USING PAID, OWNED AND EARNED MEDIA TO BUILD SUCCESSFUL SOCIAL CAMPAIGNS
INTRODUCTION

As media and advertising converge, marketers have to combine their traditional marketing practices with social strategies across a number of platforms or risk being lost in a sea of businesses and brands vying for attention. This enormous amount of digital noise produces a lot of data about how their strategies are performing, and staying on top of this data is key to competing in the space.

Wouldn’t you prefer to plot a course based on actionable data than flounder on pure speculation?

In this paper we’ll explore how to plan, execute and measure the results of your paid, earned and owned media efforts, or POEM. We’ll explore ways to use paid, owned and earned media across all media channels to grow audiences and build engagement. For brands using social media marketing, each of these types of content often appear on the same social media platform.

We’ll cover general frameworks, how to build a team, how to collaborate between team players, tips for putting together an integrated marketing plan and how to report on and review your results. We also include a case study that shows how major U.S. retailer J. Crew has used paid, owned and earned media successfully across multiple social media channels.

We’ll start with the driver behind all of your efforts: the consumer.
As consumers become more and more sophisticated in the ways they access brands, marketers have discovered the need for an integrated and omni-channel approach to branding and messaging both online and offline. Brands realized that if they were to run campaigns across multiple channels in multiple formats, coordinate the message, timing and cadence, they'd have much more success reaching customers who flit across hundreds of screens a day. Customers' needs and expectations have become broader over time. That's why, in today's new media world it's important to leverage as many channels as possible to ensure that each customer has a seamless brand experience – from their in-store purchases to their online interaction with the brand.

To create a better customer experience and drive better marketing results, brands have adopted approaches that use paid, owned and earned media to their advantage. Paid, owned and earned media (POEM) take center-stage as a practical way to bring that seamless brand experience to life. Together these components influence the customer's purchase decisions and ultimately the brand's success. To use them wisely is to be able to combine all three within a strategy, and then measure and analyze that strategy to continually adapt to the evolving marketplace.

The challenge, however, is that in many organizations, these areas aren’t interconnected. This stems from the traditional format of a paid-owned-earned campaign. Paid media managers would buy television spots or magazine ads. PR gurus would create releases to drive earned media, but often those channels would be wholly separate from any other component. A community manager will manage many of the owned social channels that would drive public perception earned media, including the voice, the tone and cadence, but often this person is in a separate part of the marketing organization independent of both the paid manager and the public relations department. But as everything converges – hashtags on TV advertisements, news clips on late night television, Tweets leading to Facebook contests – the line between these departments blurs.

Without a sense of who’s doing what and how all the parts work together marketing campaigns will fall apart. It’s now more important than ever to take a holistic approach to marketing by developing a marketing plan that combines paid, owned and earned media to drive customer actions. To better understand how these components work together, we’ll need to define them.
PAID, OWNED AND EARNED MEDIA

What is POEM, and how can you leverage this model for better marketing campaigns?
In marketing, POEM is your paid, earned, and owned media. What does that mean? What's the general framework for a paid, owned, earned media campaign?

Earned media should be a given; it’s the earned perception of your brand as a whole. In earned media, your customers become the “channel”, and your brand has little control over that channel. Despite the lack of control of your earned media, however, public perception has always been important and influencable. Two of the ways earned media CAN be influenced is through a PR department who will send out releases hoping their story is picked up, or through influencers who partner with brands to spread positive word of mouth.

Owned media includes any of your brand's assets that your brand controls. Owned media does not require an advertising budget (besides operating costs), but are the tools of your marketing strategy. Your owned media will likely serve to convince potential customers that you're a thought leader in your industry and that they should try your product. A brand will have buyer personas that they speak to and these personas will direct the brand's content curation strategy based on customer needs and wants. Traditionally these were brick-and-mortar locations but as technology speeds up, this has been expanded to include a brand's website, and even their social media profiles.

