Leveraging Online Marketing Basics for Your Business

Integrating Owned, Paid, and Earned for Success

By Dr. Elaine Young | Professor Digital and Social Media Marketing | @ejyoung67
Owned | Paid | Earned

OWNED

PAID

EARNED
Owned | Paid | Earned

What I Control Content!

Ad Spend $$$

What Others Say About Me

What Others Say About Me
Begin with the End in Mind

WHAT is my Goal?

WHO am I trying to reach?

HOW will I reach them?

What is the PURPOSE of EACH online platform?
Content: Take an InBound Approach
Owned: Your Content Platforms

- eMail
- Video/Audio Content
- Social Media Platforms
- Print Materials

Web Site
Owned: Your RENTED Platforms

Plus any others that are important to your industry
PAID: Advertising

Anywhere you pay for placement of your message

Google AdWords

Stiller
SCHOOL OF BUSINESS
CHAMPLAIN COLLEGE
Earned Media

Earned media is media exposure that comes without payment. This is the traditional media exposure earned through media outreach. It also includes customer reviews, content shares, and social media interactions.

When Someone ELSE mentions you:

- News Media
- Review Sites
- Influencers in your industry

https://www.tintup.com/blog/earned-media-marketing/
So...how does this all work together?

- Owned
- Social Media
- Earned
  - Organic Reach
- Email
- Social Media
  - Direct Contact
- Targeted Visibility

Google
Bing

Stiller
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Now It’s Your Turn! Quick Assessment!

- How Updated is YOUR **Website Content**?
- What is your “**Ego**” Search? What is your “**Product**” Search?
- What are you doing for **EMail Marketing**?
- What **social media platforms** are you using? **Why**?
- Where do you **Advertise**?
- Who is **talking about** your brand?
- How are you **connecting** your Owned, Paid, and Earned content?
- How do you **know you are being successful**?
Connect with us on Social Media

https://champlainvalley.score.org
https://www.facebook.com/vermontscore
https://twitter.com/vermontscore
https://www.linkedin.com/company/vermontscore
https://www.instagram.com/vermontscore
Dr. Elaine Young is a professor of Digital and Social Media Marketing at Champlain College. She has taught digital marketing strategy and techniques for 18 years utilizing real world application and small business client projects. She also provides Digital Marketing coaching for small businesses.
How did you hear about this event?

(Check just one, please)

- From NEFCU (mailer, in bank, etc.)
- SCORE Email
- SCORE Mentor | Who? ________________________
- Vermont SCORE Social media: Facebook Twitter LinkedIn Google+ Instagram
- My local Front Porch Forum | Which town? ________________________
- Vermont Business Magazine email
- Seven Days (web or print)
- MyChamplainValley.com
- I’ve attended in the past
- Referral / Word of mouth