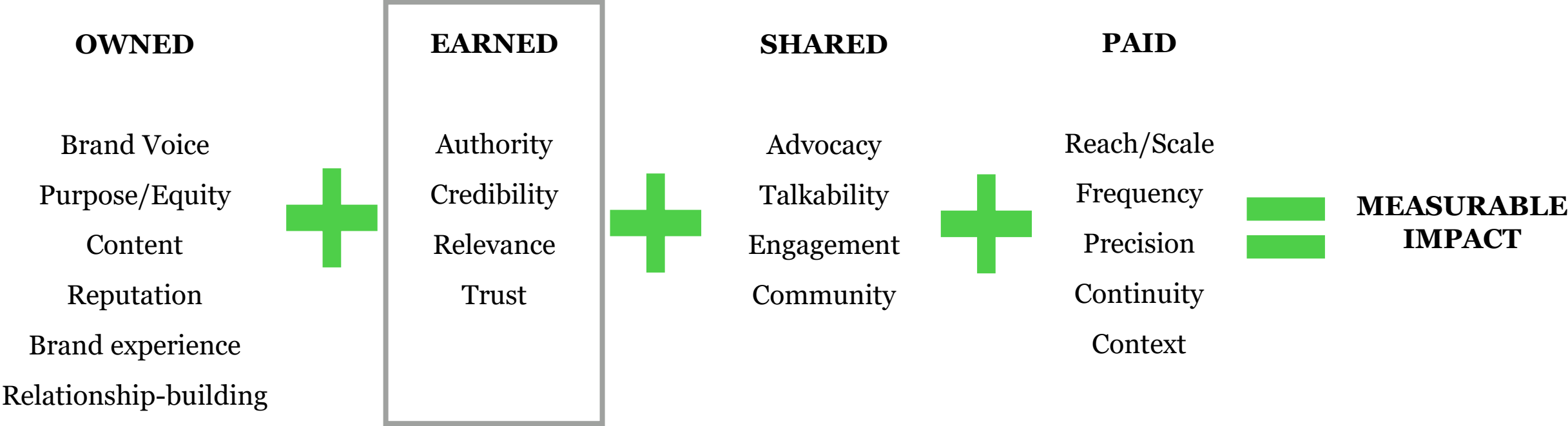
Organic Social  
Publishing Platforms  
Media Sharing Sites  
Social Forums  
Social Monitoring  
Reviews

**OWNED  
MEDIA**

Website/Blog  
Content Marketing  
Videos/Webinars  
Podcasts/Audio/Voice-Only  
Employee/Customer Stories  
Branded Journalism

