

# PESO

## Paid Earned Shared Owned Media

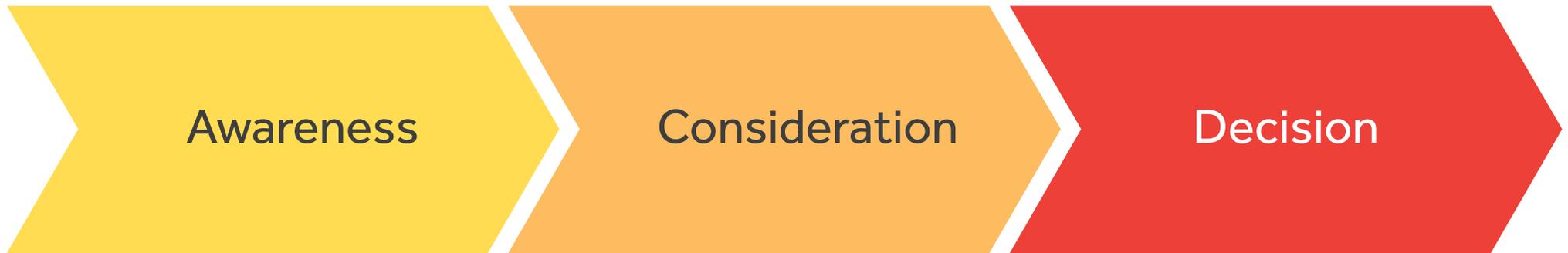
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An overview guide to using the PESO framework in your marketing strategy



# The Customer Journey

**Content Marketing = relevant and valuable content produced and distributed along the customer journey to help them make a buying decision in your favour.**



**Educate** customer on their need



**Inform** customer on how your business can help solve their need



**Encourage** customer to take action now they are more educated

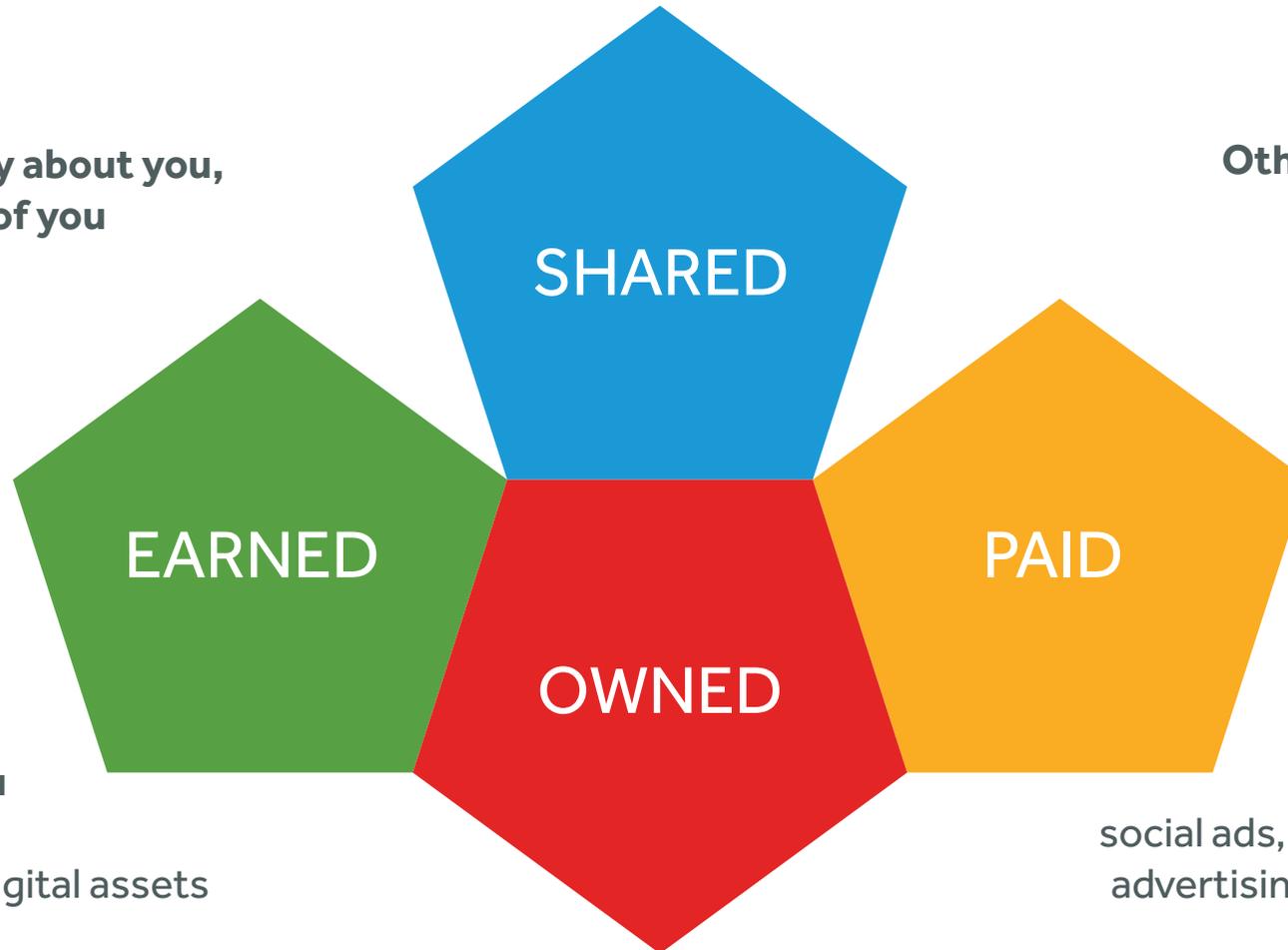
# Distribution of content via various media/channels