Paid media includes anything that requires an ad budget, whether it’s paid TV spots, ads on news sites or in print media, or promoted Tweets and Facebook ads. These budgets are growing larger each year as the explosion of content shared across media coupled with new social channels and technology increase the need for ways to remain visible. One of the prime ways to ensure your brand has a visible presence across media channels is to just pay for it – engage in some form of paid advertising. Paid media's share of influence will continue to rise as markets are flooded with brands and content.

In traditional media, these were run by three different groups, and the attribution and responsibility between all three were fairly cut and dry. However, with digital advertising and social media in particular, the three groups need to work together and the divisions of labor and attribution are not as clear.
APPLYING POEM TO SOCIAL MEDIA

A great strategy will use paid, owned and earned media across all media channels to grow your audience and foster engagement. This is the case because as marketing evolves, brands have to adopt a more customer-centric, integrated approach that increases visibility. But the water is murky when it comes to delineation of responsibility, attribution, and even the channels each media sphere uses.

On social media, each of these types of content may appear on the same social media platform. To implement that strategy, the PR department will work closely with the marketing or content department to ensure that owned content is driving earned media. The paid media manager may have some distance from that team, but should ultimately work with both marketing and public relations to make sure the paid content is cohesive.

Think of it in terms of Facebook’s news feed. Your brand’s Page is just one tenet of your owned media. You post a photo of new product from Instagram to Facebook (your Instagram account is also owned, by the way). The photo serves as owned media until the point at which you decide to boost that post on Facebook. That post then becomes paid media. Then a Facebook member shares that image – the image then becomes part of your earned media. This means that you need a framework that you can build your strategy on, that makes the transition between the three media types seamless, that is cohesive across all channels, that you can attribute events or actions to.

The POEM model will help you clarify all these things. It will help you assign resources to each media outlet – including personnel and money. It will help you set strategic goals and holistically track those goals’ performance over time. You’ll be able to create a strategy that drives success on all channels because you’ll be leveraging the maximum number of tools at your disposal to drive the results you want to see from your marketing campaigns.

What roles does each of these media play in your social media campaign?

How do you know how the customer feels about your brand? What they think, what they want and what they dislike? This is where your earned media comes in. Earned media allows you to listen for clues as to how the general public perceives your brand, because social media users are often vocal about their relationship with brands – especially as social media has become such a prime channel for customer service. Furthermore, some of the most creative campaigns have come from earned media findings. Earned media are a great way to generate ideas from your current assets. You can also measure your share of voice in
Applying POEM

your arena to find out where you stand among your competitors. You can leverage earned media to an extent – often through influencers – to generate sentiment and brand attachment. Often earned media itself is built through your paid channels, making sure your brand’s imagery shows up on the maximum number of screens.

**Unfortunately, just existing in the digital space isn’t enough. This is where your owned media comes in.**

Owned media is a great way to build a connection with your customers. Owned media could be your website, your Twitter account, your Instagram account, your Facebook page, and even your brand’s persona. It helps you move from being a topic of conversation to being a part of the conversation by pushing out content, responding to customers, driving awareness and promoting your product. You’ll use the channels you have control over (like Twitter or Facebook) to publicize your brand and drive positive earned media. In addition, owned media can help your overall presence on the net. Though reports from January 2014 note that Google does not take social signals into account, social media has the power to perpetuate overall awareness that helps brands earn a bigger slice of the search results.

But high search results are hard to come by. What does a business do if they’re launching a new product or have neglected channels and want to rise in rank? This is where paid media becomes the most useful.

Your paid media will help scale that process. Paid media is on the fast track to becoming one of the largest components of social campaigns. A paid campaign – like Facebook Ads - will both help to create earned media, but will also fuel your owned media. Along with owned media, paid media is fully under a brand’s control, and only paid media will guarantee your target audience has the ability to see your message. The time has come to move away from an “if you build it, they will come” mentality. Because of the explosion of web content, paid media is emerging as one of the best ways to mitigate the organic reach crisis. Paid media drives exposure and has the capacity to give life to content that otherwise might not be seen if left to be promoted through your owned channels. Not only that, strategic CTA placement will increase desired conversions as more people see your CTA through a paid campaign.
TIPS FOR USING THE POEM MODEL IN SOCIAL MEDIA

The POEM model won't work unless you have a well-planned strategy to implement it. There are more than a few ways to generate success from an integrated content campaign – and we've got a curated list for you.