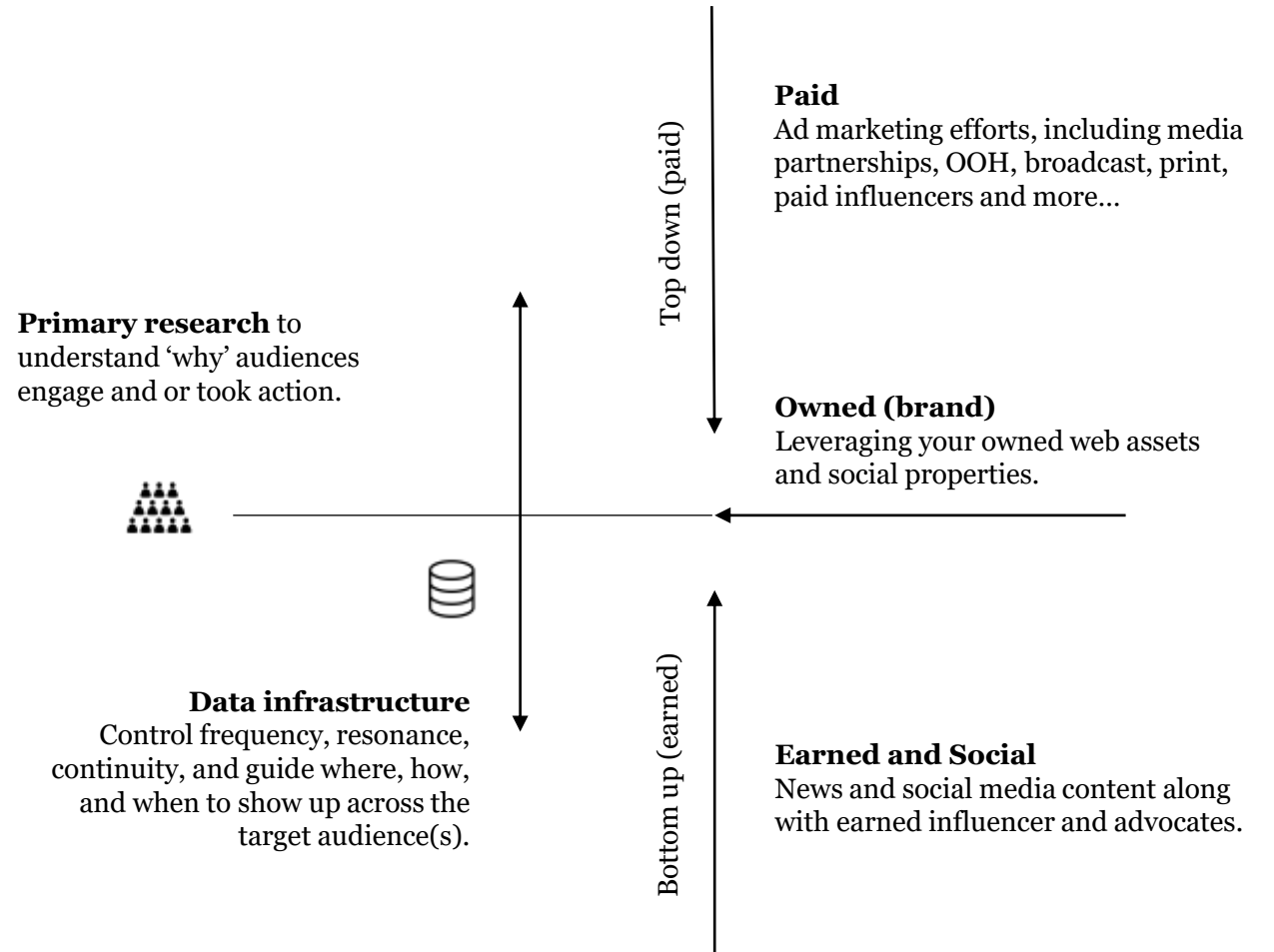
**INFLUENCER**

# Unlocking The Value of Earned Storytelling



# Balancing The Internet: Maximize The Impact of your Story

- Formulate the right balance between paid, earned and owned so that efficiencies in business resource and media spend can be allocated and deployed more effectively.
- Control frequency, resonance, and continuity for deliverance of any campaign or message across channels.
- Understand how a message is traveling and how much paid (top down), or earned (bottom up) is needed to drive a desired outcome.