PESO offers a framework for strategies and tactics to extend reach, raise awareness and reinforce communication.

## EARNED –

What others say about you, independently of you

newspapers  
magazines  
radio, TV



## OWNED –

Your own voice, the content you produce

website, blog, digital assets  
(downloads)

## SHARED –

Others repeating and mentioning you

social media  
forums  
wikis

## PAID –

You pay for the distribution

social ads, banner ads, native advertising, PPC, sponsored content

**Different parts of PESO are more effective for different parts of the buyers' journey and decision making process. It's important for PR, marketing and sales to sit round the table and put the strategy together.**

PESO	Cost of distribution	Control of message	Measuring success	Goal	Challenges	Advantages	Customer journey phase
PAID	High	Full	Immediate and full	Find new audience quickly	Declining response rates, poor credibility	Full control, immediacy, scale	Decision
OWNED	Low	Full	Easy with installed software	Build long-term relationships with audience	No guarantees, takes time to scale	Full control, niche audiences, longevity (asset)	Awareness, consideration, decision
EARNED	Zero	Little	Very hard	New audience and reputation	Little control, can be negative, hard to measure	High credibility, transparent, lives on	Awareness, consideration
SHARED	Zero	Zero (except for own shared content)	Very hard	Communication, reputation	No control, hard to push	Organic audience growth	Awareness

# Conclusion

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The PESO framework is ultimately getting at one thing – how your company represents itself to the outside world.

**Successful Content Marketing starts by understanding who you are talking to, what is of value to them, and where they look for this information.**

Once you have that, every piece of content needs a purpose and every type of media needs to be used, creating a full circle of strategically driven, interesting and tailored communications.

Refine this art form and you won't go far wrong.



# Why wait? Take the free demo and trial today...

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## Using the PESO framework in your marketing strategy is just the beginning

Imagine if you could take control of your lead generation activity, then nurture and convert your prospects before your competitors even get close.

By being your efficient central hub for website visitor intelligence, lead generation and marketing insight, Lead Forensics will give you all the data you need to convert high quality leads faster.

Uncover who your anonymous website visitors are, identify when they're ready to buy and access the contact details you need.

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