• Make sure you have the right people on your team
  Having a team member who is time-tested when it comes to media buying can make all the difference in your campaign. A great team is one with a diverse range of skills; if your team lacks skills in certain areas – for example, creating engaging webinars – set goals for people in your organization to expand their knowledge.

• Define (or redefine) your goals
  Examining your social media and your overall brand performance goals will help you decide how to proceed with your POEM strategy. Know exactly what results you want will give you more to work with when it comes to planning out your content trajectory across channels.

• Understand performance in a more holistic way
  Your performance across social channels depends on having the right mix of paid, owned and earned media. Because of this, it’s important to know how your paid, owned and earned media contribute to your campaign together. Know which channels drive the most engagement across paid, owned and earned media to ensure your content gains the most exposure. Furthermore, with customers reaching for brands across a multitude of channels, use all three together to drive measurable results.

• Attribute your success to the right activities
  Using an integrated model means being able to measure the success of your paid, owned and earned media both individually and as a whole. You'll need to be able to attribute engagement and interactions to specific media tactics so you know what works and what doesn't. Doing this, you can adjust the mix going forward to drive the results you're looking for.

• Improve planning and strategy
  Knowing the exact data behind what drives clicks will allow you to focus on areas that work and improve areas that don't. Being able to break down consumer actions by messaging through each media type will allow you to create smarter campaigns, which will drive more of the desired actions from your customers.

• Create integrated marketing plans to span all media
  Using a mix of these three across all your media channels will help increase real-time traffic and engagement. Besides that, your brand will benefit from increased visibility as customers remember your name when they decide to purchase your product. Having an editorial calendar laid out with post dates across each channel will help ensure that the marketing mix is cohesive and well blended.

• Manage efforts in a more effective way
  This might be one of the most important aspects of a paid, owned, earned model. Being able to spend dollars where dollars make sense will decrease the effort and cost of your campaigns, and increase your marketing ROI. Because you can attribute success to the activities
that drove it, your strategy becomes smarter. Make sure you continually measure and analyze to constantly improve your strategy so your messaging does not become stale.

- **Track and measure more accurately**
  What good is running a campaign if you cannot track and measure its success? More specific attribution allows you to improve your measurement and analysis to direct your future strategy. Better measurement equals better campaigns, and you'll have improved metrics by which to gauge your success.

- **Clarify your reporting**
  Imagine yourself with a box of 50 AA batteries. Some have been used, some are completely dead, and exactly four batteries are brand new. How do you determine which batteries to use in your TV remote? You could go through and test every single battery in the box but it would take ages to sift through and find the right combination of batteries…and then you may not even be sure you don’t have two half-used batteries. Being able to choose those batteries depends on having clear indicators that the batteries are brand new. Social reporting is kind of like that box of batteries. It can be hard to drive success and attribute success to the right factors if you don’t have a clear reporting strategy and a great tool for social media measurement and analysis. Using all three, and knowing the breakdown of what works on your paid, owned and earned media will give your reporting purpose and depth of insight.
USING POEM – J. CREW CASE STUDY

How do major retailers leverage POEM in their marketing campaigns?
USING THE POEM MODEL FOR RETAIL BRANDS: J. CREW CASE STUDY

Using a paid, owned, earned model for retail brands is one of the easiest ways to see how the POEM model increases visibility and drives in-store purchases. The brick and mortar store itself is the major hub for owned media – driving the purpose behind the website and all social channels. Besides this, a retail brand will likely have a Facebook page, a Twitter account, and a Tumblr, Pinterest or Instagram account. These owned media are the spokes – allowing the hub to connect with potential customers to let them know about new items, sales and promotions.