# PESO Scenarios Based on Objectives

If you are looking to **create content** for media

—— **paid, social** and **influencer**

If you are looking to **drive conversation**

—— **paid, earned, social** and **influencer**

If you are looking to **generate sales**

—— **paid, social** and **influencer**

If you are looking to **amplify** and **target story**

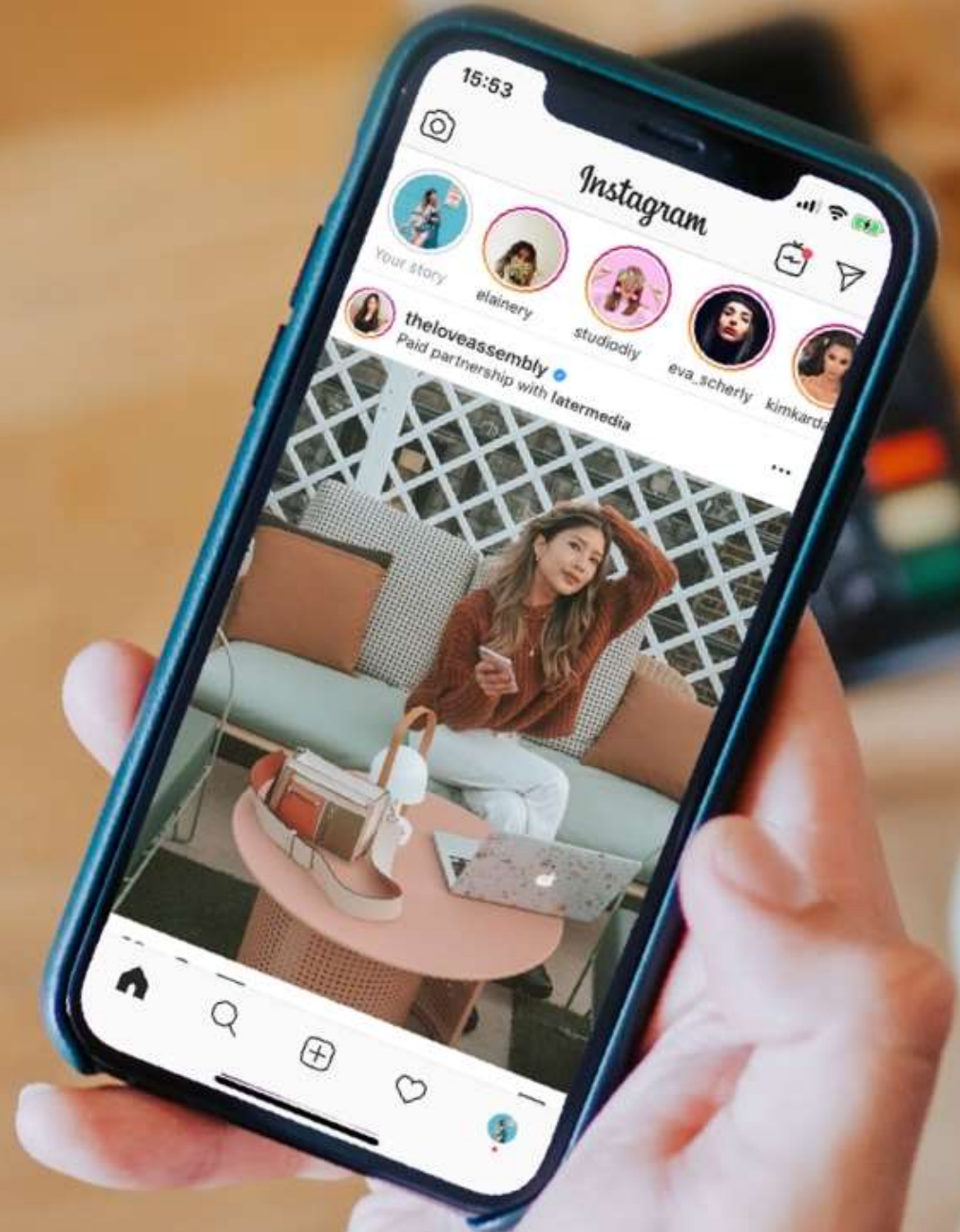
—— **paid, earned** and **social**

If you are looking to **keep control of your message**

—— **paid** and **owned**

# Harnessing Your Brand Content

- **Step 1:** Place the customer experience at the forefront of your PESO strategy and create campaigns that drive both impact and ROI.
- **Step 2:** Implement media relations tactics that focus on deploying on channels in which you can drive both story and performance.
- **Step 3:** Create and distribute content that is valuable, relevant, and consistent to attract and retain your audience.
- **Step 4:** Lean into paid to target and control who is seeing your content and use testing to ensure only the best performing content is deployed.
- **Step 5:** Work together with media and influencer partners to craft customized stories and activations that drive reach – and ultimately, favorable customer action.



# Supercharging Your Communications



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PESO enables you to reframe your media relations approach to ‘meet’ consumers where they are in today’s hybrid environment.



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PESO maximizes brand awareness, buzz and media interest for your news across platforms and social media channels.



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PESO leverages media and influencer relationships to strengthen your brand voice and visibility across key brand stakeholders.





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