Social media should be integrated into the in-store experience too. A great example of this is the #J CrewStyleSessions hashtag on Instagram. J. Crew promoted their Style Sessions event – engaging with local bloggers and influencers who came to the store to style mannequins. The event invite went out, asking shoppers to tag their Instagram photos from the event with the event hashtag.

In addition, J. Crew also put up in-store signage for shoppers at the event bearing the hashtag so that guests would remember to snap photos. They cross-promoted both photos and the hashtag on Twitter and Facebook, and they even added the hashtag to catalogue and mailers to drive interest for the event. They leveraged their owned media to drive awareness around the campaign.

Besides this, J. Crew runs display ads that help alert potential customers to sales in-store and online. J. Crew leverages these paid media to drive sales in places where users would search for the Style Sessions hashtags.

Not only did the hashtag campaign drive engagement on their owned media, it played a large part in their earned media too. As shoppers flocked to the stores, they tweeted about their own J. Crew experience. Besides driving engagement on social media, this also drove sales in store. The hashtag campaign was promoted by notable bloggers who then had a chance to style mannequin displays in-store, leveraging those influencers' connections to further publicize the event.

With this kind of sophisticated, integrated social campaign, J. Crew was able to correlate social media activities to the buying process. A Forbes article states that 21% of J. Crew’s Pinterest following went to the store to shop after pinning, and that 80% of those who pinned bought something from the brand within three weeks after pinning.

Being able to analyze real-time data from its' social following allows the brand to track the success of their campaign.
CONSIDERATIONS TO USING THE POEM MODEL

With the inescapable interlinking of paid, owned and earned media, marketers have a challenge before the incoming up with creative campaigns that drive success. Brands must accept the challenge of social selling – and why wouldn’t they, when campaigns like J. Crew’s show a remarkable correlation between social and sales.

The three media components should all fuel each other and should consider the customer journey as dynamic. Customers use the internet for information, entertainment or purchases, and marketers need the POEM model to help speak to all three of those needs. John Lusk, founder of Rivet & Sway explains how:

Paid: Use wisely and always be testing. If you can find a cost effective paid channel (i.e. profitable or break-even contribution margin) spend up as quickly as you can and take advantage of that ‘find’. Otherwise, use this channel with caution and use it primarily to fuel your funnel, identify funnel leaks and find new customers. And if warranted, use it to promote phenomenal content.

Earned: It’s essentially Word-of-Mouth. Most marketers resort to paying for earned media via big investments in PR. I suggest spending more time and energy on delivering such an amazing customer experience that your customers are actually serving as giant mouthpieces for your company. Awareness of your company will spread faster and will be more authentic coming from customers than it will from the media (in most cases).

Owned: The channels that you build, nurture and optimize are an extension of your brand. These are the channels that need to be growing over time and the one that should be warranting increased investment over time. Owned channels are used to execute campaigns, to promote great content and to create more word of mouth and engagement (thus fueling the Earned channel). Owned channels can take time to gain traction. So be patient...with a sense of urgency of course.

Each one of these media components will fuel that journey to engage, engross and entice customers. Marketers must be diligent in their planning so that the message across all channels is cohesive and customer-centric.

With a paid, owned and earned campaign comes the need for precision data collection and analysis. For example, knowing that their audience used Pinterest frequently, J. Crew was able to leverage the channel to their advantage. From the social data they were able to collect based on the campaign, they were then able to determine that their audience consisted of “affluent, college educated, professional and fashion-conscious women and men” (Source: J. Crew, reported on Buzzfeed).
Of course, adopting a POEM model will require realigned KPIs, shifted budgets, reorganized structure of the marketing department and realigned metrics. Because these components are merging into one structure, departments must work together to drive measurable results. In addition, accurate measurement and reporting becomes a “need to have” not a “nice to have”.

Knowing which components of your strategy drove success will help you identify and modify that strategy based on intelligent data.

**CONCLUSION**

Social media is becoming one of the primary ways for marketers to reach their audiences. But marketers cannot remain successful without creating campaigns that leverage the power of paid, owned and earned media. The success of a POEM model, however, relies on data-driven decisions. Examples like J. Crew mark the potential for success.